



RECORD NUMBERS AT AUSTRALIA'S NO. 1 BUILDING & HOME IMPROVEMENT EXPO!

For Immediate Release

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With a record breaking 24,796 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.

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, technology and ideas across all areas of building and renovation - from energy efficiency & sustainable living, smart technology, solar power, home services and bathrooms through to flooring, landscaping and gardens, heating, kitchens, lighting, pools & spas, roofing, security and the Master Builders Award Winning Homes.

Bringing the future of building to life, visitors were also treated to an amazing live-scale outdoor garden feature by Reno Brothers which displayed the key elements of a sustainable yet luxurious modern outdoor area.

Exhibitors were equally thrilled by this year's Expo with many commenting on the success of the event.

"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 is to this show is truly amazing. We've got a lot of work ahead of us!" Matt Judkins, Reno Bros

Executive Director of the Master Builders Association, Brian Welch commented that ***"Master Builders is extremely pleased with the growth of the Expo and the support from both the community and builders. Our members, both exhibitors and visitors, all expressed positive feedback about the show with many of our Award Winning builders reporting high levels of interest from quality buyers."***

The MASTER BUILDERS BUILDING & HOME IMPROVEMENT EXPO will return to the Melbourne Exhibition Centre from 15-17 July 2011. For further information, please visit buildexpo.com.au

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