



Home & Garden Show

Bowral

7th and 8th September 2019
Bong Bong Racecourse Bowral NSW

Exhibitor and Sponsor Packages

The perfect way to interact with
your customers in a friendly
and relaxed atmosphere

homeandgardenshow.com.au



We are excited to announce the new dates for the award-winning Home and Garden Show. It will once again be held on the 7th and 8th September 2019...once again in beautiful Bowral in the Southern Highlands region of NSW.... with a whole new look!

It will be a wonderful showcase of the very best in home and garden and will include:

- 🦋 the region's leading home and garden authorities in a free presentation series
- 🦋 inspiration for your home – inside and out
- 🦋 fabulous garden displays by nurseries and specialist growers ... and the inaugural community garden design competition!
- 🦋 'how to' workshops across three stages covering many home and garden issues
- 🦋 dedicated zones to make shopping easier
- 🦋 return of the popular dog lover's zone – everything for your furry friend
- 🦋 fun for adults and kids in the cooking classes
- 🦋 learning the interior designers' best kept secrets
- 🦋 how kids can discover their green thumbs and have fun learning
- 🦋 seeing the latest in new technologies, trends and products for home and garden

plus so much more!



A beautiful opportunity awaits you!

The Bowral Home and Garden Show will have something for everyone!

With 89.9% of residents in the Southern Highlands living in separate housing, it's no wonder there is a keen gardening and renovating interest in this region. This figure is quite high when compared to only 58.9% in Greater Sydney.

This makes the Southern Highlands the perfect venue for this exciting event.

We are currently offering display space at this unique event to home and garden-related companies and consultancies like yours.

The Home and Garden Show will be a huge two day event like never before seen in the Southern Highlands or surrounding regions.

In 2018 we had over 4,000 visitors over the two days and we are anticipating even more in 2019, especially with the new initiatives. Many visitors will once again be hot prospects and have a strong interest in their home, their garden, dogs or finding out about sustainability and saving time and money.

They will be attending to look for inspiration and learning the tips of the trade and purchase products that will help them to achieve their dream.

There are three packages available plus a food sales package or we can tailor a package that suits your needs. But get in quick – there is a limit to the number of exhibitors in each category!

The event provides a unique and invaluable opportunity to showcase your products direct to an audience who are committed to spending money on themselves and their homes.

Here is a snapshot of who they are:

- 🦋 passionate about improving their home and garden
- 🦋 aged 25-65 years , AB Socio-demographic, predominately families and couples
- 🦋 90% own their own home or are long term renters in regional NSW
- 🦋 planning to renovate, extend or landscape in the next 12 months
- 🦋 interested in the latest trends and products for their home, garden, family and lifestyle
- 🦋 looking for inspiration and to discover new ideas and tips for their home and garden
- 🦋 visitors in project mode in the next 12 months – 78.9% are renovating, 73.2% are decorating and 82.4% are landscaping.
- 🦋 generally live within 50 klms of the Southern Highlands region
- 🦋 the increased prices of real estate in the Southern Highlands has created a large market of not only newcomers but also existing residents who are looking to create the perfect home for sale or investment.
- 🦋 Many newcomers to the region have sold elsewhere, have disposable income and come to the Southern Highlands to enjoy the rural lifestyle and to create their dream home and garden.












Exhibitor Packages

For the fifth year in a row we have kept our packages at the same value-for-money prices. Whether you are looking for something impressive to wow visitors or have all your own display equipment, we have a package to suit your needs – or we can tailor something just for you.







Impress Package:

\$1100 incl GST

-  6 x 3 metre stand with back and side walls (can be clear if need be) – set up and ready for your arrival. One trestle and two chairs are also included if required
-  access to 10amp power (fees apply for additional power)
-  listing in the exhibitor floorplan that is given to each visitor
-  promotion through our extensive online platform
-  opportunity to conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
-  your logo and link to your website included on the dedicated H&G Show website
-  eight Exhibitor passes to the H&G Show






Delight Package:

\$770 incl GST

-  3 x 3 metre stand with back and side walls (can be clear if need be) – set up and ready for your arrival. One trestle and two chairs are also included if required.
-  access to 10amp power (fees apply for additional power)
-  listing in the exhibitor floorplan that is given to each visitor
-  opportunity to conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
-  your logo and link to your website included on the dedicated H&G Show website.
-  five Exhibitor passes to the H&G Show







BYO Package:

\$360 incl GST

-  3 x 3 metre area designated for you to erect your own stand. You can also purchase more than one package if you require a larger area (6x3m package - \$720 incl GST).
-  listing in the exhibitor floorplan that is given to each visitor
-  your logo and link to your website included on the dedicated H&G Show website
-  access to 10amp power if required is an additional \$30
-  two Exhibitor passes to the H&G Show

Yum Package:

\$440 incl GST











-  3 x 3 metre BYO site in the food sales area. One trestle and two chairs can also be added if required.
-  listing in the exhibitor floorplan that is given to each visitor
-  your logo and link to your website included on the dedicated H&G Show website
-  access to 10amp power (fees apply for additional power)
-  two Exhibitor passes to the H&G Show
-  Option to hire a marquee – we have a special price for 3x3m site with marquee of \$660

Want more exposure?

Then why not consider one of our sponsorship packages. They offer great value for money and will raise your profile at the show. See below for the best package that suits your needs.






Package One – Ultimate Sponsor






\$10,000 incl GST

-  your logo featured prominently on all advertising, brochures, signage, website – generally anything that is promoting Home and Garden Show both prior and during the event
-  link to your website on the dedicated H&G Show site, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
-  promotion via our social media campaign with links to your site or Facebook, etc
-  a large undercover powered display area at the event – this will depend on what you require but can be up to 6 x 3m area
-  conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the schedule of events given to all visitors
-  option to include promotional material / special offer in 2000+ samples bags
-  up to three live interviews during the two days with the H&G Show MC – another reminder to all visitors of your involvement
-  inclusion in all advertising promoting the event. This may include photos of your product being featured in the possible television and magazine advertising
-  editorial promotion in the monthly newsletter prior to the event plus a dedicated email announcing your sponsorship to the H&G Show database
-  twenty free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show

Package Two – Gold Sponsor








\$5,500 incl GST

-  your logo featured on all advertising, signage, website – generally anything that is promoting Bowral Home and Garden Show
-  link to your website on the dedicated H&G Show site, including the programme of events, online map of exhibitors and wherever your logo is seen during our online promotion
-  promotion via our social media campaign with links to your site or Facebook, etc
-  a medium display area at the event – this will depend on what you require but can be up to 6 x 3m area
-  conduct your own demonstrations or discussions to inform and promote your products – all promoted online and included in the handout given to all visitors

-  one live interview during the two days with the H&G Show MC – another reminder to all visitors of your involvement
-  option to include promotional material / special offer in 2000+ samples bags
-  logo inclusion in all advertising promoting the event
-  editorial promotion in the monthly newsletter prior to the event
-  Ten free tickets for you to give to your customers or use as a giveaway to promote your attendance at the Show

Package Three – Silver Sponsor

\$2,200 incl GST

-  your logo featured on the dedicated H&G Show website and selected signage
-  link to your website on the dedicated H&G Show site, including the online programme of events and online map of exhibitors.
-  promotion via our social media campaign
-  a small display area at the event – this will depend on what you require but can be up to 3 x 3m area
-  logo inclusion in selected advertising promoting the event
-  option to include promotional material / special offer in 2000+ samples bags
-  Four free tickets to the H&G Show

Media and Marketing

We will be promoting the event through all forms of traditional media including radio, television and print. This will be in addition to direct mail and letterbox drops within selected markets. Our footprint will be the Southern Highlands, Illawarra, South Coast, Canberra, the M5 corridor and surrounding regions.

An intensive online media campaign has already commenced including Facebook, Twitter, Instagram and Pinterest. Updates are being regularly posted and promoted.

All exhibitors will be encouraged to participate in these campaigns wherever possible. We will produce an email flyer that you could send to your database letting your customers know you will be attending the Show. We will also produce a small banner advert that you could add to your own website, again promoting your attendance.

These will be all included in your exhibitor package.

Further Assistance

All exhibitors will have a dedicated contact person at the event in case of any questions or need of assistance. Their contact details will be included in your exhibitor kit.

NB: If you require additional equipment please note it on the exhibitor form and we will get back to you with an estimate. Bump in and out times will be allocated depending on site location and requirements. Once we have your booking you will receive written confirmation. If at any time you need to make alterations, please let us know.

For further information contact Sophie Mattick on 0499 566 414 or sophie@homeandgardenshow.com.au

Or Elizabeth Newham Nichols on (02) 4861 7100, mobile 0414 566 419 or email elizabeth@homeandgardenshow.com.au

or visit www.homeandgardenshow.com.au

We look forward to welcoming you to the Home and Garden family.

