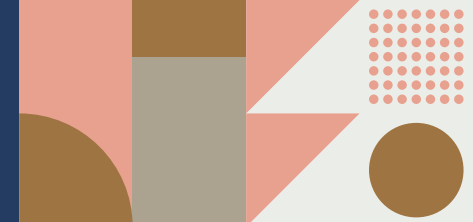


NZ GIFT & HOMEWARE FAIRS

Thank you for joining us at Autumn Gift!

**3 - 5 March 2024
Auckland Showgrounds**



A GREAT START TO 2024!

Autumn Gift has been a great success!

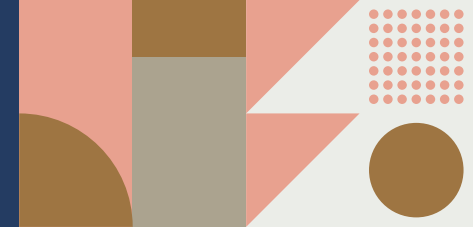
Given the challenges the industry has faced over the past few years it's been heartwarming to receive such positive feedback from all who attended. It was a busy 3 days of trading as over 160 exhibitors, of which 54 were new, showcased their new products to the many visiting retailers from all over New Zealand.

Not only were shelves restocked but getting face to face with suppliers has meant meaningful connections were made for a successful year ahead. Over 70% of retailers placed an order at Autumn Gift and with hundreds of thousands of dollars in further orders expected to be made by visitors over the next 12 months, we couldn't be more thrilled!

Thank you to all who supported the Fair and we look forward to seeing you again soon.

Thank you.





2024 Key Highlights



\$28,163 Average Purchasing Power
\$48.8m Total Purchasing Power

53% Were from outside of Auckland

72% Were satisfied with their objective to look for new products

80% Were satisfied with their objective to place orders

69% Were satisfied with their objective to look for new/alternative suppliers

Visitor Stats

WHO VISITED

ATTENDEES

Owner / Partner / Director	58%
Store Manager / Head Buyer	13%
Staff / Shop Assistant / Assistant Buyer	13%
Corporate Buyer	9%
Designer / Display / Florist	4%
Other	3%

REASONS FOR VISITING

To see new products	82%
To source new suppliers	72%
To see existing suppliers	60%
To place an order	49%
To keep abreast of industry trends	34%
Networking	26%

72% are responsible for making purchasing decisions

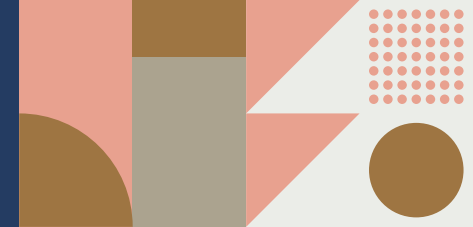
65% of visitors were very satisfied with Autumn gift

88% of visitors are likely to contact an exhibitor after the fair

87% of visitors were satisfied with seeing existing suppliers

GEOGRAPHICAL ANALYSIS

REGION	% ATTENDEES
Auckland	47.2%
Waikato	14%
Canterbury	6.8%
Manawatu-Wanganui	5.6%
Bay of Plenty	4.7%
Wellington	4.3%
Northland	3.6%
Otago	3.6%
Hawke's Bay	3.1%
Taranaki	2.2%
Southland	1.7%
Nelson	1%
Gisborne	0.6%
West Coast	0.5%
Tasman	0.3%
Marlborough	0.3%
International	0.5%
TOTAL	100%



Visitor Testimonials

"I feel it's very important to support and visit all gift fairs as I love to see the products first hand and not just online. Autumn Gift Fair is a chance to stock up after Xmas as we had very low stock to offer our customers. They love to see something new and exciting. "

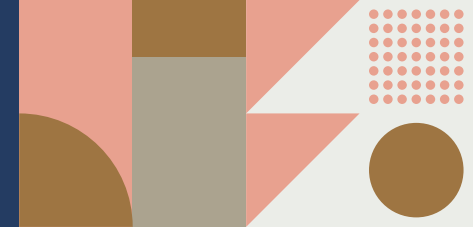
"Thank you to the organisers and exhibitors for such a great fair. I enjoyed the variety of products and suppliers and always love discovering something new."

Always love this (Autumn Gift Fair). It sets me up for the year to see the trends and connecting with wholesalers that sometimes I miss seeing early in the year. It is a must for me and as a small business, I think you would be crazy not to go.

“ This is where I almost exclusively do all my buying. It is so much easier to see, feel and even smell the product rather than view on a website or catalogue. The fair is an essential tool for my business. ”

"It was my first time attending the NZ Gift Fair and I loved it! Good to see existing suppliers and meet new ones check out new products! It's great to see what suppliers' stores are like when they're displayed nicely, gives you more of an idea of what they do, as websites are often slightly second rate for wholesalers. Loved it, will be back at the next one! "





Exhibitors Stats

161
EXHIBITORS

59% of exhibitors were satisfied with the quality of visitors

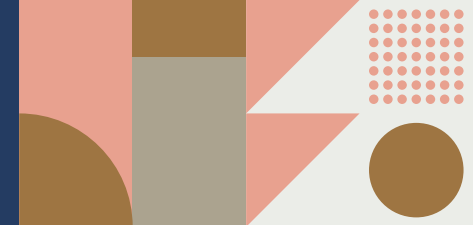
65% of exhibitors agree that Autumn Gift is important to their Business



WHY DID THEY EXHIBIT?

Increase company profile	71%
Make sales	76%
Gather Sales Leads	82%
Promote new products/services	41%
Launch new products/services	29%
Network	41%
Find agent/distributor/reseller	29%





Exhibitor Testimonials

"The tradeshow (Autumn Gift) really helped us take our business to the next step and being in the artisan village really helped our product stand out to attract the right clientele. "

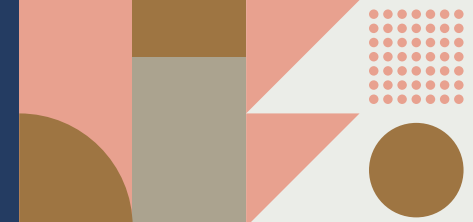
"It's been an amazing experience and it's certainly exceeded all expectations in terms of new customers and engaging with exhibitors."

“ We feel overwhelmed and in awe of what we just experienced at the Autumn Gift Fair. Such a vibrant event with an incredible standard of exhibitors, it was one not to miss! We are delighted to see a return of energy from past shows and to see buyers excited and engaged with New Zealand wholesalers. It's been a challenging few years in the retail sector however this show made us feel even more inspired and motivated to keep providing you, our retailers, more exciting merch for your shop shelves! ”

"We've actually come all the way from Sydney and this our first expo ever...I've met so many great people, made some sales, and I think I picked up an agent, so it's been wonderful."

"This is our first time at the (Autumn) Gift Fair, it's been amazing to be able to meet new customers and get some feedback...it's been great to meet some existing customers, as well as develop new relationships with suppliers, so that's great!"





ARTISAN
VILLAGE



MĀORI
COLLECTIVE

New Features

NZ Gift & Homeware Fairs's latest features, Artisan Village and Māori Collective continued to review well at Autumn Gift. The New Product Showcase was also a popular destination with 86% visitors stopping by to check out the latest products on offer.

55% of visitors visited
Maori Collective
and rated it a 4/5

63% of visitors visited
Artisan Village and
rated it a 4/5



Best in Fair Awards

NZ Gift Fairs exhibitors put an incredible amount of effort and energy into planning, creating and presenting their stand and product showcase to ensure your visitor experience exceeds expectations. These awards celebrate the 'stand out' wholesalers and gives them the recognition they deserve.

To all of you who placed a vote and had your say we want to say thank you, and to our winners - congratulations on the award!

Best stand | Best new product | Best customer service



Congratulations to our winners!

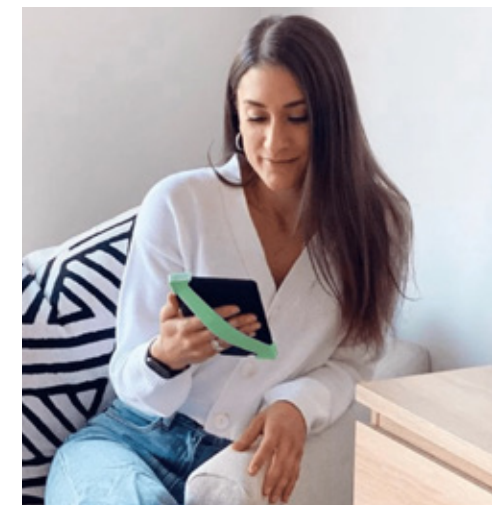
Best Stand Rembrandt

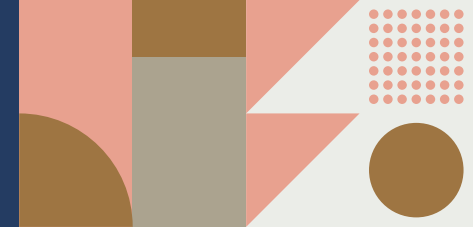


Best Customer Service Little Taonga



Best New Product Strapsicle





Visitors Competitions

Attendees had lots of opportunities to win some wonderful prizes at the Fair. Six lucky winners had the chance to walk away with \$500 House of Travel vouchers.

Twenty lucky winners were randomly drawn and won \$250 Gift Fair Dollars to spend with their favourite exhibitors at Autumn Gift.

In addition, over 250 Key Buyers were rewarded with an amazing Goodie Bag filled with gorgeous products from our exhibiting wholesalers.

These amazing prizes undoubtedly added an extra layer of excitement and enjoyment to the event!

Congratulations to the winners of the \$500 House of Travel vouchers:

- Trena Spoilt Boutique
- Gareth Springvale Garden Centre
- Mary Jane Lemon Tree Lane
- Debbie Cosi Fan Tutte
- Yvonne Unichem Bishopdale Pharmacy
- Gerrie Interior by Design Ltd



Marketing Results

Ensuring a successful turnout for Autumn Gift included a multitude of digital marketing initiatives to drive visitor registrations and positive sentiment online. A refreshed look and feel of our social media presence helped to elevate the show brand and increase our levels of engagement.

Social Stats



10,000+ Followers



5000+ Followers



18K+ Website Visitors



312,125 Emails Sent



31,115 SMS Sent

Email Marketing

The top performing emails for Autumn Gift were the following:

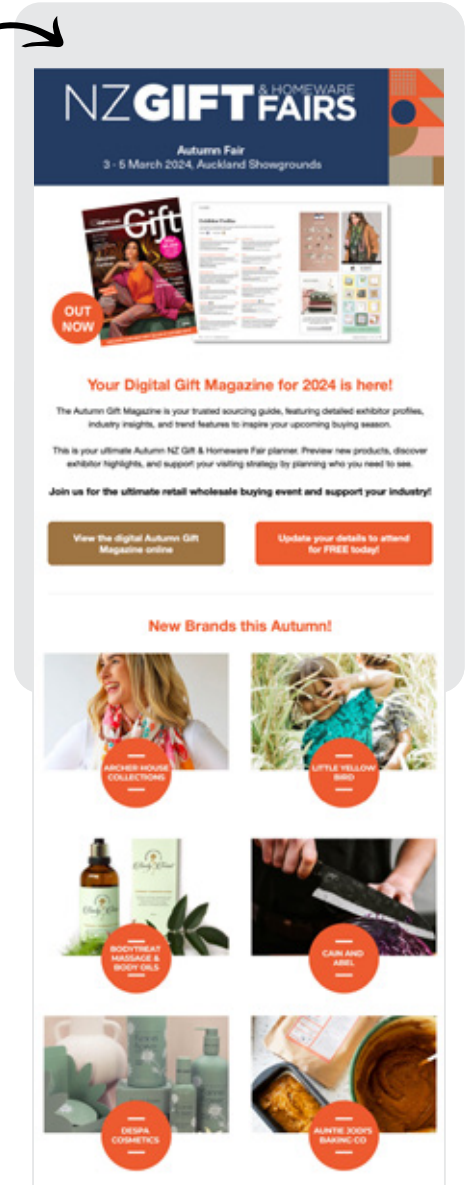
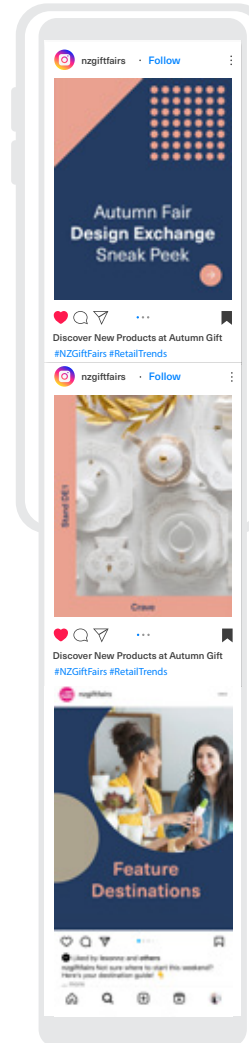
Autumn Gift Fairs Hottest Finds

Open rate 46% (Industry Average is 23%)
Click rate 8.8% (Industry Average is 2.1%)

Autumn Gift Magazine Out Now

Open rate 36% (Industry Average is 23%)
Click rate 2.6% (Industry Average is 2.1%)

23% above industry standard



Interested in exhibiting?

Winter Fair
9 - 10 June 24

Christchurch
Air Force Museum
of NZ

Spring Fair
25 - 27 August 24

Auckland
Showgrounds

Autumn Fair
2 - 4 March 25

Auckland
Showgrounds



EXHIBIT NOW

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GIFT NEWS - SIGN UP NOW

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Integrate

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SAFETY SHOW

WAIKATO
HOME &
GARDEN
SHOW



SOUTH
MACH



The
Food
Show

fine NEW ZEALAND
food

FOODTECH
PACKTECH

MHLEXPO

THE Hutchwilco NEW ZEALAND
BOAT SHOW

NZ GIFT
& HOMEWARE
FAIRS

Baby Show