

canterbury **Home Show**

| **EVENT PROSPECTUS**

CANTERBURY'S MOST SUCCESSFUL
HOME RENOVATING AND BUILDING EXPO



www.canterburyhomeshow.co.nz

THE CANTERBURY HOME SHOW

CANTERBURY'S PREMIER HOME IMPROVEMENT EVENT

The Canterbury Home Show is the premier home improvement, renovation, and building event in the South Island, offering exhibitors unparalleled value and exposure.

Held twice a year (March & October) at the Wolfbrook Arena, the event features approx. **150+ exhibiting businesses** and attracts **10,000 highly targeted consumer attendees** per show.



This is more than just an event – it's a Canterbury icon. Renowned for its focus on quality and core industry needs, the Canterbury Home Show consistently attracts a highly engaged, pre-qualified audience of target-market customers.

With a retention rate of **over 80%**, quality local home industry brands lock these events into their marketing and sales calendars because they understand its unparalleled value.



For these businesses, participation is a valuable opportunity to connect with a high-quality, engaged audience eager to invest in home improvement solutions. It's the ideal platform to showcase your brand and build meaningful customer relationships.

The Canterbury Home Show's ability to generate meaningful results make it the **benchmark for success** in the local home and building industry.



WHY EXHIBIT AT THE CANTERBURY HOME SHOW?

The Canterbury Home Show is the sales and marketing destination for South Island businesses in the home improvement, construction, renovation, decorating, and furnishing sectors.

It is the gateway to connecting with thousands of homeowners and home improvement enthusiasts who are actively seeking solutions for their projects.

This three-day event offers:

- **Unmatched customer interaction** to showcase your products and services directly.
- **Outstanding exposure** before, during, and after the event.
- **Valuable ROI** driven by engagement with a highly targeted and qualified audience.



2024 EXHIBITORS MAIN OBJECTIVES FOR EXHIBITING:

79%

wanted to engage with customers face-to-face

76%

wanted to increase their brand awareness

75%

collect customer leads for follow up/ future business





UNRIVALLED DIRECT SALES OPPORTUNITIES

Engage directly with thousands of motivated consumers who are currently planning their home renovation, new build, or decorating projects. It's your chance to:

- **Sell directly to a qualified target market.**
- Meet new customers and secure **months of work** in just three days.
- **Fill your sales order books** with immediate and future opportunities.

79%

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

94%

of exhibitors would recommend the show to other businesses.

POWERFUL FACE-TO-FACE MARKETING

Live events like the Canterbury Home Show deliver what digital and traditional media cannot: **an immersive, first-hand experience of your product or service.** In an ever-evolving media landscape, the Home Show ensures your marketing dollars are better spent by offering:



- Access to **pre-qualified customers** actively seeking home improvement solutions.
- Opportunities for **live product demonstrations, sampling, and data collection.**
- Enhanced **brand visibility** and direct sales conversions.

No other medium combines brand exposure, targeted marketing, and lead generation in such a dynamic and impactful way.

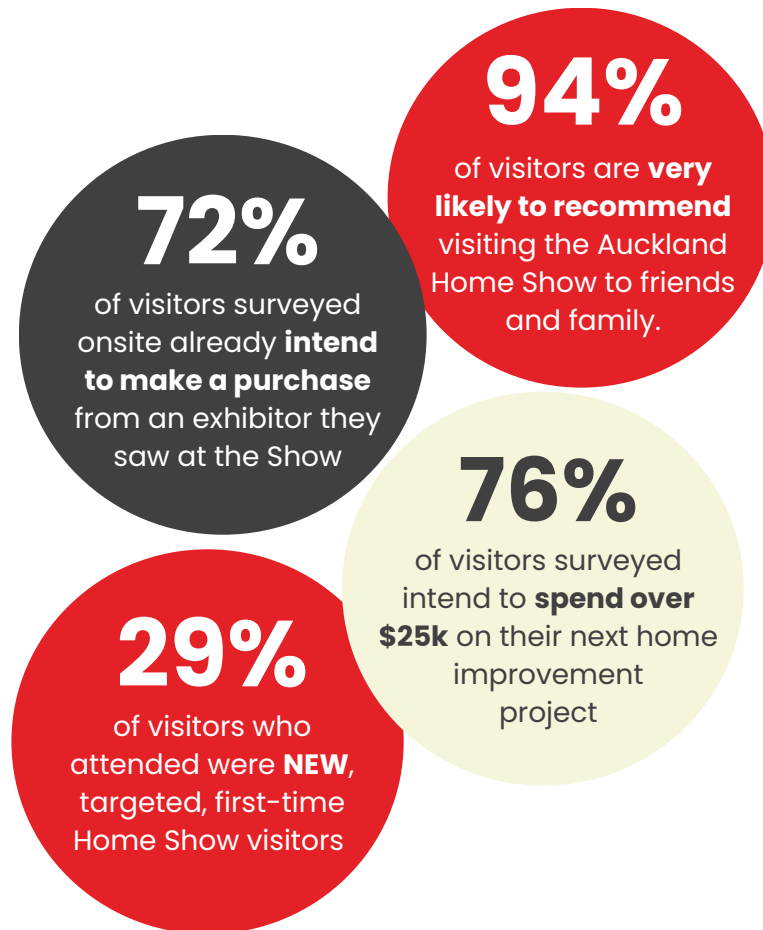
OUR ENGAGED, READY-TO-BUY CONSUMERS

Our marketing campaign is strategically designed to attract **homeowners and home enthusiasts** who are predominantly aged **35 to 64+ years**, based in the Canterbury region, and often serve as the **primary decision-makers** in their households.

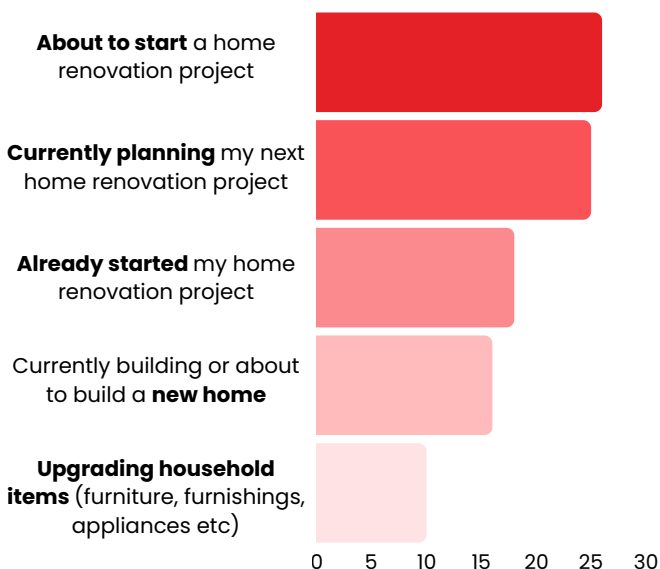
Attendees come to the Canterbury Home Show with clear intentions:

- **62%** are seeking ideas and inspiration for their renovation projects
- **53%** to see what new products are on the market
- **42%** to see and speak with experts and get advice
- **27%** to compare competing products in one place to assist with purchasing decisions.

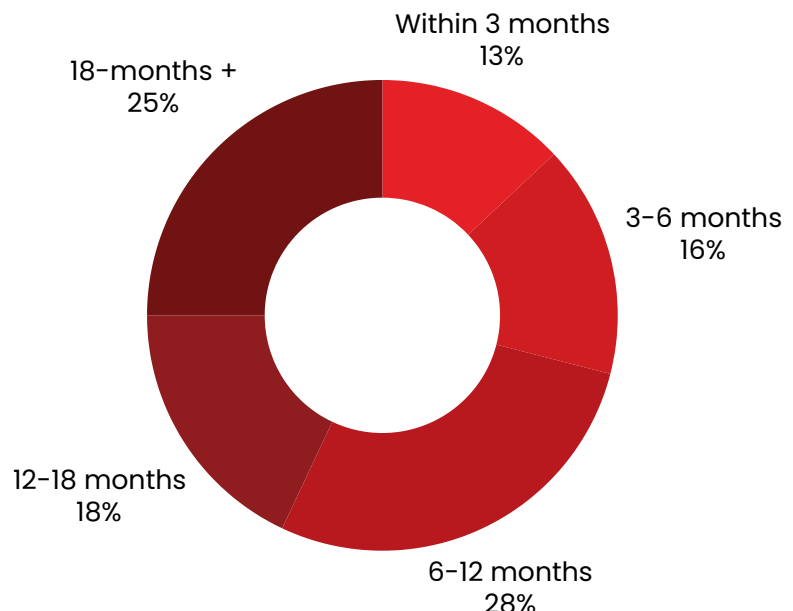
This data highlights the needs and interests of a highly engaged audience, actively searching for inspiration and practical solutions to bring their home improvement visions to life.



Stage of Home Improvement Project



Project Completion Timeframe



MORE THAN JUST 3 DAYS OF OPPORTUNITY

Exhibiting at the Canterbury Home Show gives you **face-to-face access to 10,000 attendees** over three action-packed days, along with **months of exposure to 51,000+ highly engaged subscribers** and **thousands more online and across social media** - all included as part of your participation.

This powerful combination of **in-person connections** and **extended digital reach** ensures your brand remains **top of mind** with your target audience, long after the event concludes.

51k+

highly engaged,
local, opt in
subscribers on our
marketing database

000's

of online consumers
reached with our
extensive marketing
exposure



87%

of exhibitors were
**satisfied with the
overall performance**
of the 2024 Canterbury
Home Show for their
business.

"We met and exceeded our expectations for the Show. Visitor engagement was very good, and we have rebooked for 2025."

Joseph Beuker - APL Window Solutions

"This was a very positive experience that generated some leads, but also allowed networking within the trade."

Bevan Williamson - Warmup Canterbury Ltd.

"We find the Canterbury Home Shows to be very successful. Our involvement in the seminars also helps create understanding and extra awareness. Overall, it's a great show for our business."

Elise Collins - Kitchen Studio

"Our team loved exhibiting at the Canterbury Home Show - we got to talk to existing customers and meet plenty of new potential customers! The team at the show were organized and very helpful! We look forward to coming back next year."

Sarah Simich - Bevie Handcraft NZ

"We always find the Canterbury Home Show to be well organized and well run and one of the better shows we attend through the year, a definite must on our calendar"

Tony Elliott - Cannonhill Gourmet

HOW WE DELIVER: OUR MARKETING CAMPAIGN STRATEGY

TARGETED MARKETING TO DELIVER YOUR IDEAL AUDIENCE

For the Canterbury Home Show, attracting a high-quality, engaged audience is key to the success of the event – and your ROI. Our marketing campaign is strategically designed to reach **homeowners with an active interest in home improvement, renovation, and building** through a mix of **above-the-line (ATL)** and **below-the-line (BTL)** channels.

COMPREHENSIVE CAMPAIGN STRATEGY

Our campaign includes:

- **A robust 6-week digital ad campaign** across Meta, Google, and other platforms targeting local homeowners aged 30+ with a current active interest in home improvement.
- **Direct marketing to our 51,000+ highly valuable subscribers** for precise, local targeting.
- **Radio, digital billboards, Metropol magazine and print ads** to capture broad awareness.
- Additional **social media posts, online activity, and feature promotions** highlighting key categories, exhibitors, and show attractions that resonate with our audience.



FOCUSED MESSAGING FOR MAXIMUM IMPACT

Our messaging emphasises the **range of quality exhibitors**, their product range and solutions tailored to attendees' home building and renovation needs, ensuring strong attendance.

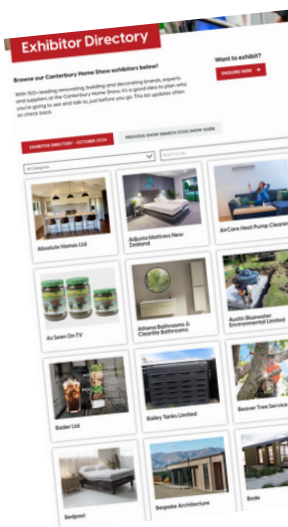
This multi-channel, targeted approach delivers **extra exposure opportunities** for your brand, keeping it top of mind with a highly engaged, pre-qualified audience before, during, and after the show.



Your stand space comes with:

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In addition, your business listing will feature in the **printed Show Guide**, distributed to attendees during the event, as well as in the **digital version**, shared with our wider online audience for extended reach.



Enhance your presence at the Canterbury Home Show with **additional advertising options** designed to make your brand stand out, including **Show Guide** ads, **Subscriber EDMs**, **digital campaigns**, show **digital screens** and **product sampling** opportunities.

You'll also have access to a range of complimentary promotional opportunities, such as **social media posts, blog content, EDMs, website exposure,** and **digital ad campaign** inclusion, all designed to maximize visibility and engagement.



READY TO DO BUSINESS?



GET IN TOUCH TODAY

Once you have an idea of what stand size you would like, contact us so we can send you stand options available and a floorplan.

If you'd like to discuss further options, don't hesitate to contact us.

CANTERBURY HOME SHOW EXHIBITION SALES MANAGER:

Fiona Selby

Exhibitions & Events New Zealand

Phone: 021 384 279

Email: fiona@eenz.net.nz

STAND OPTIONS & PRICING:

The Canterbury Home Show takes full advantage of the expansive Wolfbrook Arena, with a carefully designed two-way maze layout that maximises space and ensures equal foot traffic for all stands.

Stand Cost:

\$339 per sqm for the **March** Show,

\$349 per sqm for the **October** Show,

plus \$100 directory listing fee per Show

NOTE: Pricing includes carpet, lighting, power and 2.3m high velcro-receptive wall panels.

Please note, some product categories may already be at capacity

WHAT TO EXPECT

Canterbury Home Show is a proven and trusted marketing media that will assist greatly in increasing your company sales and brand/product awareness.

Not sure what to expect?

Check out our latest Show Reels and view the latest Show Stats for more facts and figures.

[Click HERE to view online now!](#)

Or visit our 'EXHIBIT' webpage at www.canterburyhomeshow.co.nz

canterbury
Home Show

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