

GRANDDESIGNS HOME & GARDEN SHOW

LIVE

25 – 27 May 2012 | Coca-Cola Dome





entrance 7
entrance 4

entrance 3

LEXUS

lifestyle

lifestyle

lifestyle

lifestyle

lifestyle

lifestyle

GRAND DESIGNS LIVE HAS REVOLUTIONISED SOUTH AFRICAN CONSUMER EXHIBITIONS. THIS AWARD WINNING SHOW NOW ATTRACTS OVER 27,500 VISITORS AND OVER 250 LEADING EXHIBITORS.

GRAND EXHIBITION

Grand Designs Live is based on the hugely successful TV series, presented by design guru Kevin McCloud. The show launched in South Africa in 2010, winning the Best Consumer Show of the Year award and proved to consumers that this is THE newest design, décor and innovation show for the home and garden. Grand Designs Live embraces the values of the TV show and delivers a stylish, unique and inspirational consumer exhibition.

Grand Designs Live is a unique opportunity to showcase your products directly to an engaged audience who are committed to spending money on themselves and their homes. The exhibition continues to set new standards and includes over 250 of SA's leading companies, fantastic interactive visitor features, high profile celebrities and leading experts, which promise to deliver an affluent audience.



GRAND INTERIORS

GRAND BUILD

THE SHOW'S SUCCESS COMES FROM APPROACHING THE EXHIBITION IN A UNIQUE AND UNPRECEDENTED WAY. EMBRACING THE VALUES OF THE TV SHOW, VISITORS EXPERIENCE THE WOW-FACTOR AS SOON AS THEY ARRIVE AT THE EXHIBITION!

GRAND FLOORPLAN



The layout of Grand Designs Live has been designed to make it easy for the visitor to find their way around the exhibition. The hall has been divided into distinct sections including GRAND Interiors, GRAND Build, GRAND Kitchens and Bathrooms, GRAND Gardens, GRAND Gourmet, Design Arcade and GRAND Technology. Visitors enter the exhibition through the GRAND tunnel that takes them into the centre of the exhibition, with each main hall being accessible by a grand archway.



'Congratulations on an outstanding event – we were really proud to be able to participate in an event of such a high calibre.'

Kerry Haggard,
Saint-Gobain

Grand Designs Live was one of the most rewarding shows to be part of in 2011, not least because of the show's inherent commitment to design, but because it brings design "home" and makes it accessible to an ever growing audience. I believe that a show like this is not only necessary to show consumers what's out there in order to make informed choices when buying for the home, but also goes a long way to promote local industries and growing businesses"

Colin O' Mara Davis,
St Leger & Viney

"The show this year was fantastic and we had a wonderful response"

Bronwyn Keppler,
Hartmann & Keppler

'This is the second year that we exhibited at Grand Designs, and we shall continue. The show was extremely well attended by our target market, and, as well as meeting new clients, it was an easy and fantastic way to catch up with existing clients. We had our record turn around from show to order with a deposit being paid on the Tuesday after the show, and two other deposits followed later that week. Thank you to the organizers for creating such a wonderful show for us (the exhibitors) and, more importantly, for the visitors.'

Briggie Kirchmann,
The Plantation Shutter Co.

'The Grand Designs Live show 2011 was the first design show where we showcased our product. We found this show to be vibrant and exciting. This show most definitely caters for the more discerning home owner who is looking to find products/companies that will enhance any area of their dream home. This show gave us the opportunity to brand and market our company at its best.'

Robert Kruger,
Micah Kitchens

GRAND EXHIBITORS

As an exhibitor you will be joining a host of successful, premium brands at this award winning event. Our exhibitors and sponsors are so closely aligned to our visitors, that they supplement the editorial content of the show. The exhibition is only available to participants with exceptional products - our committee will vet all applications to ensure only superior products are displayed.

Grand Designs Live offers you a platform to:

- Sell to an audience who are ready to spend
- Associate your company and brand with the best in the market
- Build a brand new customer database
- Meet your customers face to face
- Launch new products and test the market
- Sample and demonstrate your products to a targeted audience
- Support your national marketing campaign
- Drive customers to your retail outlets or website post-event
- Increase product and brand awareness to build loyalty



entrance 1

THE GARDENER

BIO-PUBLICITY

RACHEL HARRIS

AFRICAN LOOM AND WIRAGE FURNITURE

AFRICAN LOOM AND WIRAGE FURNITURE

FREE EXIT

OUR PR & MARKETING TEAM HAVE DEVISED A COMPREHENSIVE MEDIA CAMPAIGN THAT WILL DELIVER THE TARGET AUDIENCE IN LARGE NUMBERS ACROSS ALL 3 DAYS OF THE SHOW.

GRAND AUDIENCE

As with the TV audience, the live event offers brands a highly attractive demographic with a high spending potential. The show attracts home design and decoration enthusiasts, Grand Designs TV viewers, consumers active in the home build & renovation market, design and build professionals and home interest consumers to the Coca-Cola Dome.

- 56% female, 44% male
- 53% are between 26 and 45 years old
- Average time spent at show 3-4 hours
- Visitor numbers in excess of 27,500
- LSM 8 – 10



OUR INSPIRATIONAL SHOW FEATURES ENSURE THE EVENT BECOMES
MORE EXCITING AND INTERACTIVE FOR VISITORS EACH YEAR

GRAND CONTENT

The show offers an amazing visitor experience, creating excitement from the moment people arrive with our award-winning show features, which have been highly acclaimed and recognised as some of the best in the industry. We place great emphasis on constantly improving the editorially driven content of the show to satisfy visitor expectations. By offering a value for money, brand experience and ore from a day out, we managed to secure a great visitor attendance.

We continue to offer a host of inspiring and entertaining features including a fully constructed house, a packed seminar schedule, a house of the future, live cooking demonstrations, show gardens and much more.

OVER 27,500 VISITORS ATTENDED
THE 2011 JOHANNESBURG EVENT
BE PART OF GRAND DESIGNS LIVE 2012
25 MAY - 27 MAY

Floor space only: R1995 per m² plus compulsory
Distribution Board R1377
(excludes any extras such as wall, carpets, fascias, or lighting)

Full package: R2490
(includes walls, carpets, fascias, electrics and lighting)

All prices per m² and subject to VAT

Grand Designs Live strives to give exhibitors the best exposure for their brand. A new online service is being offered which gives exhibitors the opportunity to upload latest press releases, images, special offers, product information as well as sales and marketing material. This serves as an electronic and interactive show catalogue to be used by the show visitors as a reference source. As visitors to the site are key industry players this gives an opportunity for the exhibitors to showcase their brand, latest news and information.

To be part of this award-winning event call the
Grand Designs Live Team on **011 835 1565**,
email: **jacquih@montgomeryafrica.com**
or visit **www.granddesignslive.com**

Montgomery Africa
Infixion Building
Corner Northern Parkway and
Handel Road
Ormonde
Ext 5
Johannesburg 2091

 Montgomery
Africa (Pty) Ltd

