

# canterbury Home Show

The Canterbury Home Show offers exceptional marketing and sales prospects for businesses involved in home building, renovation, decoration, and furnishing.

Drawing in more than 10,000 homeowners who specifically fit the target audience, this event spans three days and delivers invaluable opportunities for direct interaction and engagement.

Exhibitors can expect unparalleled value and exposure through their participation.



98%

of exhibitors are highly satisfied with the overall performance of the Canterbury Home Show for their business

*"There is no doubt that the Canterbury Home Show provides immediate and easy access to customers who are keen and interested in getting new ideas and sourcing the right products for their new or existing home. This is why we exhibit." Ian Rae - Stratco NZ*

\* Statistics in this report are taken from the April 2023 Canterbury Home Show Visitor and Exhibitor Surveys.



# UNPARALLELED EXPOSURE AND ENGAGEMENT

Connect with 10,000 Targeted Consumers at the Canterbury Home Show

Visitors come along to the Show to **gather ideas** and **seek advice** from industry professionals; discover the **latest innovations** on the market; **compare products** effortlessly, and save time by accessing everything in one convenient location.



## TOP REASONS VISITORS ATTEND THE CANTERBURY HOME SHOW...



*"Incredible exhibits, very informative, loved that there was a really good variety of stands and products. We'll be coming back again for sure!"*



Amplify your business's impact at the Canterbury Home Show, where you can connect with a vast pool of potential customers in person. Showcase exceptional products, foster resonating conversations, build valuable customer relationships, and propel your brand to new heights.



When it comes to achieving your business objectives, there's no comparison to the effectiveness of a customer-centric event. The Canterbury Home Show serves as an all-encompassing sales and marketing platform that allows you to attain your goals swiftly and efficiently, providing unrivalled opportunities within a condensed timeframe.



**73%**

of visitors already  
intend to make a  
**purchase** from an  
exhibitor they saw at  
the Show

**55%**

of visitors intend to  
**spend over \$25k** on  
their next home  
improvement  
project

And  
**25%**

of visitors intend to  
**spend over \$200k** on  
their next home  
improvement  
project

*We enjoyed a successful show, with lots of good, strong leads to follow-up on.*

**Steve Roughan - Plantation Bamboo**



## WHAT ARE CANTERBURY HOME SHOW VISITORS PLANNING TO RENOVATE?

*listed in order (highest to lowest %)*

- Outdoor Space / Backyard
- Flooring
- Bathroom (complete reno)
- Fencing / Decking
- Wall coverings
- Kitchen (complete reno)
- Window treatments
- New home build
- Energy saving products
- Window / Doors
- Lighting / Lighting fixtures
- Cabinetry / Storage / Wardrobes
- Kitchen products (eg. tapware, cabinets)
- Bathroom / Laundry products (eg. sinks)
- Home ventilation
- Home automation / Home security
- Large appliances / Whiteware
- Roofing / Guttering / Cladding
- New furniture
- Furnishings
- Water saving products
- Pool / Spa
- Beds / Manchester / Bedding
- Home entertainment / Home theatre
- Tiny Home

## PROJECT COMPLETION TIMEFRAME

0 - 6 months	6 - 12 months	12 - 18 months	18 - 24 months	24+ months
27%	28%	19%	16%	10%



# 99%

of exhibitors are highly satisfied with the quality of attendees that attend the Show.

*""We look forward to this event each year for both our home and business projects. It's a great, very well put together event if you're looking to renovate and offers access to so many experts all together in one place."*

## WHERE IN THE PROJECT STAGE ARE VISITORS?

About to start their home renovation	27%
Currently planning a future project	26%
Already started their home renovation	19%
About to start building their new home	14%
Already started building their new home	7%
Upgrading household items	7%



# WHY EXHIBIT?

## Because Exhibitors Achieve Measurable Results

Experience exceptional brand exposure and engagement at our Home Shows, where no other sales or marketing medium can match the power of face-to-face interaction with approximately 10,000 highly targeted consumers.



This exclusive forum provides the perfect opportunity to **showcase your product**, **engage** with potential customers, and ultimately **drive sales** for your brand.



**67%**

of exhibitors estimate they **generate up to 6 months worth of work** from exhibiting at the Show

**21%**

of exhibitors estimate they **generate 6-12 months worth of work** from exhibiting at the Show

*We exhibited at the recent Canterbury Home Show and were greatly impressed at the number of our target audience of home buyers and renovators in attendance. As well as achieving great awareness of our brands to those that came to the Show, we gained valuable leads of those intending to renovate their bathroom. It is a very worthwhile event to support and is part of our annual consumer marketing calendar.*

**Katy Merrett - Athena & Clearlite Bathrooms**



# We asked exhibitors what their main objectives for exhibiting were:



## Exhibitor satisfaction levels:

“Very satisfied” to “satisfied”

**100%**

Quality of visitors that attended

**100%**

Brand/Product Awareness Achieved

**96%**

Generating good leads for future sales

**92%**

Making sales/taking orders

**91%**

Number of visitors to the Show

*The Canterbury Home Show is the best place to showcase your brand and amazing platform to have face to face interaction with people. Organisers were professional, great management and well organised. They are amazingly approachable and we're grateful and proud to be part of the Show.*

**Muskaan Ramwani - Galaxy Home Decor Christchurch**



Don't miss out on the opportunity to connect with your ideal audience in one place, at one time.

**Join us at the next Canterbury Home Show!**

# canterbury **Home Show**

Canterbury's No. 1 Home Renovation & Building Expo

13 - 15 October 2023

Wolfbrook Arena

(previously Christchurch Arena)

22 - 24 March 2024

Wolfbrook Arena

(previously Christchurch Arena)

[canterburyhomeshow.co.nz](http://canterburyhomeshow.co.nz)

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**Enquire now to secure your space for our next Canterbury Home Show.**

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