



**BUILD
GREEN
EXPO**

PRESS RELEASE

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HIA partners with the BuildGreen Expo

"The HIA is delighted to announce its naming rights partnership of the BuildGreen Expo.

The HIA is Australia's peak building and construction body and - through its GreenSmart program - is recognised as the leading industry group promoting more sustainable housing and land development.

The HIA BuildGreen Expo will now provide its green supplier members with an excellent tool for generating sales, attracting 1000's of qualified buyers over three days. 11,300 Victorian HIA builder members will also be invited to visit the HIA BuildGreen Expo to see the largest range of environmentally friendly building, design and construction products on the market" said Ron Silberberg, Managing Director of the HIA.

Jane Ford, Managing Director of Exhibitions and Events Australia - the Expo organiser - said the huge benefit of this strategic alliance is that the HIA BuildGreen Expo will now attract the building trade as well as home owners and commercial property owners and developers.

"This is the only trade/consumer show in Australia devoted exclusively to environmentally friendly building products. It has already attracted most of the market leaders in water and energy saving products. Remaining stands will now be keenly sought as suppliers recognise the value of the HIA's involvement in attracting quality trade visitors.

We have just completed the very successful HIA Home Ideas Show in Melbourne, which attracted 40,255 visitors in five days. Our proven expertise in marketing and show management will now be applied to the HIA BuildGreen Expo. Exhibitions have traditionally proven to be the most cost effective marketing option in tight economic times, and this Expo will continue the pattern" concluded Ms Ford.

The HIA BuildGreen Expo runs from Friday 16 to Sunday 18 October 2009 at the Melbourne Exhibition Centre.

For more information on exhibiting, telephone Tony Prince, Exhibitions and Events Australia, on (03) 9276 5528 or email tonyprince@eea.net.au

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**HIA BuildGreen Expo:
16-18 October, Melbourne Exhibition Centre
Opening times: 10am – 6pm
For further details see: www.buildgreenexpo.com.au**