



newsletter of the



Dear valued exhibitors

The Wellington and Auckland Expos were both hugely successful. Wellingtons visitor numbers were over 8,000, after deducting 15% for staff and exhibitor movements through the electronic door counters, far more than expected and I believe a good result.

Auckland, by contrast, was down on last year, with 6,000 visitors (using the same counting criteria) but according to a number of exhibitors I talked to it actually made for a better Expo. There was less congestion, more time to talk shop and a lot of deals being done on the day.

The plan is now to look at another way to promote ourselves in New Zealand next year, and then return to the Expos in 2009 with fresh displays and fresh centres so the public will have a lot new to look at.

Our integration with our Australian centres continues, and we are learning a lot from each other. Most importantly Australian centres are being refurbished and television advertising is now regular. Speaking of advertising, here in New Zealand we have opted for radio which works well for us, as does selected print advertising.

Our Architectural Marketing Services Division is now operational in Auckland, Wellington and Christchurch. To ensure your products get a good hearing each architectural representative will only represent twenty clients, so if you need this service act fast, as few slots remain.

Lastly, I continue to work on the website. I had no idea how hard and expensive it would be to produce a cutting edge integrated website, but it will be worth it. I believe the pay-off to exhibitors in the form of website traffic will be huge, so I persevere. More news to come.

Yours sincerely

Colin Lowery
Managing Director
Home Ideas Group Ltd

10/10

10 Years
of
Inspiration
in Auckland

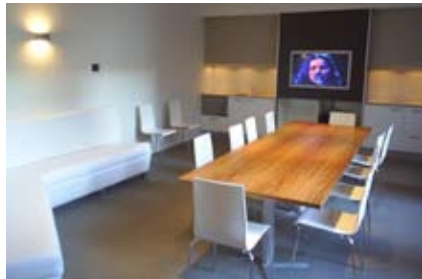


Ch-ch-ch-changes! They say that the only constant thing in the universe is change, and this is certainly true about the centres. In the last year we have reinvested hugely in updating and improving the centres, this is just a few of the improvements we have been making.

AUCKLAND

Anyone who ever held a meeting in the Auckland boardroom will recall the rabbit warren of stairs and hallways they had to navigate to get there. We are happy to report this is now a thing of the past and that the new, totally automated, boardroom will not only be a lot easier to get to, but will also boast greatly improved facilities.

The room is located on the ground floor, near the entrance to the fourth aisle, much easier to get to than the previous one and tailor made to meet the modern needs of our exhibitors.



CHRISTCHURCH

Our front foyer area is nearly complete with lovely new automatic door, new natural stone flooring and stunning black carpet, just waiting for our new counter top to be manufactured then we will be there. We have also increased our outdoor signage to really promote ourselves.



BRISBANE

Freshly painted in Resene colours. Also a foyer makeover to provide a seating area for visitors to relax and have a coffee, look at brochures or chat after a visit to the centre.



ADELAIDE

The centre has been freshened up with new paint, ceiling repairs and a new front desk. The television advertising in Adelaide was a huge success.



MELBOURNE

The makeover has started. Ceilings are being ripped out, auto doors fitted and the front desk refurbished, granite floors being laid and painting done throughout the centre. New street signage is on order.



Renovator's heaven.



home ideas centre

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Riccarton, Mandeville Street · More Info at homeideas.co.nz

Hours of free inspiration

STAFF FUNCTIONS AT THE HOME IDEAS CENTRES

A product is only as good as the person who installs it, and only as popular as the person who sells or specifies it. Ensuring that your sales staff knows their products, and trades people know how to fit it properly, can make the difference between a successful sale with happy customers or lost sales and bad word of mouth.

Many of our exhibitors take advantage of our facilities to train and educate their staff. A popular way to do this is to have an after hours function at the centre, with product training either on the stand or in the foyer area. In most cases the only cost involved is catering (depending on the target audience and your budget it can be as simple as buying chips and dip or ordering a few pizzas, right up to professional catering). Contact your local centre to discuss your requirements and how we can help you.

HAVE YOU CHANGED STAFF OR ADDRESS?

Keep Home Ideas in the loop with staff, location, and brochure changes etc. Just drop us an email to the respective centres

Architectural Marketing

Home Ideas Architectural Marketing Service is now on the road, in their distinctive new 2007 Mitsubishi Outlanders LS Wagons.

Covering Auckland, Wellington and Christchurch is the equivalent of a Home Ideas Centre on wheels, taking product information and samples directly to architects offices.

The service allows architects to learn about the newest products and services (as well as earn Continued Professional Development points that they need to keep themselves registered as architects) without having to leave their offices... it takes as little as 20 minute and (always willing to bribe our way to success) we even bring morning tea!

We offer a unique personalised marketing service at a fraction of the cost of employing a representative. With us your literature is hand delivered, and your products and services explained and promoted to NZIA registered architects, designers and group housing companies. You also receive market feedback and full reporting on potential leads.

For more information give Damon a call on 021 442 119 to discuss our services and flexible options.



NEIGHBOURS, EVERYBODY NEEDS GOOD NEIGHBOURS

Inovo, a new top of the line bathroom store has just opened in Auckland, right next to the Auckland centre. The new store will boast a coffee shop (so Colin will not have to go as far to get his daily "fix").



We are happy to announce a new partnership with Australia's Housing Industry Association Ltd, who will be opening a Home Idea Centre franchise in Canberra. Opening on the first of September it will feature over 1000 square metres of display space. A second centre will be opening in the Hunter in 2008.



CENTRE LOCATIONS

- Adelaide
- Auckland
- Brisbane
- Christchurch
- Geelong
- Hobart
- Launceston
- Melbourne
- Perth
- Sydney
- Wellington

VIEW ONLINE

www.homeideas.co.nz

www.homeideas.com.au

AUCKLAND AND WELLINGTON EXPO PHOTOS

Auckland and Wellingtons expos both proved very popular with both exhibitors and visitors alike. Don't forget Christchurch will be holding their expo on the weekend of the first and second of September, so if you are thinking of updating your displays now is the perfect time to do it.

