



9 - 11 July 2010
Melbourne Exhibition Centre

BUILDING & HOME IMPROVEMENT EXPO

In collaboration with



★2010 EXPO OVERVIEW

Now in its 4th successful year, the Building & Home Improvement Expo has set a new benchmark in the industry. Over 300 leading companies delighted visitors with the latest products. With a record breaking **24,787** visitors over 3 days, the 2010 MASTER BUILDERS BUILDING & HOME IMPROVEMENT EXPO has reinforced its position as Australia's No.1 Building and Renovating Expo. With visitor attendance up by 25% and trade visitor attendance up by 15%, the Building & Home Improvement Expo was once again the destination of choice for renovators, builders and anyone interested in improving the appearance, performance and energy efficiency of their home or commercial property.

★FAST FACTS

- ★ **24,787** visitors attended the Expo over the 3 days
- ★ **2,226** attendees were registered trade visitors who included Builders, Architects, Interior Designers, Landscapers, Painters, Electricians & Plumbers
- ★ **22,561** attendees were public visitors
- ★ Sunday was the busiest day of the expo, attracting 9,973 visitors
- ★ **80%** of public visitors were from Melbourne and **20%** from regional Victoria

★EXHIBITOR TESTIMONIALS

"Once again the best show in Australia. Absolutely brilliant." **Geoff Swan, Nobo Panel Heating.**

"We got over 500 genuine qualified leads, well beyond our expectations." **Sean Kelly, SC Building Products**

"The results for Multihouse have been fantastic. We achieved all our objectives by the end of day one." **Jon Brunner, Multihouse**

"Unbelievable, we've already discussed the location of our stand for both 2011 and 2012." **Bruce Kilgannon, Atlantis Bathroom Style**

"We've done shows for years and without doubt the Master Builders Building & Home Improvement Expo is by far the best building and renovating Expo in Australia. The quality of both trade and public visitors to this show is truly amazing. We've got a lot of work ahead of us!" **Matt Judkins, Reno Bros**

"We only do one show a year because the Building & Home Improvement Expo is the most cost effective for results and branding" **Exopest Control**

"Serious visitors with plans. Genuine buyers for future purchases compared to other shows. Quality visitors who know what they want. Fantastic – will have business for 6 months at least."

Bob Willey, Ellem's Centravac





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★ FEATURES

★ MASTER BUILDERS WINNING HOMES

The Master Builders Winning Homes Awards stand was a major feature of the Building & Home Improvement Expo showcasing a selection of the 2009 Master Builder Award winners. The awards are judged each year in a number of categories and for industry and householders alike, a close-up view of the brands behind winning Master Builders projects was a must see.

★ OUTDOOR OASIS

The Oasis featured four distinct Alfresco and Outdoor Living and Entertaining areas, carefully combined into the one landscape. Visitors were able to walk through, relax and experience the pleasures of the landscape as if they were entertaining in their own backyard. Pete and his team from Select Design Concepts offered design solutions, construction advice, information and tips to visitors.

★ SUSTAINABILITY ON SHOW

Now, more than ever, we need to be making informed decisions about the technology we introduce to our homes - whether building from scratch or renovating an existing home. SUSTAINABILITY ON SHOW offered visitors a broad array of the latest products and technologies available.

★ FREE SEMINARS

The Expo featured over 40 free seminars for visitors on the RenoBrothers DIY Demonstration Stage and Sustainability on Show. Visitors were able to learn from leading experts in their fields as well as a special celebrity appearance by Tom Williams on the DIY Stage.

★ KIDS UNDER COVER CUBBY HOUSE CHALLENGE

The Kids Under Cover Cubby House Challenge presented by the Master Builders was again on display at the Expo. The Ravida Homes two-level designer cubby offered a grand styled entrance for its pint-sized owners, making a welcome addition to any family home. Valued at \$25,000 the cubby house was raffled off at the Expo.

★ MEDIA & PR

Throughout the lead-up to the EXPO there was an extensive public advertising campaign targeting the broadest possible audience of likely building and home renovators. This program included: Radio, Metropolitan & Regional TV and Press and Online advertising through the Herald Sun.

Snapshot of key PR achieved:

- ★ Mornings with Kerri-Anne, Channel 9
- ★ Live cross on the 7pm Project, Channel 10
- ★ Herald Sun article on Building & Renovating featuring the Expo
- ★ 3AW Interview
- ★ Herald Sun - Confidential
- ★ Herald Sun feature of the Kids under Cover Cubby House

PRINT MEDIA PARTNER

Herald Sun

