

auckland Home Show

11 - 14 SEPTEMBER 2025 | AUCKLAND SHOWGROUNDS

EVENT PROSPECTUS

AUSTRALASIA'S LARGEST AND MOST SUCCESSFUL
HOME RENOVATING AND BUILDING INDUSTRY EVENT



www.aucklandhomeshow.co.nz

THE AUCKLAND HOME SHOW

AUSTRALASIA'S PREMIER HOME IMPROVEMENT EVENT

For over 40 years, Auckland Home Show has reigned as the largest and most influential event of its kind in Australasia.

Held at the iconic Auckland Showgrounds, this extraordinary showcase spans **19,000 sqm of space** across 8 halls, featuring **450+ exhibiting businesses** and drawing in a remarkable **40,000 highly targeted consumer attendees** each year.



This is not just an event; it's an enigma. The Auckland Home Show has earned its reputation as the **must-attend annual event** for both industry leaders and homeowners alike.

With a retention rate of approximately **80%**, most of the local home industry's brands lock this event into their marketing and sales calendars because they understand its unparalleled value.

For these businesses, participation isn't just an opportunity – it's essential. Missing the Auckland Home Show would be a negligent oversight, forfeiting the chance to connect with a high-quality, engaged audience eager to invest in home improvement solutions.

No other home show in the region comes close. Its scale, impact, and ability to generate meaningful results make it the **benchmark for success** in the home and building industry.



WHY EXHIBIT AT THE AUCKLAND HOME SHOW?

The Auckland Home Show is the ultimate platform for 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 four-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:

87%

wanted to increase their brand awareness

67%

wanted to engage with customers face-to-face

66%

get customer leads for future business

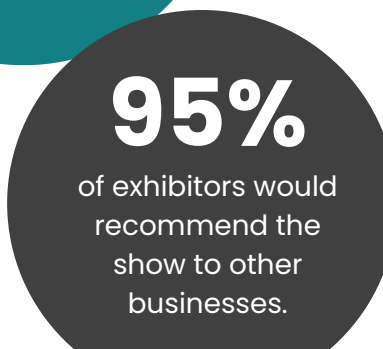
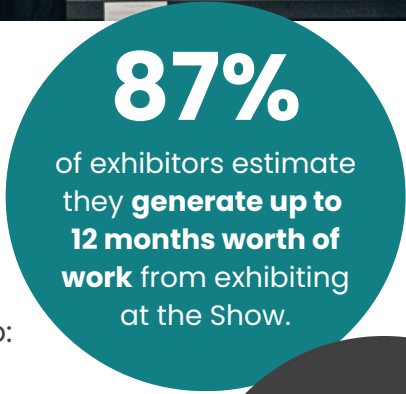




UNRIVALLED DIRECT SALES OPPORTUNITIES

Engage directly with thousands of motivated consumers who plan their home renovations, new builds, or decorating projects around the September Auckland Home Show. It's your chance to:

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



POWERFUL FACE-TO-FACE MARKETING

Live events like the Auckland 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.

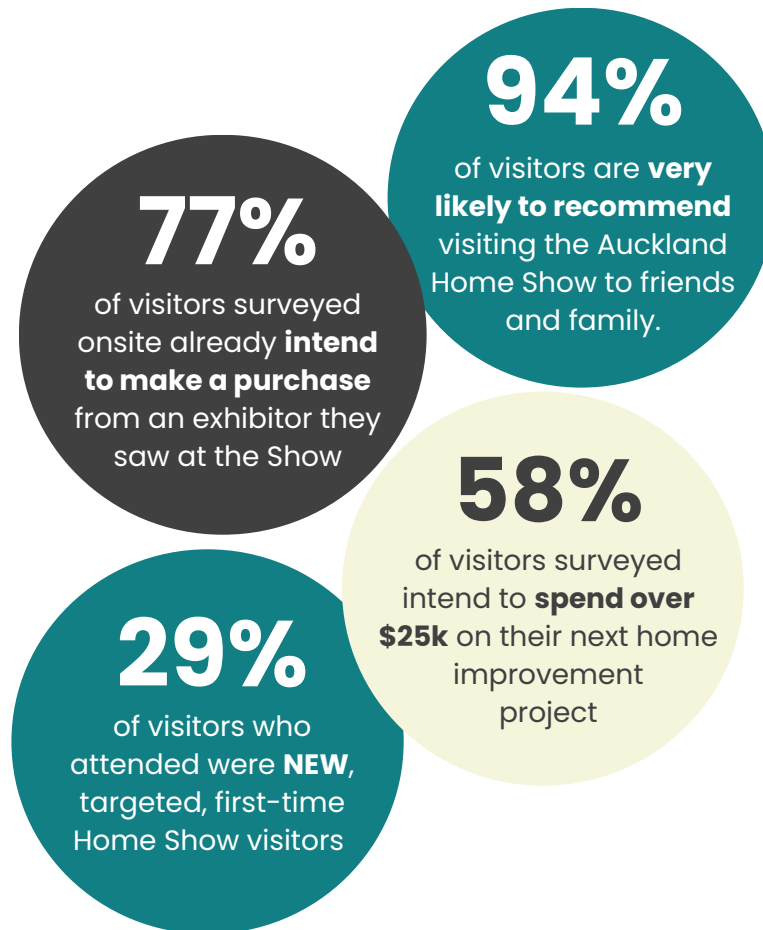
OUR ENGAGED, READY-TO-BUY CONSUMERS

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

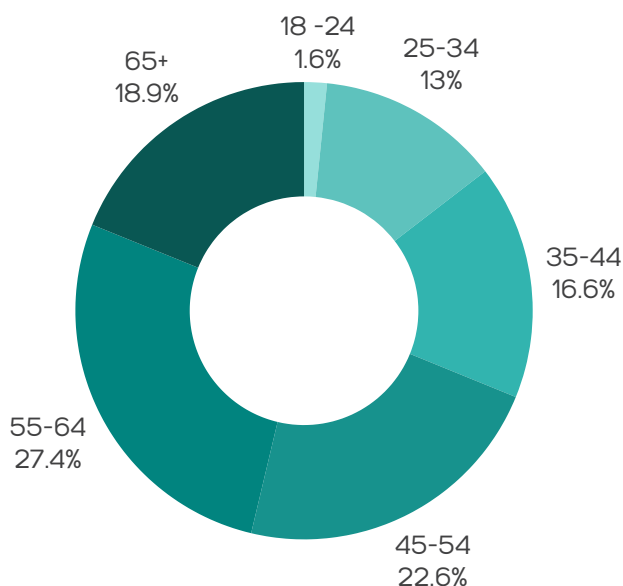
Attendees come to the Auckland Home Show with clear intentions:

- **62%** are seeking ideas and expert advice for their projects.
- **57%** want to discover new products.
- **36%** are comparing competing products and brands to make informed decisions.

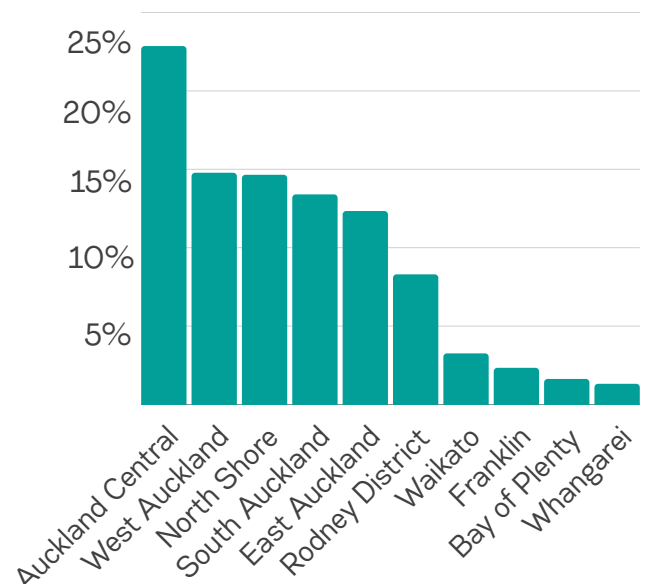
This data highlights the diverse needs and interests of a highly engaged audience, actively searching for inspiration and practical solutions to bring their home improvement visions to life.



Age groups



Area of Residence



MORE THAN JUST 4 DAYS OF OPPORTUNITY

Exhibiting at the Auckland Home Show gives you **face-to-face access to 40,000 attendees** over four action-packed days, along with **months of exposure to 75,000+ 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.

75k+

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

000's

of online consumers
reached with our
extensive marketing
exposure



"Sales were up 35% compared to 2023. We successfully launched a brand new model at the Show and sold 4x times what we had forecast."

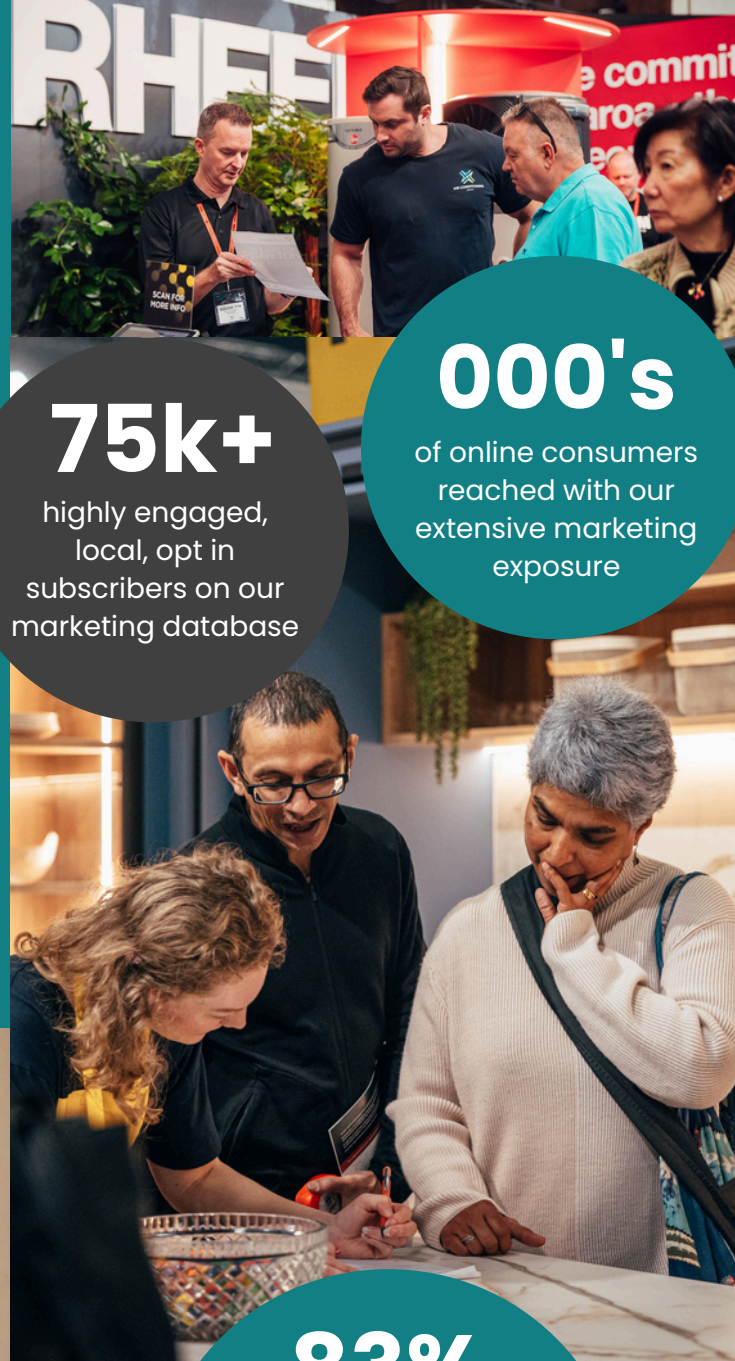
Angus - Samsung

"Great event to show our products to homeowners as well as create traction for new and upcoming products. It was great to chat with customers face to face and discover what they're after."

Angela - Rinnai NZ

"The Auckland Home Show is a great investment to gain brand awareness and capture new leads you're not able to easily capture elsewhere."

Helen - Newtech Bathroomware



83%

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

"Marketing our business at the Auckland Home Show delivered incredible results for us. We have a phenomenal amount of leads and work already flying through our workshop."

Kendal - Lush Custom Upholstery

"I saw coverage of the Home Show everywhere! This contributed to a strong turnout, which was very satisfying. Overall, the event was well-organised, and the communication was seamless."

Maria - Kitchen Things

HOW WE DELIVER: OUR MARKETING CAMPAIGN STRATEGY

TARGETED MARKETING TO DELIVER YOUR IDEAL AUDIENCE

At the Auckland 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:

- **Radio, TV, digital billboards, and print ads** to capture broad awareness.
- **A robust 6-week digital ad campaign** across Meta, Google, and other platforms targeting Auckland-based homeowners aged 30+ with active interests in home improvement.
- **Direct marketing to our 75,000+ highly valuable subscribers** for precise, local targeting.
- **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 **unmatched range of quality exhibitors** 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.



WHAT EXHIBITING PROVIDES YOUR BUSINESS

STAND SPACE

Your stand space comes with:

- 10 Amps of standard power – upgrade available.
- Flooring – carpeted tiles
- Partitions – 2.3m high black panels
- Stand lighting
- Staff passes for staff working on your stand – allocation based on site size
- Complimentary Show Tickets to promote your involvement with the show to current/potential customers



EXHIBITOR DIRECTORY LISTING

Boost your brand's exposure with our heavily visited **online Exhibitor Directory**, which sees significant traffic in the lead-up to the show, keeping your business **front and centre for months**.

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



ADDITIONAL EXPOSURE OPPORTUNITIES

Enhance your presence at the Auckland 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**, **show guide editorial**, **blog content**, **EDMs**, **website exposure**, and **digital ad campaign** inclusion, all designed to maximize visibility and engagement.



READY TO DO BUSINESS?



STAND OPTIONS & PRICING:

We have six permanent exhibition halls and two additional halls located within huge marquee structures, opening up more stand space availability.

**Stand Cost = \$475 per sqm,
plus \$220 directory listing fee.**

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

Examples: (excluding GST)

3m x 3m (9sqm) = \$4,275 + \$220 listing fee

3.6m x 3m (10.8sqm) = \$5,130 + \$220 listing fee

3.6m x 3.6m (12.96sqm) = \$6,156 + \$220 listing fee

Please note, some product categories may already be filled to capacity

CONTACT US

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.

EXHIBITION SALES TEAM:

Milli Young – Exhibition Sales Manager

Phone: 09 394 8126 or 021 104 8693

Email: milli@eenz.net.nz

Linda Lang – Exhibition Sales Manager

Phone: 09 394 8125

Email: linda@eenz.net.nz

Shannon Gallagher – Exhibition Sales Manager

Phone: 09 394 8122 or 0204 147 8659

Email: shannon@eenz.net.nz

WHAT TO EXPECT

Auckland 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.aucklandhomeshow.co.nz

auckland
Home Show

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