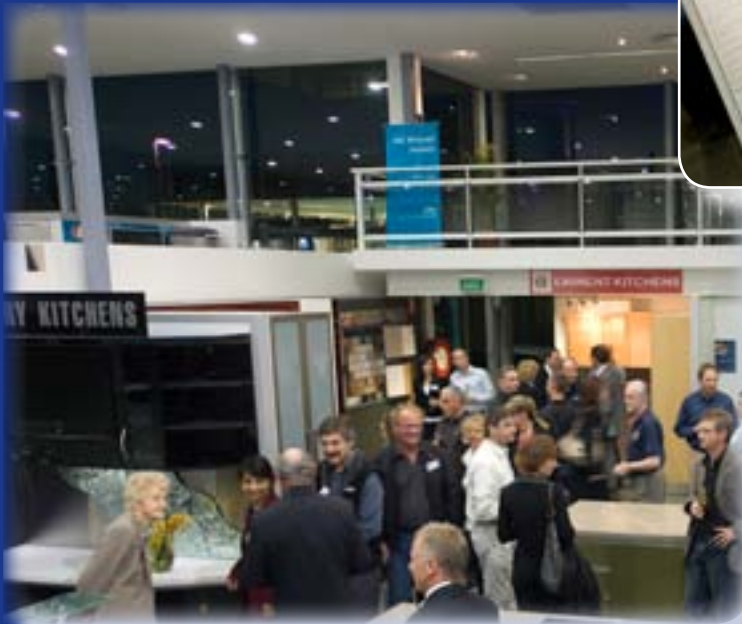


Building & Innovation



Kitchens &
Bathrooms



home ideas

In September 2007, HIA opened its new state-of-the-art Home Ideas Centre targeting both the aspirational consumer market and trade sector.

The centre operates seven days a week as a prestigious one stop selection centre for new home buyers and renovators as well as enabling builders and contractors to see the latest products and materials being used in the industry. The centre features a Builders and Designers Showcase as well as a Kitchen & Bathroom Showcase. An average of 65,000 consumers visit the centre each year.



Seminar & function facilities

A feature of the Centre is the state-of-the-art seminar and entertainment facilities available for exhibitor launches and promotions.

Like a home show, HIA Home Ideas provide visitors with a singular location in which to see, feel and learn about products and services that will assist them with their building and renovation needs. HIA Home Ideas is free to visit and because of our strategic marketing direction, exhibitors will find that our visitors are people with genuine interest in building and renovating projects.

Our staff will always be in attendance at Reception to welcome visitors, distribute brochures and to answer any questions that people may have. In the interests of remaining neutral, HIA Home Ideas staff will never recommend any product over another but will provide the visitors to the centres with as much information as possible.

How does it work?

Each display space is allocated a display number. This can be found on a metal plate immediately in front of the display and it is this number that visitors refer to when requesting brochures from Reception. As visitors enter the Centre, they are greeted at Reception and given a Brochure Request Form. As visitors progress through the Centre they will circle on the Brochure Request Form the numbers of those displays for which they require information. At the end of their visit, the completed Brochure Request Forms are given to the HIA Home Ideas Centre Receptionist who will collate all of the relevant brochures

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Measuring the results

The details that visitors enter onto the Brochure Request Form are transferred electronically to our central database on a daily basis. Each Monday a report is generated that allows each exhibitor to receive the contact details of those people who have requested information for their display. This information is strictly confidential and seen only by the exhibitor concerned and the Home Ideas Centre. Your weekly leads are available in a number of formats, including fax, post and email (in either Microsoft Word or Excel). You can also have your leads sent to a number of people simultaneously.



brochure request card

For information about the products on display, please circle the display numbers and complete the details on the reverse. Pick up your brochures from reception.

1	11	21	31	41	51	61	71	81	91
2	12	22	32	42	52	62	72	82	92
3	13	23	33	43	53	63	73	83	93
4	14	24	34	44	54	64	74	84	94
5	15	25	35	45	55	65	75	85	95
6	16	26	36	46	56	66	76	86	96
7	17	27	37	47	57	67	77	87	97
8	18	28	38	48	58	68	78	88	98
9	19	29	39	49	59	69	79	89	99
10	20	30	40	50	60	70	80	90	100

YOUR DETAILS

Name: _____ Title: _____
 Street: _____
 Suburb: _____ Postcode: _____
 Tel: _____ Fax: _____
 Email address (if you would like to receive our FREE newsletter): _____

What is your project (please tick)?

New home Renovation Extension Kitchen Bathroom Business building Commercial Strategy/Market Research Research Other: _____

Project stage? (please tick)

Research Design Under construction Completed

What is your budget (please tick)?

Under \$5k \$5k-\$10k \$10k-\$20k \$20k-\$50k \$50k-\$100k \$100k-\$200k \$200k-\$500k \$500k-\$1m Over \$1m

When do you want to start work? (please tick)

Within 12 months 12-24 months 24-36 months 36-48 months 48-60 months 60+ months

Who is your architect? (please tick)

Home Owner or Agent Under \$5k \$5k-\$10k \$10k-\$20k \$20k-\$50k \$50k-\$100k \$100k-\$200k \$200k-\$500k \$500k-\$1m Over \$1m

Who is your builder? (please tick)

Under \$5k \$5k-\$10k \$10k-\$20k \$20k-\$50k \$50k-\$100k \$100k-\$200k \$200k-\$500k \$500k-\$1m Over \$1m

Other comments?



PLEASE TURN OVER FOR KITCHENS AND BATHROOMS SHOWCASE

EXAMPLE ONLY

Name	Phone	Address	Project
Mr John Smith	08 9432 1234	123 Main St, Perth WA 6000	New home
Ms Jane Doe	08 9432 5678	456 Park Rd, Perth WA 6000	Renovation
Mr David Brown	08 9432 9012	789 Hill St, Perth WA 6000	Extension
Ms Sarah White	08 9432 3456	101 Beach Rd, Perth WA 6000	Kitchen
Mr Robert Green	08 9432 7890	202 Ocean Dr, Perth WA 6000	Bathroom
Ms Emily Black	08 9432 1122	303 Sunset Blvd, Perth WA 6000	Business building
Mr James Grey	08 9432 3344	404 Starline Ave, Perth WA 6000	Commercial
Ms Lisa Pink	08 9432 5566	505 Galaxy Way, Perth WA 6000	Strategy/Market Research
Mr Daniel Blue	08 9432 7788	606 Nebula Ln, Perth WA 6000	Research
Ms Chloe Yellow	08 9432 9900	707 Comet St, Perth WA 6000	Design
Mr Benjamin Purple	08 9432 1133	808 Meteor Dr, Perth WA 6000	Under construction
Ms Victoria Red	08 9432 3355	909 Aster Rd, Perth WA 6000	Completed



What do I get with my display space lease?

- Access to function and boardroom facilities at a reasonable price (including one free session)
- customer leads report weekly; and
- The benefit of extensive marketing and promotional campaigns.

What you provide:

- flooring to display area. Flooring to be fixed to 10mm compressed fibre board which is screw fixed to the existing concrete base. Flooring to be to a height of 30mm including compressed fibre board. Ramps to be provided to flooring;
- data cabling - if displays require internet and data cabling the costs of such will be met by the exhibitor. Installation of data cabling and associated services to be managed by the exhibitor using HIA nominated contractors and suppliers. Exhibitor to be billed directly by the contractor and supplier;
- design, construction and installation of your display;

Display areas

Size	Rate p/a
1-10m ²	\$1100per m ² + GST
11-20m ²	\$1000per m ² + GST
21-50m ²	\$900 per m ² + GST
51m ² +	\$750 per m ² + GST

What type of display spaces can I lease?

You can lease a variety of sites, display units or wall display panels to suit your products and requirements. There are various sizes and shapes and site plans readily available for your consideration.

Serviced Offices

A limited number of serviced offices are available for lease by exhibitors of the Home Ideas Centre. Serviced Offices are only available to exhibitors and are leased at the rate of exhibition display.

What do I get when I lease a serviced office?

Included in your lease of a HIA Home Ideas serviced office is:

- 1 office;
- 1 desk, 1 mobile swivel chair, 1 x filing cabinet;
- access to meeting rooms (subject to availability),
- 1 telephone line;
- 1 telephone handset;
- 1 spare outlet (for use with adsl or other service);
- utilities (building maintenance, electricity, air-conditioning, water & sewerage, office cleaning, security and maintenance;
- shared Reception facilities, manned 8:30am til 5:00pm, 5 days per week;
- voice mail service;
- offices individually keyed for your own security
- one allocated car parking space.

The following items are not included in the package, but may be requested as needed:

- Telephone/fax call charges (cost basis + 10% handling fee);
- Postage handling (cost + 10% handling fee);
- Courier arrangements (cost + 10% handling fee)
- Ordering of office supplies (cost + handling fee).

You would also be responsible for insuring your own equipment and fixtures, as well as having public liability insurance for the office.

Poster Display Modules – Builders & Designers Showcase

A limited number of poster display modules are available to builders and designers. The poster display modules are freestanding double sided light boxes and can be leased by exhibitors from HIA Home Ideas from a very affordable \$3,000 plus GST per annum.

Payment.

Your signed exhibitor agreement should be returned to us within 10 working days along with payment of your first invoice that acts as a holding deposit. The Holding Deposit will be applied to the first payment received after the Rental Commencement Date. We invoice quarterly in advance. For your convenience we offer our Exhibitors the option of paying by direct debit. The Exhibitor Agreement is for a minimum of 12 months and is deemed renewed thereafter until termination by either party on giving 3 months prior notice in writing of their intention to terminate. This means that if you wish to have only a 12-month tenancy you should advise us in writing of your intention to terminate 9 months into the original agreement.



PUT YOUR BUSINESS IN THE SPOTLIGHT.

HIA BRAND ASSOCIATION CAN ADD VALUE TO YOUR BUSINESS

- Over 80% of consumers are familiar with the HIA brand and HIA members are widely recognised as the best in the business. Consumers often ask for HIA members when building, designing or renovating.

- **HIA BRAND POWER**

Exhibitors in the Centre are all HIA members. HIA members are widely recognised as the best in the business.

- **GET THE FACTS**

Every week exhibitors receive a detailed report including visitor statistics, and regular centre updates, etc; to help you measure and maximise your return on investment.

- **SECURE YOUR PLACE TODAY!**

To find out more information on display site rental details and to secure your display site, contact:

James Ludzioweit - Canberra Centre Coordinator

Phone: 02 6285 7300

Fax: 02 6280 0333

j.ludzioweit@hia.com.au

