

GO GREEN EXPO

THE SUSTAINABLE LIFESTYLE SHOW

ORGANICS · ECO HOME & LIVING · BEAUTY · HEALTH & WELLNESS

AUCKLAND CHRISTCHURCH WELLINGTON

Visitors
15,500

Stands
226

Visitors
9,100

Stands
105

Visitors
8,500

Stands
129

2020 PROJECTION

Visitors
16,000

Stands
230

2020 PROJECTION

Visitors
9,250

Stands
125

2020 PROJECTION

Visitors
8,700

Stands
130



CONSUMER AGE

- 18 - 25 = 10%
- 26 - 35 = 28%
- 36 - 45 = 35%
- 45 + = 27%



CONSUMER GENDER

- M = 32%
- F = 68%



HOMEOWNER STATUS

- 57% own their own home
- 39% live in a rental
- 9% own an investment property



CONSUMER AT SHOW SPENDING

- 57% spent over \$200 at the show
 - 86% spent over \$100 at the show
- * does not include post show spending or "quotations"

TOP 5 REASONS WHY PEOPLE ATTEND

- Shop for eco friendly, healthy & sustainable products
- Gather information and quotations for building, retrofitting & renovations
- Find out how they can make changes to their lifestyle for healthier, better living
- Take advantage of show specials
- Discover and sample new products and services

SOCIAL MEDIA ENGAGEMENT

Facebook
18,619*

continually increasing

Instagram
5229*

continually increasing

Database
over **48,790**

Web Stats
39,500

average page views per show

EXTRA EXPO DRAW CARDS

- Daily Yoga classes
- Professional Speakers & Personalities
- Live Seminars & Demos
- Street Eats / Dedicated Food & Beverage Area
- Better Food Fair - Organics, Paleo, Vegan, Gluten-Free, Raw & more

Better FOOD FAIR

ORGANICS, PALEO, VEGAN, GLUTEN FREE, RAW & MORE

BETTER FOOD FAIR

As part of the Go Green Expo, in particular Auckland, we have included the Better Food Fair section.

This is a consumption on site area (similar to a food court in a shopping centre), that caters for Food & Beverages that are Organic, Paleo, Vegan, Gluten-Free, Raw and more.

The introduction of this section not only widens our marketing and demographic, with more consumers through the doors, but also caters to keeping visitors nourished and rehydrated - which allows them to spend more time browsing the exhibition floor.

EXHIBITOR FEEDBACK

"The Go Green Expo keeps getting better and better each year. We have exhibited for 3 years in a row and have had successful results every year. The event planners do an amazing job to ensure that everything is well organised for exhibitors and visitors to have a great experience. Overall, we have been very happy with the amount of interest generated for us at this event."

CLAUDIA ECOSTORE

"The Go Green Expo is such an exciting event for our magazine - Good to feature at as we have a rare opportunity to come face to face with our readers and buyers. It allows us to create new connections - with both readers and advertisers which just further strengthens our community. We are now going to be at the Wellington show and look forward to the events in 2017!"

EMILY GOOD MAGAZINE

"In 2013 we were invited to attend the Go Green Expo in Wellington and we have enjoyed a presence at every Go Green Expo, Auckland, Wellington and Christchurch ever since. The client response we gain from Go Green Expos has been so positive that we are currently reconsidering our involvement in mainstream home shows.

I congratulate Damien and his team on their ability to market the Expo and attract such high quality, relevant, exhibitors and customers."

DUNCAN NATURAL HOUSE COMPANY

"Go Green exemplifies what Good Buzz is all about - healthy options for consumers that care about ethical and sustainable living. We are committed to joining with other like-minded businesses, and Go Green does an amazing job of bringing so many great brands together in a well-organised and well laid out event. The attendees are high energy and we engage with customers the entire weekend. Most events we sell out of product - even after throwing a bottle of kombucha in each goodie bag. Damien is an absolutely top-notch communicator and no detail is passed over."

ALEX GOODBUZZ BEVERAGE CO.

"Many thanks, I had wanted to email you and thank you and your team for an excellent event. I had a fantastic response to the expo. This is the first of any type I have done. It was a perfect way to promote my brand and gain so much positive feedback to what I am doing.

I also enjoyed personally the great mix of exhibitors and products present, and had many comments from people how good they thought the show was."

DEBBIE RAW HQ

"A very well organised event. Those attending were well versed in things 'sustainable' and easy to engage with. Probably one of the best shows that I have attended as an exhibitor."

NEVILLE ZING BOKASHI

