

# MEDIA RELEASE

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## **EXPANDED GIFT TRADE FAIRS AT MELBOURNE SHOWGROUNDS THIS AUGUST MORE SPACE, EXHIBITORS AND NEW PRODUCTS**

Four pavilions will house up to 650 gift, homewares and jewellery/fashion exhibitors at Melbourne Showgrounds 3-8 August 2007, when Gift & Homewares Association (GHA) and Reed Gift Fairs join together to provide industry buyers with their most extensive purchasing opportunity of the year.

Following its recent \$108 million redevelopment, iconic Melbourne Showgrounds offers excellent facilities for visiting retailers. Fully air-conditioned, with covered walkways between pavilions, visitors will be able to conduct their business in comfort with access to all exhibits as well as cafés, rest areas, child care and cloakrooms.

“Both organisations are thrilled to have negotiated this permanent home for the August gift trade fairs. Being housed at Melbourne’s two premier venues – the Showgrounds and Melbourne Exhibition & Convention Centre – means exhibitors and visitors will enjoy great benefits and professionalism at both sites,” said Mark Baker, Exhibitions Manager, GHA.

With an additional 30 percent of floor space – allowing for plenty of future growth – the Showgrounds will host traditional, established exhibitors as well as offering a mix of funky, fresh products from new suppliers. All product categories will be represented.

“As the Showgrounds will display a raft of previously unseen products, trends and designs it will be a must-attend venue for gift buyers attending Melbourne in August. And with available parking for 1000 cars, retailers can choose to visit the Showgrounds first up, before catching the shuttle bus to MECC or vice versa,” said Omer Soker, Exhibition Director, Reed Gift Fairs.

Features of the Showgrounds include a new products showcase where buyers can see a large collection of many of the innovative ranges on display and an early opening time of 8.30am daily. Shuttle buses will operate continuously throughout the day between the Showgrounds and MECC.

Conveniently located 15 minutes from Melbourne's International Airport and 10 kilometres from Melbourne's CBD, the Showgrounds are fully serviced by public transport including trains, buses and trams.

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