



SOUTHLAND HOME SHOW

Meet the experts in innovation renovation & design

ILT STADIUM SOUTHLAND
13 & 14 July 2024



**EXHIBITOR
PROSPECTUS
2024**

The Southland Home Show is Southland's premier showcase for building and associated products. The Southland Home Show was first held in 1996 and has been an annual event since and is held in the ILT Stadium Southland, one of the best stadiums in New Zealand.



Why Exhibit at Southland Home Show...

The show attracts visitors from all around Southland. Some are planning to build while others want a new kitchen, a bathroom, heating carpet furnishings or something else.

A well planned and managed stand at a Home Show can generate leads that will provide business for months to come.

A real advantage of exhibiting at the Southland Home Show is the opportunity exhibitors get to talk to couples who have come to the show with a specific purchase to make.

Our most successful exhibitors come to the show with a sales target in mind, their presentations are tailored to get to know the client and to understand what they want.

The help advice and tips that follow up from the show ensures that they become the preferred supplier when that client is ready to do something.

It does not always happen over night but it does happen.



Flying the Flag

Getting your businesses name noticed in front of the public is every businesspersons objective, however they say only half of all brand advertising is successful, which leads to the big question; which half.

The Southland Home Show is a great opportunity to fly the flag and to get identified as a player in your market.

If you have an attractive display and good interaction with visitors to the show the positive results you achieve from exhibiting at the Southland Home Show will exceed all other types of promotion by a substantial margin.

Launching New Products

Home shows have been the road to success for new inventions and products for over forty years. Micro wave ovens, vertical blinds, waterbeds, spa pools, heat pumps, solar panels, food processors, draw dishwashers, non-stick cookware, water filters, glass cook tops, built in ovens, cell phones and many more products that we take for granted today were first launched and promoted at Home Shows. If you have an innovation or a better way to do something then use the Southland Home Show to get your message out there.

We know that for the Southland Home Show to be successful we need to get the visitors through the door. The Southland Home Show is held mid-winter when there is nothing else on, and that ensures good numbers, but the show also benefits from supporters from all around Southland attending the netball games which are held simultaneously in the Stadium. We spend thousands of dollars each day leading up to the show promoting the event on multimedia platforms. It is not a Country Fair, but a Home Show that attracts a very focused crowd of homeowners.



SHOW INFORMATION

Venue

ILT STADIUM SOUTHLAND
Surrey Park, Invercargill

Dates

13 & 14 July 2024

Hours

Saturday 13 10am - 5pm

Sunday 14 10am - 5pm

Build-up

Friday 12 11am - 6.30pm

Breakdown

Sunday 14 5pm - 9pm

Monday 15 8am - 12noon



VISITORS TO THE SHOW

Our latest visitor survey shows us that:

92.6% of visitors own their own home

46.9% are aged 30-59 years

63.3% are female and 36.5% are male

Here is what our Exhibitors say.

A **Bathroom Company** said they had been busy all day and had met lots of lovely people who happily gave their names and indicated that they would use them for their upcoming bathroom renovations.

A **Building Company** thanked us for a well-run show which they enjoyed being a part of and who believed that their stand would result in contracts for new homes.

An **Importer** of high-quality cookware said they had sold all the stock they had brought to the show and that they had experienced record sales at the 2020 Southland Home Show, they did the same in 2021 and 2022.

A **Kitchen Company** and first-time exhibitor at our 2020 show was most impressed, it was an enlightening experience for them having never exhibited before and something they have repeated again.

A **Manufacturer** of garden products had achieved their target by 3pm on the first day of the 2020 show and have been back every year.

An **Electric Bike** exhibitor was so busy the staff had no time to sit down, it was busy until late afternoon each day and they believed it was a good decision to exhibit.



QUALITY VISITORS

17.7%
plan
to build

50.6%
will improve
their
kitchens

55%
will
improve
their
bathrooms

68%
will
undertake
repairs/
renovations

46.6%
will
redecorate

44%
are
landscaping

36%
want better
heating/
insulation



EXHIBITOR INFORMATION

Venue

ILT Stadium Southland, Surrey Park Road, Invercargill.

Stand Construction

All stand walls are 2.3m high, divisional not load bearing and are covered in black front-runner fabric which is Velcro compatible.

All stands are provided with a 500 watt floodlight.

All stands are provided with a standard power point suitable for a TV, video etc.

Additional panels, power and lighting are available to suit your stand design and layout - please consult us for costs.

Costs

See our floor plan for general stand sizes that will suit most exhibitors' needs. We are able to customise a stand to your requirements.

Costs per square metre are \$160 +GST.

For example a 3.6m wide x 2.4m deep stand= \$1382.40+GST (Use the formula of depth x width x \$160 = cost of stand).

A special rate is offered to exhibitors taking three or more adjoining stands greater than 25 square metres.

Terms

A deposit of \$200 + GST per stand made payable to The Southland Home Show must accompany the Exhibition Booking Form.

A second deposit of \$200 + GST per stand is due by 28 February 2024.

Final payment due 31 May 2024.

We reserve the right to re-allocate stands not deposited on due dates.

Sub Letting

Only the products stated on the Exhibitor Booking Form may be displayed. Sharing a stand with another company to complement your display must be notified on the form. The signatory company will be invoiced for the full amount of the stand.



EXHIBITOR INFORMATION

Cleaning

The public areas will be kept clean and tidy for the duration of the show by the organisers. It is the responsibility of exhibitors to keep their stands clean and tidy.

Exhibitor Passes

Exhibitors will be provided with passes for their staff working at the show.

Complimentary Passes

Each company will be issued with 4 complimentary passes. Additional passes for clients and family may be purchased at a discount.

Promotion

We seek a highly motivated, targeted visitor attendance. Our promotion includes

- A intense two week radio campaign throughout Southland
- Ten days of newspaper advertising
- A continuously updated Facebook presence and other social media
- Street signs and banners
- Data base direct contact
- Co-operative advertising with selected exhibitors
- Southland Home Show website updates

Disclosure

During the lead up to the show we reserve the right to discuss our client list with prospective clients, unless expressly requested otherwise.



GENERAL TERMS & CONDITIONS

GENERAL

The following conditions are to assist with the smooth running of the show for everyone's benefit. The management through their appointed agent shall be the sole judge as to whether the following terms have been adhered to in a proper manner. The decisions of the management shall be final.

BOOKING

Bookings must be made on the form provided and submitted with the correct deposit. Fully completed bookings will be processed on a first come first served basis. Incomplete bookings will not be processed.

DEPOSIT

Stands booked before 30 September 2022 require a fully completed booking form with a deposit of \$200 + GST per stand. Stands booked after 30 September 2022 will need to pay a \$200 + GST deposit per stand immediately and a second deposit of the \$200 before 28 February 2024. An invoice stamped paid will be sent on receipt of bookings.

FURTHER PAYMENT

For stands booked before 30 September 2022, an invoice will be issued for a further \$200 + GST deposit per stand, payable before 28 February 2024. All final payments will be invoiced for payment by 31 May 2024.

Where payment deadlines are not met, management reserves the right to re-allocate the stands and relocate the exhibitor to a similar sized stand. Payment must be made in full before commencement of stand build-up.

SETUP

Exhibitor build-up day is Friday 23rd June from 11am to 6.30pm. We have limited provision to allow companies with hard flooring or large build stands to access the hall early by prior arrangement. All stands must be set up by 6.30pm on Friday.

DAMAGE

Exhibitors must leave their site clean and tidy as they found it. Any damage will be repaired by outside contractors and charged to the exhibitor- please take particular care when shifting heavy items.

BREAK DOWN

The break down will take place between 5pm -9pm on Sunday 14 July 2024. We do not allow early exit from the hall on Sunday. You are required as part of this contract to have your stand on full display until the close of the show at 5pm. Final removal of all stand material 8am-12 noon on Monday 15 July 2024. Remove all items on or against panels as these will be removed overnight.

STORAGE

Display areas are not to be used for storage of cartons, boxes or paper packaging. We have a small amount of storage space available on request.

USE

The show management is to be advised of any changes in the use of this site. We do not allow any change of product displayed from that outlined on your application form without prior notification and solely at the discretion of the organising committee.



GENERAL TERMS & CONDITIONS

RENTAL

The rental pays for the services specified in the Prospectus.

FIRE EXTINGUISHERS

A fire extinguisher must be provided on the stand of any exhibitor displaying any fire (e.g. gas flame, candles).

LEGAL REQUIREMENTS

All stands must comply in all ways with legal and local government requirements, permit and licences.

INDEMNIFICATION

The exhibitors shall indemnify the organising committee against all actions, claims, demands, proceedings, suits, costs, damages, expenses and losses whatsoever for damage that might occur to persons and property as a consequence of participation in this show. Exhibitors must arrange their own insurance for their goods and exhibit for the duration of the build up the duration of the show, and the duration of the break down. Remember to cover in transit insurance.

ELECTRICAL

All cable, wiring, extension leads used must have current tags.

SHOW LAYOUT

The organising committee reserves the right to re-arrange the show layout as sales and circumstance dictate.

DANGEROUS GOODS

No dangerous goods are to be brought into the stadium without express permission prior to set up.

MACHINERY

All moving parts must be installed to Labour Department regulation

ACTS OF GOD

The show management may postpone or cancel the show as a result of any Act of God, earthquakes, storms etc, or other matter beyond the control of the organisers and shall be indemnified against claims for loss or damage suffered by the exhibitor.

FAILURE TO COMPLY

The show management reserves the right to deny access to the venue of any exhibitor who refuses to comply with the terms and conditions of the Southland Home Show.

SOLICITING IN AISLES

Exhibitors must confine their marketing and sales to within their allocated stands, there is to be no soliciting in the aisles.

ALCOHOL AND DRUG TESTING

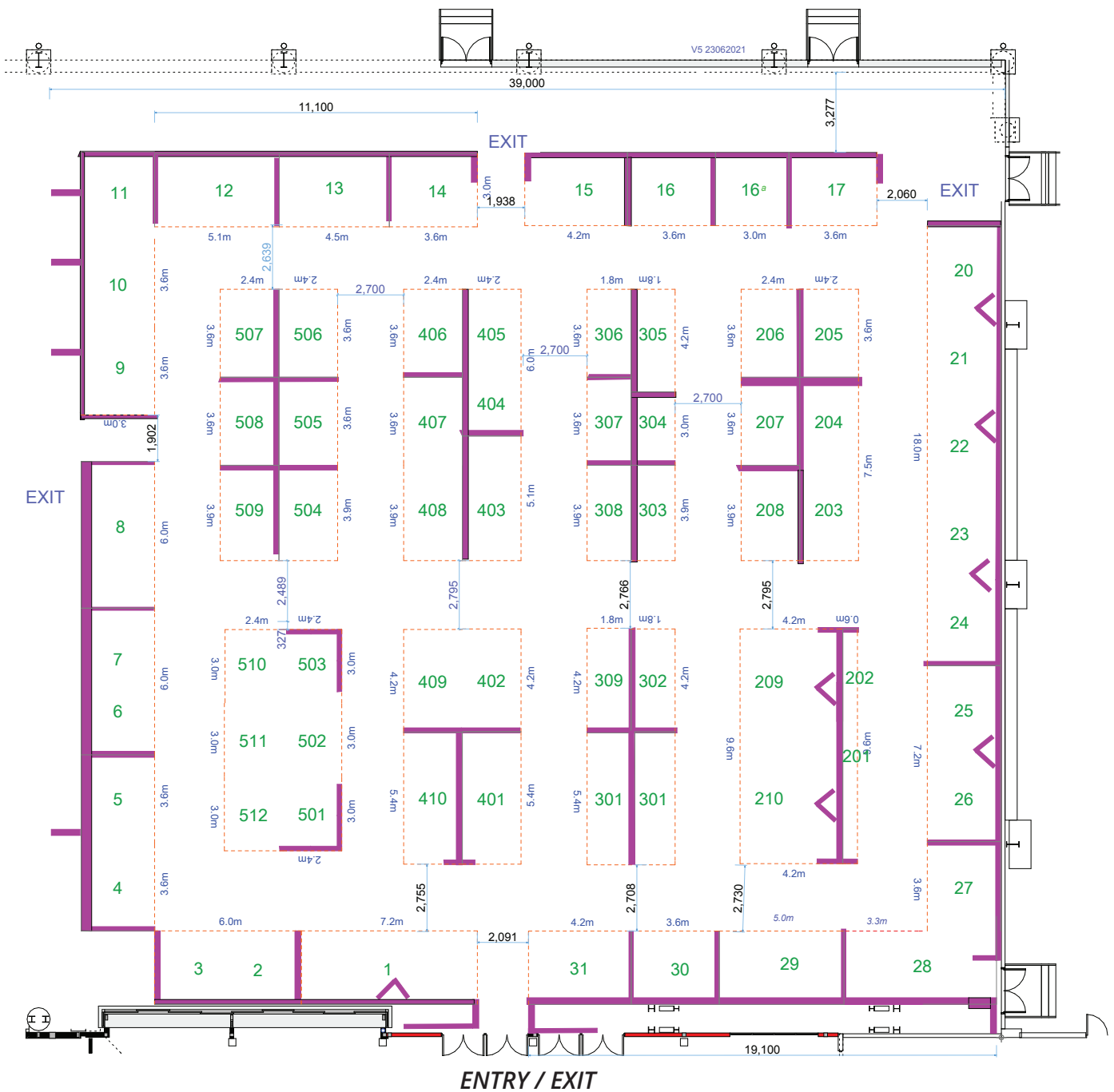
The show management reserve the right to carry out drug and alcohol testing where exhibitors display signs of being impaired.

HEALTH & SAFETY

Exhibiting Companies must include the Home Show in their Health & Safety Planning.

ILT STADIUM SOUTHLAND

Walls are 2.3 metres high and covered with black front runner fabric, all stands include lights and power and grey carpet



BOOKING FORM

Southland Home Show 2024, PO Box 6004, Dunedin 9059
Email georgeowen@xtra.co.nz www.southlandhomeshow.co.nz

Name of Company / Organisation

Full Postal Address

Contact Person(s)

Telephone

Fax

Mobile

Email

Description of Exhibit/Product:

STAND REQUIREMENTS

Please book _____ stands at the Southland Home Show 2024

Site SIZE REQUIRED: _____ metres Wide x _____ metres Deep

Stand Number _____ STATE YOUR OPTIONS IN ORDER OF PREFERENCE;

Option 1 Option 2 Option 3 Option 4 Option 5

(Stands allocated on a first come first serve basis. Confirmation of your booking depends on availability)

SERVICES REQUIRED 3 PHASE POWER (extra cost) ☐ (Spa Pool etc) _____

STAND COSTS

All bookings are to be made on this form and accompanied by the appropriate deposit to secure your chosen stand. If your chosen stand is not available we will contact you to discuss another choice. We do not accept forms without deposits.

All stands include carpet, power, lighting, panels as shown.

Cost per square meter is \$160 + GST. Use the formula: stand depth x stand width x \$160 + GST to price your stand

CONFIRMATION AND DEPOSIT DETAILS

A deposit of \$200 + GST per stand is required with your completed application form. I have read the prospectus and agree to abide by the terms and conditions therein.

Please email or post completed form with your deposit to:

Southland Home Show 2024, PO Box 6004, Dunedin 9059

Email: georgeowen@xtra.co.nz

Internet Banking: KM Marketing - ANZ 06-0901-0415617-00

Signed _____

Date _____

FOR OFFICE USE ONLY

Booking request received ☐

Stand number(s) requested _____ Available / Not Available

Confirmation of site(s) number(s) _____

1st deposit received \$ _____ Date received _____ Receipt sent _____

2nd deposit received \$ _____ Date received _____ Receipt sent _____

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