

The Canberra Times



HOME • LEISURE
CARAVAN • 4WD • CAMPING

SHOW

THE BIG ONE - 25 YEAR CELEBRATION!

24 - 26 OCTOBER 2008

Exhibition Park **Canberra**

10am - 5pm daily

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MESSAGE FROM THE CEO

Welcome to the first edition of the Canberra Times Home Show newsletter.

It is exciting for the Royal National Capital Agricultural Society to be presenting The Canberra Home Show in its 25th anniversary Year.

The exhibition was first launched in 1983. The focus has moved with the times whilst remaining firmly on home improvement products and leisure activities including caravans and 4WDs. The Canberra Times Home Show is committed to promoting the wealth of opportunities in both home and outdoor lifestyles.

Last years attendance increased to 24,000 incredibly eager and passionate visitors who want to extend their home and leisure activities. They are constantly looking for new ideas and inspiration to transform their lifestyle whether that be their home (stationary or mobile) or their next trip.

Exhibitor spaces are limited so **[REGISTER YOUR INTEREST NOW](#)** or visit **www.canberrahomeshow.com.au** for more information.

Best Wishes

Geoff Cannock

^

WHY EXHIBIT

MEET your customers face-to-face

RETAIL to an audience who are ready to spend

LAUNCH new products and test the market

BUILD a brand new customer database

SAMPLE your products to a targeted audience

SUPPORT your national marketing campaign

GENERATE customer leads

ASSOCIATE your company and brand with the best in the business

GAIN improved relationships with retailers and industries

SELL all day, every day

DATA collect and create new mailing lists

You can visit **www.canberrahomeshow.com.au** for more information or



REGISTER YOUR INTEREST NOW. There are limited spaces available.



WHO THEY ARE & WHY THEY COME

REASONS FOR ATTENDING THE SHOW*

The most important reason was to see / buy new products / services, and to get ideas for their home, a new car, holiday and garden. To see renovation ideas, interior design, outdoor garden products, caravans, camping and 4WD related products.

To see / buy new products / services **69%**

To gain inspiration **48%**

To see and buy 4WDs, caravan and camping equipment **38%**

To get gardening advice and tips **28%**

*Multiple answer question. (Very important / important responses)



ANNUAL COMBINED HOUSEHOLD INCOME

ACT families have the highest disposable income in Australia.

0 - \$50,000 **19%**

\$50,001 - \$100,000 **49%**

\$100,001+ **32%**

77% of attendees are aged between 26 - 60

85% satisfaction with the show

90% of respondents own and reside at their property

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FREE PUBLICITY

Our dedicated marketing team work hard to devise a campaign specifically for the show to ensure we capture your target market's attention. Activities include:

- Commercial television and radio advertising
- Metropolitan and local press advertising
- Dedicated public relations campaign executed by local communications company
- Promotions with regional radio and press
- Point-of-sale materials including posters to be distributed to a network of exhibitors and sponsors.

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TESTIMONIALS

'The Shoalhaven Tourism Board has been exhibiting at the Canberra Home and Leisure Show every year for the last 22 years. We have been promoting the Shoalhaven as the ideal place to go for your holiday or short break. We have consistently generated new business each year and have also been delighted when people come up to our stand and say they got their holiday information from us the previous year and could they have more ideas or holiday



packages for this year. Over the years our stand has grown so that we now have tourism exhibitors join us from the whole South Coast.'

Tom Phillips, Tourism Manager, Shoalhaven City Council

'Cowra has been exhibiting at the Canberra Spring Home and Leisure Show for a number of years. For the first time this year we exhibited on the main cooking stage. This additional exposure at the event was fabulous for Cowra as every afternoon a large number of people would come to our display stand for additional information after hearing about the region and sampling produce on the main stage. A fabulous way of value-adding to our promotion at the show. Thank you for the opportunity.'

Lisa Hibberson, Manager, Cowra Visitor's CENTRE

[^](#)

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