

australian
international
furniture fair + DECORATION
DESIGN SYDNEY
4 - 6 February 2009, Sydney Exhibition Centre



2009 MARKETING SUMMARY

Australian Exhibitions & Conferences Pty Ltd has one of the largest visitor marketing databases in Australia for the furniture & furnishings industry. The decision makers specifically targeted for the Australian International Furniture Fair and Decoration + Design Sydney include furniture retailers, furniture buyers, furniture designers, furnishing retailers, furnishing buyers, interior designers, interior decorators, architects and product specifiers.

338,000 emails & faxes will be sent

136,000 trade invites & postcards will be mailed

42,000 contacts will be reached through magazines

8,000 trade invites will be sent via associations

320 media representatives will be contacted

5 trade magazines will publish advertisements

475,000 total contacts will receive information

\$180,000 will be spent on the marketing campaign

