

# exhibitor prospectus

[tinyhouseexpo.nz](http://tinyhouseexpo.nz)



## Tiny House Expo

29 & 30 October 2021

ASB Showgrounds

AUCKLAND



**Tiny houses. Big event. Be there.**



# WELCOME TO THE TINY HOUSE EXPO

NEW ZEALAND'S LARGEST  
TINY HOUSE EVENT.  
THE EXPO IS A UNIQUE  
EVENT THAT IS A WINDOW  
INTO ONE OF THE MOST  
INNOVATIVE, FORWARD-  
THINKING SUSTAINABLE  
LIFESTYLE MOVEMENTS  
HITTING NZ.

## WHAT IS THE EVENT ALL ABOUT?

Capturing the hearts and minds of devoted visitors passionate about living sustainably, reducing waste and purchasing more environmentally friendly products. The expo brings together consumers and businesses in a relaxed, fun, and educational environment.

After receiving a huge amount of interest from visitors wanting to see more environmentally friendly and sustainable products for their everyday lifestyle, in 2021 we are excited to launch our first Sustainability Market. So if your business is about tiny houses, off-grid living, or you have sustainable and environmentally friendly lifestyle products, then this event is for you!



I am delighted to be involved in the continued fruition of the Tiny House and sustainability movement in NZ. From our first tiny house event in 2017 the event has seen over 5000% growth in just 4 years! This is a direct reflection of the popularity of the movement within NZ. Having built and lived in my own two tiny homes I am passionate about the industry and helping others achieve their tiny home dreams!

Sharla May  
Expo Director

# WHY YOU SHOULD EXHIBIT

## CONNECT WITH PASSIONATE PEOPLE READY TO TAKE THE NEXT STEP INTO A SMALLER, SIMPLE, MORE SUSTAINABLE AND OFF GRID LIFE!

This event is the single best opportunity in the country to interact directly with your target audience, introducing your products and services in an entertaining and informative environment. If you are looking to launch a new product, increase brand awareness and presence, widen your customer base – then don't miss the opportunity to be an Exhibitor at the NZ Tiny House Expo.

## UNRIVALLED DIRECT SALES OPPORTUNITIES

This is your chance to sell

directly to thousands of qualified prospects, many of whom will delay their Tiny House and off grid plans until they've attended this expo. It's your best opportunity to meet them, take orders, and generate future bookings in just two days.

## POWERFUL FACE-TO-FACE MARKETING

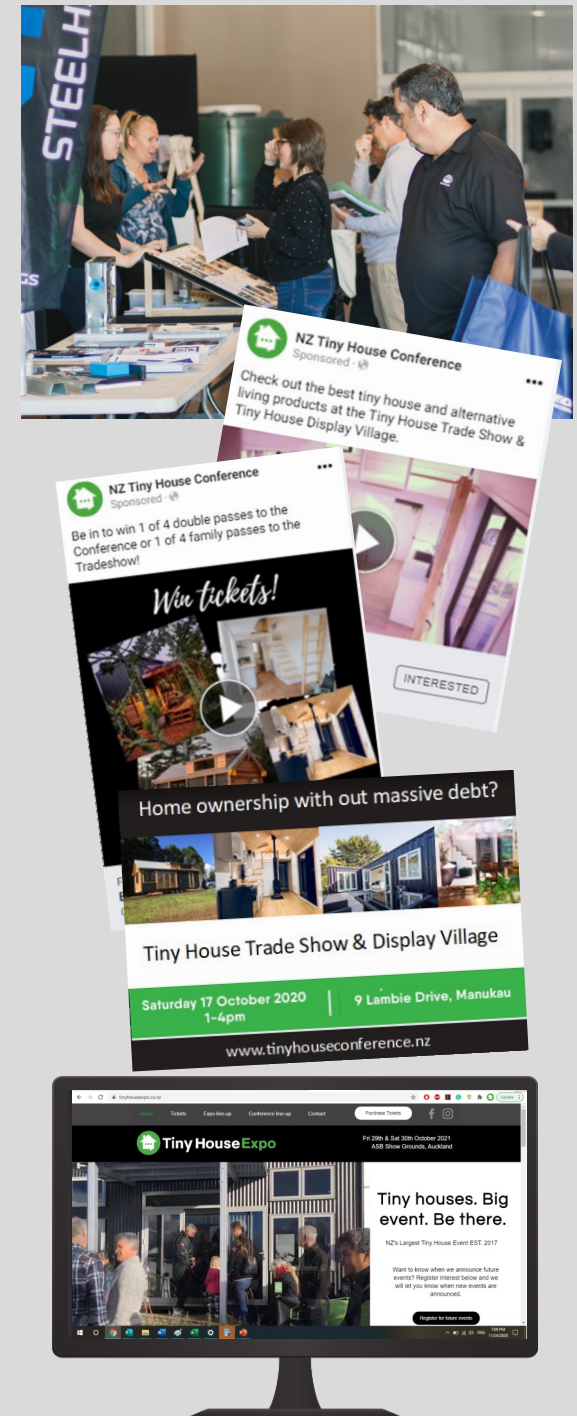
Exhibitions work because they provide your customers with first-hand experience of your product or service, which is impossible to replicate online or through other media. In an increasingly fragmented media landscape, exhibitions enable you to more accurately target significant concentrations of pre-qualified prospects, so your marketing dollars are much better spent. Plus, no other medium packs

so many opportunities into a single package: from brand promotion to product demos, sampling to data collection, and from on-site sales to lead generation.

## EVENT PROMOTION

Every expo, our marketing team create a highly targeted campaign to drive targeted visitors to the expo. We begin by talking with our loyal 'club' base, then reaching out for new attendees through digital and traditional media.

Our campaign varies each event to guarantee the best reach. We use a combination of media to attract expo visitors who are ready to buy tiny homes, build tiny homes or interested in purchasing sustainable products and services.





## TOP QUALITY SALES ENVIRONMENT

The Tiny House Expo is held at the ASB Showgrounds, Auckland. Just minutes from Auckland's CBD, surrounded by the beautiful Cornwall Park in Greenlane. With over 18,000m<sup>2</sup> of indoor and outdoor exhibition space, the ASB Showgrounds have been hosting events for over 160 years making the Showgrounds the leading exhibition and events venue in New Zealand. The Expo is held completely indoors, including the tiny houses on display! The expo comprises of an indoor Tiny House Display Village, Building Products section, and

our new Sustainability Market. Our exhibitor sites come with black velcro-compatible walls, power and lighting optional upgrades. We also have a large food court available for attendees to eat, relax, and spend the whole day.

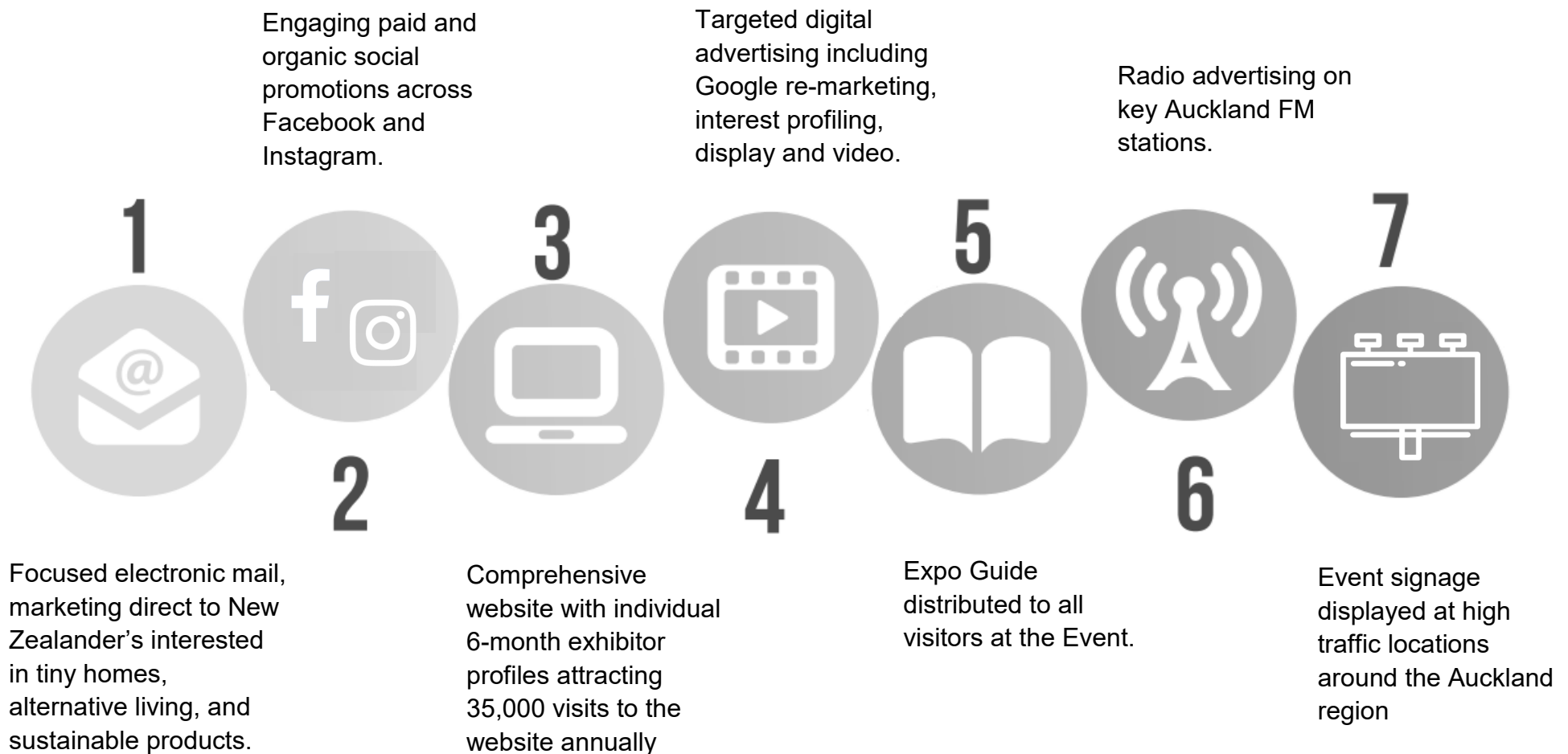
## EXPO EXHIBITORS GUIDE AND MAP

As an exhibitor, you'll receive a free company listing and product description in our expo exhibitor guide distributed free to every visitor. The guide also includes show plans, seminar timetables, and information about special features in the show.





# THE 2021 STRATEGIC MARKETING CAMPAIGN INCLUDES





# EXHIBITOR **FEEDBACK**



"The Tiny House Expo was a huge success for us in terms of brand awareness. We really valued being able to exhibit our latest custom tiny house build project, and loved hearing the feedback from all the attendees on our design. We found the event to be more successful than other trade shows / home shows we have attended, as the audience was far more targeted, it was as if someone had hand-picked all our potential customers and influencers from around the country and put them all in one room. It was a thoroughly enjoyable experience all round, connecting with the other speakers and exhibitors was an added bonus. It was a very well organised event, and we look forward to being involved in future events."

**GINA STEVENS**  
Build Tiny

"Having a stand at the Tiny House expo was one of the more enjoyable shows we have done. Such a great bunch of like minded people came along. There is a strong community amongst Tiny House enthusiasts (or as I like to call them 'Tiny Housers') , and it was great opportunity to meet many of them in person. From a business perspective it was great for brand awareness and we generated a lot of leads and opportunities, as well as selling products on the day."

**KASIA WALKER**  
Variant Spaces

"The Tiny House Expo was overall a great experience for us. We were able to connect with such a wide variety of Tiny House enthusiasts; from other TH builders to those looking to build or buy and those just wanting insight and inspiration. It was so positive, and we only had great responses from everyone we meet there. We have been three times now and will definitely be going again to future events."

**REBECCA BARTLETT**  
Tiny House Builders Ltd



# VISITOR FEEDBACK



**87%**

Of visitors were satisfied with the overall show experience



**85%**

Would recommend the event to friends and family



**87%**

Of visitors said they would attend the event again



**96%**

Of visitors said this was their first time attending the event





**50%**

Of visitors are currently home owners



**65%**

Of visitors have a combined income of over \$100k



**64%**

Of visitors are female



**59%**

Of visitors are aged 46 years and over.



**29%**

Of visitors are already living in a tiny house



**42%**

Of visitors plan to buy or build their own tiny house in the next 1-2 years



# VISITORS SEEKING YOUR PRODUCTS

Below are the top products and services our visitors have told us they are looking for when attending the expo.

Commercial tiny house builders	74%
Sustainable building products and materials	71%
Environmentally friendly and sustainable products	67%
Off-grid solar systems	63%
Sustainable food products and packaging	57%
Bathroom (including alternative toilet options)	53%
Off-grid waste and fresh water solutions	50%
Kitchen design and cabinets	50%
Heating & cooling	48%
Landscaping	43%
Wardrobes and cabinetry	38%
Windows & doors	36%
Decking and outdoor furniture	36%
Energy efficient products	35%
Lighting	35%
Insurance	35%
Flooring	32%
Blinds - Indoor and external	32%
Plans & design	31%
Financing	30%
Security	24%



# EVENT VISITOR NUMBERS

**Disclaimer:** in 2020 the event changed from a conference, to an expo and conference after requests from the public wanting to have the option to only attend the expo and tiny house display village.

## AUCKLAND 2021

Projection 8000-10,000

Actual TBC

\* 2 day event

## AUCKLAND 2020

Projection 1000-4000

Actual 3900

\*1 day event

## CHRISTCHURCH 2019

Projection 200

Actual 310

\* 1 day event

## AUCKLAND 2019

Projection 300

Actual 350

\* 1 day event

## CARTERTON 2018

Projection 100

Actual 330

\* 1 day event

## KAPITI 2017

Projection 50

Actual 70

\* 1 day event



# MEET THE EXPO TEAM



Sharla May

Expo Director



Alison Hollard

Expo Manager



Kelsey Waters

Digital Marketing



Amanda Michele

Event Team Coordinator



Dennis Nieuwkoop

Conference MC



Kay Nieuwkoop

Event Crew



# CONTACT

FOR BOOKINGS AND OTHER  
ENQUIRIES, PLEASE  
CONTACT:

**Sharla May**  
Expo Director

022 362 9187

[info@tinyhouseconference.nz](mailto:info@tinyhouseconference.nz)  
[www.tinyhouseexpo.nz](http://www.tinyhouseexpo.nz)

