

Friday 9 - Sunday 11 July 2010
Melbourne Exhibition Centre

In collaboration with



AUSTRALIA'S No.1 BUILDING AND RENOVATION EXPO

EXHIBITOR NEWSLETTER

12 WEEKS TO GO... Preparations for the Expo, 9-11 July 2010 are well underway. Keep up to date with what's happening to maximise your involvement and ensure a smooth lead-up to the Expo.

TIMELINE LEADING UP TO FAIR:

- End April Exhibitor Manual emailed to all Exhibitors
- 28 May Show Guide form due back to AEC
- Late May Trade Invitations mailed to relevant Trade Visitors in Victoria
- 11 June Forms due back to suppliers
- 9 July Doors open to the Expo

ELECTRONIC EXHIBITOR MANUAL

The Exhibitor Manual will be emailed to you at the end of April. Please ensure you take the time to read it carefully, complete all forms and send them back by the due dates.

FREE SEMINAR STAGES

FREE Seminars will return for Visitors in 2010 featuring a Sustainable Stage and the RenoBrothers DIY stage. If you are interested in presenting a seminar on either of these stages, please complete the enclosed application form.

RENOVATION RESCUE COUPON BOOK

The Reno Rescue Coupon Book was successfully launched at the 2009 Expo. It gives Exhibitors the opportunity to offer a special product or discount to visitors via a coupon book which remains valid for 6 months after the Expo. If you are interested in offering a discount at the Expo, complete the enclosed application form.

Sample 2009 Coupons included:

'Purchase a DIY fully frameless shower screen shower base for only \$495 save \$1,105'

'10% Off Benchtops for orders over \$3,000'

'FREE full sized outdoor gas patio heater when you purchase any structure over 10 sqm in size'

FREE PUBLICITY & PROMOTION

We are pleased to announce that Hothouse Media will again manage the Public Relations for the Expo. In order to maximise the benefits of exhibiting, please fill out the attached PR Form or email your press release to buildexpo@aec.net.au.

FREE TRADE INVITES

Would you like all of your Victorian trade clients sent a free invitation to the Expo to attend as a trade Visitor? If so, contact buildexpo@aec.net.au for more information.

MAXIMISE YOUR INVESTMENT

We can create a FREE hotlink from our Expo website to individual exhibitor websites via the Exhibitor list. Make sure we have your website check our online exhibitor list, if your website is not linked email the web link to it to buildexpo@aec.net.au today.

'See us at' logos are now available in electronic format to assist you in promoting your participation at the Expo on your website, in your customer newsletters and correspondence etc. The logo can be downloaded at www.buildexpo.com.au then click on *Exhibitor Info / Logos*.

EXHIBITOR SPONSORSHIP OPPORTUNITIES

A number of value-add opportunities are still available for Exhibitors. These sponsorship packages are designed to maximise your exposure at the Expo including: Individual printed corporate carpet tiles, Exhibitor lounge naming rights, Showbag insert. For more information call Rebecca Pooley on tel 03 9654 7773 to discuss your preferences.

PLANNING TO STAY IN TOWN?

The Lido Group is the official Travel and Accommodation Booking Agency for the Expo. Contact Lido on tel 02 8585 0842, or visit www.lido.com.au Mention the Expo and benefit from exclusive Expo discounts. We recommend you book early.

Free tickets to the Expo

Every Exhibitor will receive an allocation of FREE tickets to the Expo, tickets will be sent to all Exhibitors in mid July. You will also be able to purchase additional tickets at half price this form will be sent to you with the Exhibitor Manual in April.

Should you have any queries in the lead up to the Expo, please contact the Build Expo Team on tel 03 9654 7773 or via email buildexpo@aec.net.au. We look forward to working with you and seeing you at the Expo in July.

Marie Kinsella
Managing Director
Australian Exhibitions & Conferences Pty Ltd

Australian
EXHIBITIONS
& Conferences

SHOW GUIDE LISTING FORM

9-11 July 2010
Melbourne Exhibition Centre



Company Name: _____

Stand No: _____

Every exhibitor at the Building & Home Improvement Expo will have a listing in the official Show Guide. Your listing will include Company Name, Stand Number, Visitor Enquiry Number and Product Categories.

***Please check the details below carefully to ensure they are correct and amend if required.
If we do not receive confirmation of your details, we will print what we have on file.***

Show Guide Listing	
Show Guide Name	
Visitor Enquiry Number	

Please tick the appropriate product category
(maximum of 3 categories)

PRODUCTS/ SERVICES

- | | | |
|--|---|--|
| <input type="checkbox"/> Advisory Services | <input type="checkbox"/> Fire Protection | <input type="checkbox"/> Pools / Spas / Saunas |
| <input type="checkbox"/> Architects / Designers | <input type="checkbox"/> Floor / Wall Tiles | <input type="checkbox"/> Rendering |
| <input type="checkbox"/> Bathrooms | <input type="checkbox"/> Flooring / Carpets | <input type="checkbox"/> Restoration |
| <input type="checkbox"/> Blinds / Curtains / Shutters | <input type="checkbox"/> Garden Products / Landscaping | <input type="checkbox"/> Roofing / Gutters |
| <input type="checkbox"/> Bricks / Pavers / Tiles / Stoneware | <input type="checkbox"/> Heating / Cooling / Insulation | <input type="checkbox"/> Security / Safety |
| <input type="checkbox"/> Builders | <input type="checkbox"/> Home Technology | <input type="checkbox"/> Stairs / Ladders |
| <input type="checkbox"/> Building Products | <input type="checkbox"/> Kitchens | <input type="checkbox"/> Tools / Equipment |
| <input type="checkbox"/> Doors / Windows | <input type="checkbox"/> Land / Property | <input type="checkbox"/> Vacuum Systems |
| <input type="checkbox"/> Electrical / Gas Products | <input type="checkbox"/> Lighting / Skylights | <input type="checkbox"/> Wardrobes / Storage |
| <input type="checkbox"/> Energy Efficiency / Environment | <input type="checkbox"/> Outdoor Living | <input type="checkbox"/> Water Solutions |
| <input type="checkbox"/> Fences / Gates / Garages | <input type="checkbox"/> Paint / Timber Finishes | <input type="checkbox"/> Whitegoods |
| <input type="checkbox"/> Finance / Insurance | <input type="checkbox"/> Pest Control | |

SUSTAINABILITY

- Yes, our products are Sustainable

FIRE SAFETY

- Yes, our products can be used to improve the fire proofing of a home

Name of the Person who completed this form: _____

FORM DUE: FRIDAY 28 MAY 2010

RETURN TO FAX 03 9654 5596

PUBLIC RELATIONS FORM



9-11 July 2010
Melbourne Exhibition Centre

Hothouse Media & Events has been appointed as the official PR consultancy for the Expo. With the information you provide Hothouse will assist with providing your company with free publicity and promotion in the lead up to and during the Expo. Your Information will be used wherever possible to promote your products and the Expo. Images are an important tool for generating media coverage. **Please try to include high quality images of your product/s. These must be jpegs of approx 1 or 2MB and 300dpi for media use.**

CONTACT DETAILS

Company: _____

Contact: _____

Position: _____

Tel: _____

Email: _____

Hothouse Media & Events will contact you to discuss this opportunity further

WHAT IS UNIQUE ABOUT YOUR PRODUCT/COMPANY?

DO YOU HAVE A PRODUCT THAT IS ECO FRIENDLY OR COULD BE COST SAVING TO CUSTOMERS OVER TIME?

DO YOU HAVE A PRODUCT THAT YOU WILL BE HAPPY TO USE IN MEDIA PROMOTIONS OR COMPETITIONS? Please provide details and approximate retail value

Please send any available copies of photos/images that may be used in promotional material to rebecca@aec.net.au or via post at the below address. Images are required in minimum 300dpi high resolution jpeg format via email (Photos may be used in promotional material. The organiser does not accept any responsibility for lost photos and advise exhibitors to forward copies only.)

FORM DUE: FRIDAY 11 JUNE 2010

RETURN TO FAX 03 9654 5596

RENOVATION RESCUE COUPON APPLICATION

9-11 July 2010
Melbourne Exhibition Centre



Company Name: _____

GET IMMEDIATE RETURN FROM YOUR INVESTMENT

PROVIDE A SPECIAL OFFER IN OUR RENOVATION RESCUE COUPON BOOK.

This is a great opportunity to generate immediate sales at the Expo. Using the Renovation Rescue Coupon Booklet you can offer a special discount or offer available only to Visitors of the Building & Home Improvement Expo. This booklet will be handed to Visitors on arrival at the Expo and will be used to form part of our marketing campaign, therefore it should generate some good PR interest. Only a limited number of Exhibitors will be offered this special opportunity and applications will be judged on the value of the offer and the product.

***All offers must remain valid for up to 6 months after the Expo and offer a minimum of \$300 worth of value or savings.**

1. What is the product and details of your Special Offer?

2. What is the value of this offer? (Must represent a minimum \$300 saving)

3. Is this product Sustainable or does it improve the Fire Proofing of your home? If so, give details

4. What are the terms & conditions for this offer? (Must be valid for at least 6 months)

5. Would you be interested in offering this product or any other products as a give away for other competitions at the Expo? i.e Newspaper Giveaway, door prize etc – This would also generate additional PR opportunities.

All applicants will notified if they were successful by Friday 4 June 2010. Successful applicants will be required to sign off on their offer and supply a high res logo by Friday 11 June 2010.

Name of the Person who completed this form: _____ Phone: _____

FORM DUE: FRIDAY 28 MAY 2010

RETURN TO FAX 03 9654 5596

SEMINAR APPLICATION FORM

9-11 July 2010
Melbourne Exhibition Centre

Company Name: _____

PROMOTE YOUR PRODUCTS TO A CAPTIVE AUDIENCE OF THOUSANDS!

PARTICIPATE IN ONE OF THE EXPO'S SEMINAR STAGES.

This is a great opportunity to spend 15-20 minutes presenting or demonstrating the benefits of your products / services. Using purpose-built stage areas, you can present the benefits and features of your products / services and answer audience questions as you go. You can also use this opportunity to give away samples and/or a spot prize. The schedules will be printed in the Herald Sun Lift-out prior to the Expo and in the onsite Show Guide. There is no cost to participate and standard AV equipment will be supplied.

HOW DOES IT WORK?

There are 2 Seminar Stages at the Expo: the RenoBrothers DIY Demonstration Stage and the Sustainable Seminar Stage. We will allocate you to the Seminar Stage we feel best suits your product and topic.

CAN EVERYONE PARTICIPATE?

Applications are open to all Exhibitors. Whilst every effort will be made to accommodate all applications, time constraints mean that not every application will be successful. Only applications received by Friday 28 May 2010 will be considered based on their scope to engage and educate the audience. Only one session will be allocated to successful applications in the first instance. In the event that there is availability you may be offered a 2nd or 3rd session.

1. Describe the product/topic that you would like to demonstrate/discuss and how it is unique or innovative.

2. How will you engage the audience - include detail about giveaways, audience participation, use of sound / visual, special offers etc)?

3. Are your products Sustainable or do they improve the fire proofing of your home? If so, give details

4. Please provide a catchy title for your presentation (this will assist in promoting your session).

5. Do you have a preference of which stage you would like to participate in?

Name of the Person who completed this form: _____ **Phone:** _____

FORM DUE: FRIDAY 28 MAY 2010

RETURN TO FAX 03 9654 5596