

Message of hope for country's expo organisers and exhibitors

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Home owners voted with their feet against the recession at the recent Johannesburg HOMEMAKERS Expo (19 to 22 February 2009). As one of the country's biggest and also the first major consumer show of the year nationally, the Johannesburg HOMEMAKERS Expo has announced only a 7% drop in visitors compared to last year.



Says HOMEMAKERS Managing Director, Ray Abrahamse: "Given the current economic climate, we feel our show performed incredibly well. Several of our clients indicated that they received better leads and orders than at last year's event. We had 43 358 visitors to the show, compared to last year's 46 741. We believe that the response sets the pace for other shows and if home owners' positive attitude is a sign of things to come, the silver lining around the cloud just got bigger.

"The response again proves the importance of exhibitions as part of any company's marketing mix. Over the four days, more than 43 000 people were exposed to products exhibited at the show - not many other marketing opportunities offer this kind of one-on-one interaction between the brand or product and consumer.

"Many marketing gurus are of the opinion that companies should increase their marketing spend during tough economic times in order to ensure a greater share of their target market. We can't agree more and our shows offer the ideal platform from which to achieve this. The Pretoria HOMEMAKERS Expo takes place from 4 to 7 June and we feel confident that similar positive statistics will be achieved during this event."





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