





Prospectus

8 - 9 July 2023

You are invited to present your product and services to thousands of qualified consumers interested in purchasing a pool, spa or outdoor living products to create their dream backyard

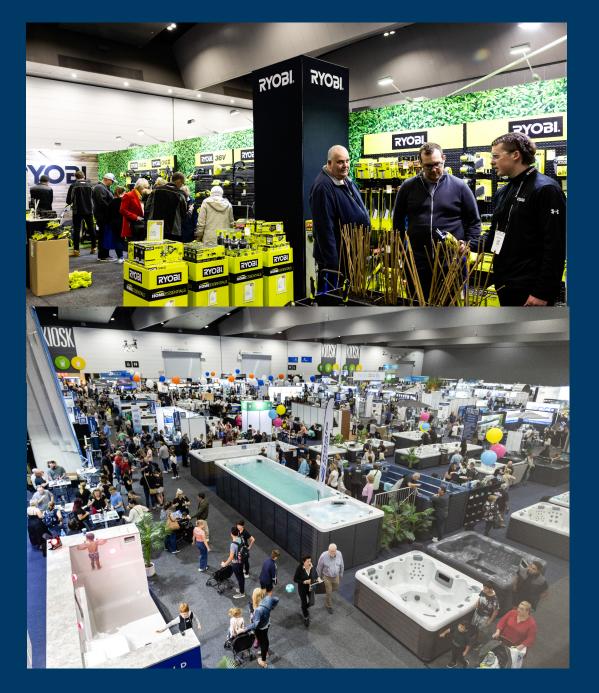
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MELBOURNE CONVENTION & EXHIBITION CENTRE

The SHOWS that produce real sales results



The Melbourne Backyard & Garden Show + The Melbourne Pool & Spa Show provides the opportunity to:

- **Sell your products and services at the show**
- Meet thousands of new potential buyers for a low cost outlay
- **Build** a potential customer database
- Showcase products and services to buyers using hands-on demonstrations
- Increase brand awareness and build trust
- Overcome objections and accelerate the buying process
- **Launch** a new product or service



Intend to purchase a pool, spa or outdoor living product

97%

Intend on purchasing in the next 12 months

90%

Intend on investing 70K+ on their backyard

54%

Highly Targeted Audience 8,000+ Visitors 80% Retention Rate

Are interested in fibreglass pools

52%

Are interested in concrete pools

44%

Are interested in spas

41%

Additional Show Benefits



Prime time TV advertisements on multiple channels



Catch up TV targeting specific demographics



Radio advertising across mainstream & digital channels



Social Media campaigns across multiple channels



Google Adwords & remarketing ads in the lead up to the Show

A comprehensive marketing & advertising campaign THAT WORKS!



Exhibition Opportunities

Space & Booth

LVML & MPBAA Members

Non Members

\$225+gst \$265+gst

\$265+gst \$305+gst

Bulk Space - 100sqm +

\$180+gst

Costs quoted per square metre with a minimum size of 3m x 3m. For Space Only Stands - Carpet, signage, lighting and power are additional and at the exhibitor's own expense.

EG. 3m x 3m Space & Booth Member Stand = \$2,385ex

Space & Booth Package:

One single exhibition stand consisting of:

Stand: 3m x 3m Signage: 1 per stand

Walls: Octonorm Lighting: 2 x 150x lights per 9sqm

Carpet: Included Power: 1 general use power point

Additional Exhibiting Benefits:

Inclusion on the event website

Inclusion in the Buyers Guide

Bump In

Space Only - 6 July 2023

Space & Booth - 7 July 2023

Bump Out

9-10 July 2023

Times TBA

Exhibition Hours

Saturday 8 July 2023

10am - 6pm

Sunday 9 July 2023

10am - 4pm

BOOK NOW

CONTACT

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