



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

Proudly presented to you by



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



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

**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%

**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

	LVML & MPBAA Members	Non Members
Space Only	\$225+gst	\$265+gst
Space & Booth	\$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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