



design
EX

we
bring
design
to life

22 - 24 APRIL 2010
Sydney Convention & Exhibition Centre

www.designEX.info



A Natural Attraction

designEX is Australia's longest running and most prestigious design and architecture event. For over 22 years, designEX has united credible brands with a highly qualified and targeted audience of design professionals. In 2010 over 300 interior design and architecture exhibitors will showcase their innovations, products and services to thousands of enthusiastic trade professionals. The designEX audience have the authority to specify and purchase products/services and are eager to engage and provide quality feedback to exhibitors.

designEX alternates between Sydney and Melbourne each year. The 2009 event in Melbourne attracted 14,683* trade professionals and the last Sydney event in 2008 attracted 17,793* over 3 days.



Know Your Species

Why do they visit?

Top level architects and interior designers attend designEX in order to be inspired and do business. These professionals are time poor and designEX, in co-location with Form & Function and the Australian Institute of Architects' National Conference will deliver products, services, education/knowledge and peer networking- all under one roof. The key reasons for visiting are:

- To look for new products
- To keep abreast of industry trends
- To look for new/alternative suppliers
- To network
- To see existing suppliers

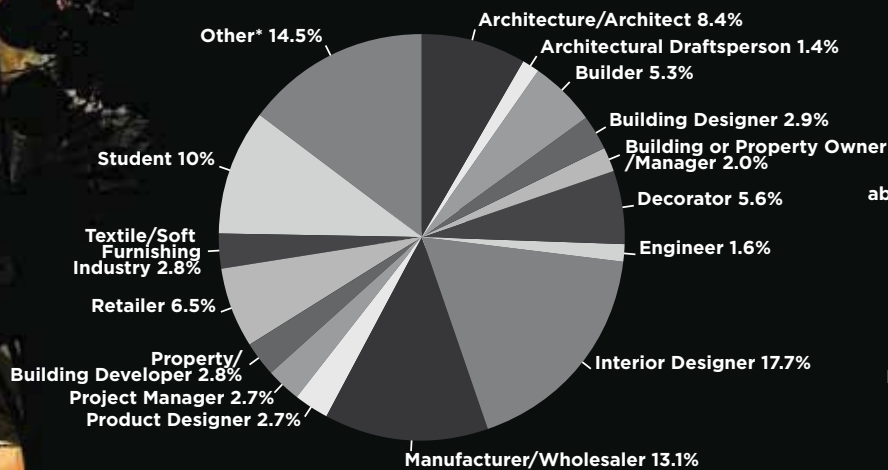
- 74% of visitors at designEX/Form & Function 2009 held direct authority or influence for purchasing the types of goods and services seen at the event

Of those who held this authority:

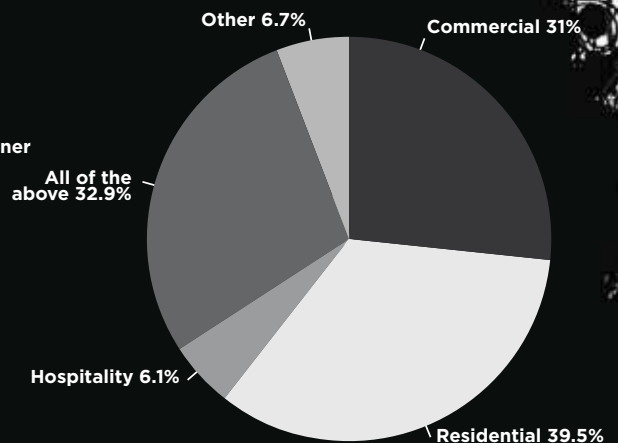
- 89% saw something that they were likely to buy after designEX/Form & Function
- 94% indicated that they would be 'likely' to 'very likely' to make contact with an exhibitor following the event



Who are our visitors? Occupation/Industry Type



Industry*



*Other includes Landscape Architect, Specifier, Facility Manager, Quantity Surveyor, Shop/Office Fitter, Government Department/Institution, Trades Person and Town or Urban Planner.

*Opportunity to tick more than one option

All visitor data is collected and managed independently by Info Salons Australia and Micromex Research.
*designEX/Form & Function attendance and demographic is CAB audited.



D4S

design for sustainability

D4S - design for sustainability

If your products offer sustainable benefits and you would like to talk to an audience of innovators and professionals who are adopting sustainability into their designs and projects then you should be part of this revolutionary area.



Kaleidoscope

This niche zone captures the essence of the luxury, boutique soft furnishings and textiles market. Companies who wish to showcase their textiles, fabric, soft furnishing and upholstery ranges to a highly enthusiastic mix of interior designers, architects, specifiers and retailers should exhibit in this tactile section.



The Outdoor Room with Jamie Durie

The Outdoor Room with Jamie Durie™, a collaboration with Patio Landscape Architecture and Design, is an extremely popular attraction at designEX. Exhibition stands and product placement opportunities are available within this zone which is a huge drawcard for landscapers and designers who are looking for inspiration to bring an outdoor room to life.





Why exhibit?

Exhibitions are about relationships-creating, reinforcing, developing and even mending them. In a world where business transactions are increasingly online and anonymous, exhibitions offer personal interaction, the chance to meet your customers with a handshake. Exhibiting is smarter marketing. Exhibitions deliver a unique opportunity to showcase your products and services face-to-face with your customers- and close the deal in person. designEX puts you in front of a targeted, quality audience of industry professionals with direct authority to purchase and make key business decisions and offers a fantastic opportunity for you to interact with a unique blend of influential design professionals.

Reasons to exhibit

- Procure new clients and develop a quality database
- Launch new products and generate media interest
- Reinforce relationships with existing clients
- Sell to a targeted, quality audience of your industry professionals who have the direct authority to purchase. Overcome objections face to face and accelerate the buying process
- Demonstrate your products, technology or services- engage the senses of your target market and enable them to gain a full appreciation of your offerings
- Gain immediate feedback
- Raise your company profile and be visible to your industry
- Network and locate new agents and distributors for your products
- Stay ahead of the game and give your business the competitive edge

To find out how your company can be involved in designEX 2010 call +61 2 8923 8300 or email designEX@dmgworldmedia.com



How to exhibit?

Engage the senses of your target customers and get the best return on your marketing investment at this not-to-be missed event. Your customers and competitors will be there- can you afford not to be?

Call the designEX Team on +61 2 8923 8300 or email designEX@dmgworldmedia.com to find out about the range of exhibitor opportunities on offer.

There are also a range of sponsorship options available from the branding of show bags and lanyards to the ownership of event attractions.

Call the team now to discover how we can tailor your involvement to meet your business objectives and budget.



designEX is endorsed by



designEX is co-located with



2010 National Architecture Conference

