



Exhibiting at the Home & Giving Fair

BROUGHT TO YOU BY
GIFT & HOMEWARES AUSTRALIA,
THE ASSOCIATION YOU CAN TRUST

*Someone's sitting in the
shade today because someone
planted a tree a long time ago.*

—Warren Buffett

Committed to your success

As a not-for-profit organisation with over 30 years' experience, Gift and Homewares Australia are 100% committed to the success of all businesses involved in the gift and homewares industry across Australia and New Zealand. Most importantly, GHA is dedicated to looking after the interests of our Members. In addition to organising three large trade fairs a year and lobbying on issues of concern to Members, GHA provides a range of discounted business services aimed to benefit Member businesses.

Home & Giving Fairs are favourite destinations for all buyers, whether they are professionals representing major retail chains and department stores or the owners of single shops. They prefer Home & Giving Fairs for the vast array of unique and innovative products presented in a friendly and stylish atmosphere that can be found no where else.

The Home & Giving Fair is the **ONLY** one that matters, and we want you to be part of it. Book your stand today!

Exhibit at Home & Giving Fair and be part of the nation's preeminent wholesale gift and homewares fair. Retailers large and small, from all over Australia, depend on our fairs as their primary source for new products and ongoing business.

The vast selection of dynamic products available only at Home & Giving Fairs continues to attract thousands of customers, new and old.

Your order writing fair

Throughout the industry, Home & Giving Fairs are known as the place to write orders.

Our buyers are serious and they come here for two reasons:

1. To see what's new and
2. To buy it! According to the survey of attendees to the August 2009 Home & Giving Fair, nearly 80% of retailers placed orders at the Fair and almost 95% planned to place orders with exhibitors soon after the show was over.

Sell to qualified buyers

Our post-show surveys and ongoing research give us valuable insight into buyers and their changing purchasing habits. We not only know who they are, we know what they want. Our marketing initiatives expertly incorporate these insights to ensure buyers return again and again.

What sort of retailers buy at Home & Giving Fairs?

- Department stores
- Chain stores
- Sole proprietors
- Specialty boutiques

What type of retailing is represented?

- Home furnishings retailers
- Department stores
- Manchester/linen stores
- Gift & decorative accessories stores
- Resort stores
- Nurseries / garden centres
- Chemists
- Newsagents & stationery stores
- Pharmacies
- Apparel & fashion accessory stores
- Event/Wedding
- Planners
- Interior designers & decorators
- Hospitality buyers
- Healthy & beauty stores
- Children's stores
- Landscape designers
- Online retailers
- Hardware stores / home centres
- Mail order stores
- Book stores
- Jewellery & fine gift stores
- Specialty food stores
- Buying groups
- Tourism buyers
- Amusement parks
- Museums, zoos and aquariums
- Art galleries
- Party stores
- Pet stores
- Photography stores
- Men's product stores
- Spiritual stores
- Visual merchandisers
- Architects
- And many more



Buyer habits*:

75% purchased or ordered something at the Fair

93% intended to place orders in the next 6 months as a result of what they had seen at the Fair

Buyer satisfaction*:

96% will return again

97% name Home & Giving Fair as important to their business

Purchasing authority*:

96% holding authority regarding purchases

*Based on post-show survey responses of attendees.

Deal with the best

Meet the retailers

The industry's most powerful retailers purchase at the Home & Giving Fairs because they know that the fairs provide the best selection of product available in Australia.

Exhibiting at Home & Giving brings you face to face with buyers from:

- Adairs
 - Aldi
 - Amcal Chemist
 - Australia Post
 - Australian Geographic
 - Barbeques Galore
 - Bed Bath & Table
 - Costco
 - Cotton On
 - Crisco
 - David Jones
 - Dymocks
 - Flower Power
 - Forty Winks
 - Freedom
 - Growmaster
 - Hallmark Cards
 - Harris Scarfe
 - Harvey Norman
 - House
 - Howard's Storage World
 - Just Jeans
 - Kenny's Cardiology
 - King of Knives
 - Loot Homewares
 - Mitre 10
 - Myer
 - NewsXpress
 - Oz Design Furniture
 - Peters of Kensington
 - Spotlight
 - Target
 - Terry White Chemist
 - The Outdoor Furniture Specialists
 - Tobacco Station
 - Vast Interior
 - Wild Cards & Gifts
- And many more

Meet the press

Today's media is constantly on the hunt for the latest product trends. Your products could easily make the headlines with one of the dozens of publications that attend our fair.

Some of the publications that visit our fairs are:

- Australian Giftguide
- Australian Hardware Journal
- Australian House & Garden
- Belle
- Contemporary Home Design
- Country Home Ideas
- Country Style
- FOODweek
- Greenworld
- Greetings & Gifts
- Home Beautiful
- Inside Out
- Inside Retailing
- Luxury Home Design
- Modern Home
- National Newsagent
- Notebook
- Real Living
- Stationery News
- Sun Herald
- Sydney Morning Herald
- Vogue Living

Reap the benefits

You're serious about growing your business. So are we. That's why each Fair is aggressively promoted to attract both seasoned and new prospects through integrated advertising, branding and marketing campaigns.

- Advertising in the top trade and lifestyle publications
- Web marketing: banner ads on key sites, newsletter sponsorships, etc
- Extensive direct mail campaign targeting +50,000 retailers
- Multi-tiered public relations campaign
- Special promotions

Advertising that gets you results

Home & Giving, the show catalogue, is the best publication to promote your business. Upwards of 20,000 copies are published three times a year, and delivered directly to your target audience. No other advertising resource in the marketplace reaches your customer base as effectively.

For a relatively small investment, an advertisement in Home & Giving is an opportunity too good to miss. The detailed Advertising Media Kit is available for download at www.homeandgiving.com, and should you require additional information contact the experts at gha@loyaltymedia.com.au



Join all three!



February Sydney Home & Giving Fair at Sydney Showground, Sydney Olympic Park

The traditional start of the trade fair calendar, the February Home & Giving Fair is the optimal time to introduce new products to thousands of retailers from across Australia and New Zealand hungry to restock shelves emptied over the Christmas period.

July Sydney Home & Giving Fair at Sydney Showground, Sydney Olympic Park

The only Fair of its kind in Sydney, you will have the full attention of every buyer from greater Sydney and beyond. This is an ideal Fair to find new customers for your new products and product lines you want to introduce for the upcoming Christmas season.



August Melbourne Home & Giving Fair at Melbourne Exhibition Centre and Melbourne Showgrounds

Melbourne in August is arguably the largest gathering of the gift and homewares industry in the entire southern hemisphere. Come be a part of the excitement and show your new products to thousands of ready-to-order buyers from all across Australia, New Zealand and beyond.

Rates

As an exhibition run by a not-for-profit industry association, Home & Giving Fairs offer the best value in the industry. Current and detailed exhibitor rate cards are downloadable from www.homeandgiving.com



How to take part

To exhibit at the Home & Giving Fairs you will need to select and complete the correct forms which are always available for download at www.homeandgiving.com. Which forms are appropriate for you will depend on:

- If you wish to exhibit at multiple Home & Giving Fairs, please complete and submit the Membership Application Form and the Expression of Interest Form. GHA will then produce a contract for your signature.
- If you only wish to exhibit for one Fair, please complete the Membership Application Form and then the Stand Booking Form for the relevant trade fair at which you wish to exhibit.

If you have any questions please call the Trade Fairs Team on 02 9763 3222. Please fax the completed forms to 02 9746 9955.

Note: You will need to become a GHA member to exhibit at our trade fairs. For more information on the full range of benefits of becoming a Member go to www.agha.com.au





Contact the Home & Giving team

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To speak to either of the above or any of our trade fairs team,
please call 02 9763 3222, Monday–Friday, 9:00am–5:00pm EST.

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