

24 YEARS OF EXHIBITION EXCELLENCE

23-26 FEBRUARY 2017
TICKETPRO DOME, NORTHGATE



HOME
IMPROVEMENT
PIONEER

2017 JOHANNESBURG

HOMEMAKERS *expo* 

homemakersonline.co.za

A DIVISION OF HMM

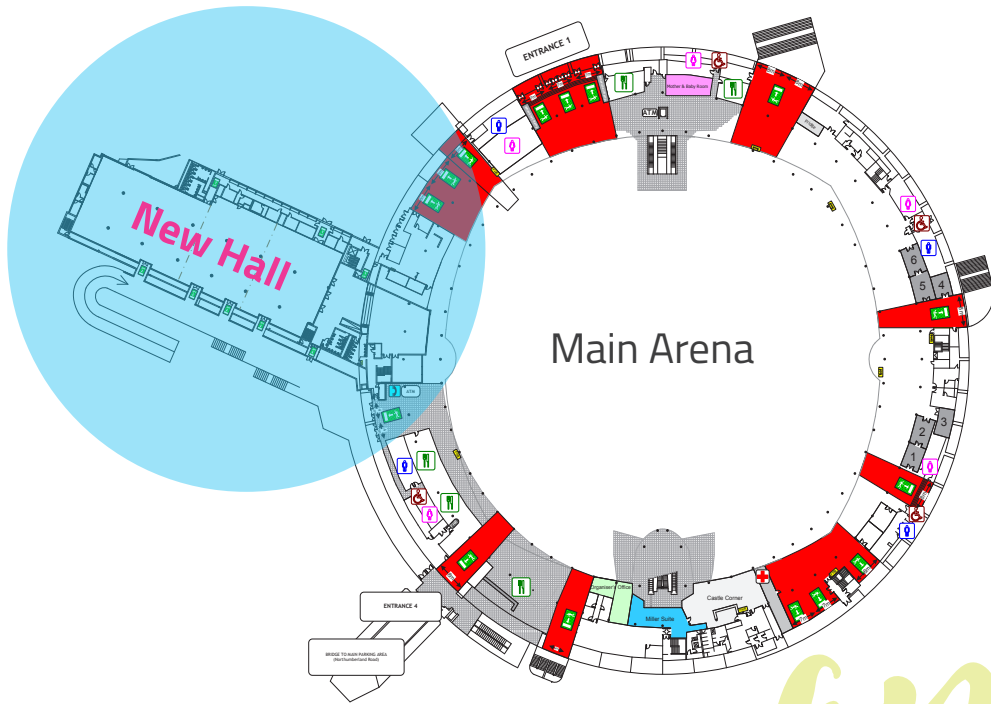


at a glance

Johannesburg **HOMEMAKERS** Expo is unmistakably the most important exhibition for companies relating to home improvement products and services. It is the first industry specific expo for the year and the best business tool to kick-start your sales with extensive exposure and sustainable leads. Homeowners know this show as an opportunity to explore and buy whilst exhibitors trust the show as a stable platform for massive exposure and major business.

2016 at a glance

- 16 000m²
- 350 exhibitors, representing 85 home related products categories
- In excess of 40 000 visitors, over 4 days.



A brand new addition to the venue!

A multimillion rand refurbishment at the Ticketpro Dome now affords us the opportunity to present the expo on one level. This new upmarket addition, a 2000m² hall, will be dedicated to décor, furniture and art exhibits. This charming addition has smooth and seamless access

from the Main Arena, ensuring natural flow. The move has also resulted in the Deli area moving to Main Arena. Visitors will access the show from two main entrances, Entrance 1 & 4.

The Johannesburg HOMEMAKERS Expo, now on one level, is hosted in a world class venue.

one level

trends

What's new

HOMEMAKERS Expo is dynamic, ever-changing and adaptive. National and international trends are taken into consideration and introduced via innovative feature areas.

The aim is to inspire, excite and showcase products and services that are trending or popular with visitors.

One of the major benefits of this expo is the convenience of everything in one space and face-to-face time with experts.



01

HOMEOWNERS

83% own their property

02

INCOME

- Earn more than R40000 p/m (78%)
- R40 000 - R70 000 (57%)
- R70k+ (21%)

03

AGE OF VISITORS

25-64 years (91%)

04

LIVE IN

- JHB North/west (47%),
- JHB South/East (24%)
- Centurion/PTA East (23%)

05

POST SHOW BUSINESS

76% will purchase products or services and 30% will spend over R100 000



2016 Exhibitors had to say

"Had a great show! The leads generated at the show were very good."

– Panos Tsouroullas, Fenster Aluminium

"2016 was the first time we exhibited at HOMEMAKERS Expo and we are exceptionally happy. The show was fantastic."

– Ana Rebelo, Tecnogas

"HOMEMAKERS has always been a great avenue for sharing our products with a market that is otherwise very difficult to access. The expo allows us to meet the end user on a personal basis from the comfort of our stand – hats off to the team and we look forward to many more great years together." – Rhodam Evans, Major Tech

"Many thanks to the entire HOMEMAKERS team for an excellent 2016 expo. Floors Direct had their busiest show ever, with all four days generating fantastic interest on our stand. Our team is hard at work with all the leads and potential clients who visited us at the expo. Thank you for providing the environment for Floors Direct to showcase who we are. We look forward to 2017 and beyond."

– Dale Gurney, Floors Direct

"Very happy. I would like to book my stand for 2017!"

– Mustafa Zor, Moonstar

Stimulate sales, expand your footprint, lead generation and launch new products

success



Marketing formula

The successful marketing formula includes an ad spend of over R2 million. This integrated campaign is aimed at high earners in Gauteng and comprises a proven mix of marketing elements such as television, radio, outdoor, print, online and social networking.

The campaign is enhanced and supported by a focussed public relations programme. All elements creatively crafted for optimal performance and to ensure maximum exposure to various target markets.



Collaborate with us

The HOMEMAKERS Expo brand offers the platform for marketing and sponsorship to engage with committed and informed consumers. Your brand can be brought to life and deliver a host of tangible benefits.

Apply by contacting:
pr@homemakers-sa.co.za.

exposure



bookings open

**BOOK YOUR
STAND NOW
FOR 2017**

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