

THE BIG DESIGN TRADE

28-30 JULY 2022

MEAT MARKET, MELBOURNE



Photo: Amelia Stanwix

THE BIG DESIGN TRADE 2022

EVENT OVERVIEW

The Big Design Trade is an industry-only event for discerning retail buyers from across Australia and New Zealand who are committed to stocking original, high quality and ethically made products in their stores.

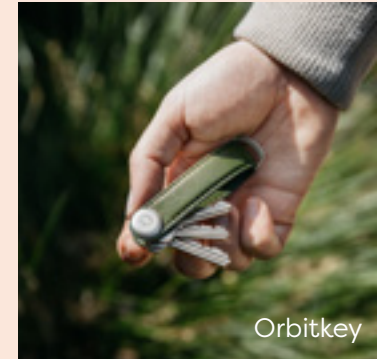
The event showcases the most inspiring creative talents from all corners of Australia, as well as highly regarded international brands represented by local distributors, presenting unique offerings in fashion, jewellery, homewares, art prints, stationery, body products and kids gifts. Our focus is to facilitate strong, lasting relationships between exhibitors and buyers who understand the value of original design.

2021 brands »

thebigdesigntrade.com



Rhino Rhino / Mr Maria



Orbitkey



Journey of Something



Fazeek

THE BIG DESIGN TRADE 2022

EVENT DETAILS

VENUE

Meat Market is a stunning heritage building centrally located in North Melbourne within an 8-15 minute drive from all other key events spaces in Melbourne during Gift Week.

SHUTTLE SERVICE

A free shuttle bus service is provided for visitors between Meat Market and the Royal Exhibition Building.

DATES

Thursday 28 July 2022, 9am-5pm

Friday 29 July 2022, 9am-5pm

Saturday 30 July 2022, 9am-4pm



THE BIG DESIGN TRADE 2022

VISITORS

The Big Design Trade will see close to 3,000 targeted visitors who are looking to discover original and innovative products to give their stores a competitive edge. They know that the stories behind the designer's products are just as important as the price, the aesthetics and the functionality.



Photo: Amelia Stanwix

VISITOR
SATISFACTION

90%

POSITIONS

83%

COMPANY OWNERS

13%

DIRECTORS, CEO'S OR
MANAGERS

RETAILERS

78%

PRODUCT
INTEREST

57%

AUSTRALIAN MADE

22%

INTERNATIONAL BRANDS

THE BIG DESIGN TRADE 2022

TOP PRODUCTS

What visitors come to see:

67%

FASHION &
JEWELLERY

63%

HOMEWARES

59%

STATIONERY

50%

LIFESTYLE

39%

KIDS

33%

MENS



Base



Capra Designs



Can't Find It? / Studio Roof

TESTIMONIALS

“ The Big Design Trade has totally changed our business, we have doubled our wholesale business in one trade show. Thank you so much for having us. ”

Lynley Slater, YellowBird

“ The Big Design Trade was my first trade show and it was a huge success for my small design business. Since attending last year, my wholesale business has more than doubled and it's been really exciting seeing my original designs, created in Tasmania, popping up in beautiful stores around Australia. ”

Jennifer Cossins, Red Parka



“ As a human-scale, ethically handmade brand we are very conscious about sustainable growth, so for us quality over quantity is our approach to growing our wholesale business. Through attending The Big Design Trade event we were able to connect directly with buyers who understand and resonate with our values – they have a keen eye for design, and value the uniqueness in our product. We are excited by the outcomes of our 2019 Big Trade experience as we can directly measure a 20% growth in our wholesale business. We are also pleased to bring under our wings Retailers who are equally passionate about our products, who will share our story and values with their customers. ”

Alexander Sommer, Songbird



“ I found the event itself to be incredibly well organised. While smaller in numbers than some of the large-scale trade events, I thought the audience was highly targeted and the people who were there were there for the right reasons and ready to buy. They valued the workmanship and were eager to hear about the brand story and process. I have had repeat orders from almost all of the accounts I gained. I had so much success at The Big Design Trade that I have been able to finally open a studio. I had such a positive experience and would recommend it to anyone. ”

Kathryn Green, Inkling

MARKETING

Our team has an extensive knowledge of the stories behind the brands who have been involved in our retail events over the past 10 years (and if we don't know yours yet, we soon will).

With this knowledge we can connect individual brands to suitable retailers, drawing on our established network of buyers and creative industry professionals, as well as new contacts who we are connecting with all year round.

- E-newsletters
- Social media campaign
- Advertising campaign including print media, online magazines and directories.
- Digital event catalogue featuring all exhibitors
- Event website with an A-Z directory of exhibitors



Photo: Amelia Stanwix

Marketing reach

7000+

E-NEWSLETTER
SUBSCRIBERS

6,137

EXHIBITOR DIRECTORY
UNIQUE PAGE VIEWS
(WEBSITE)

11,364

SOCIAL MEDIA
AD CAMPAIGN
REACH

87,799

SOCIAL MEDIA
AD CAMPAIGN
IMPRESSIONS

STAND DETAILS

Stands are constructed from timber walling (painted white) so that exhibitors can create a bespoke space that reflects their brand. Each stand will have a 2.4m high back wall, on to which shelving and signage can be attached or painted, as well as 1m deep return walls either side.

Stands will be fitted with 300w arm lights attached to back walls to showcase products, the quantity of arm lights supplied depends on the size of stand booked. Additional floodlights will be installed overhead to create a warm ambiance within the space.

COMPLIMENTARY EXTRAS

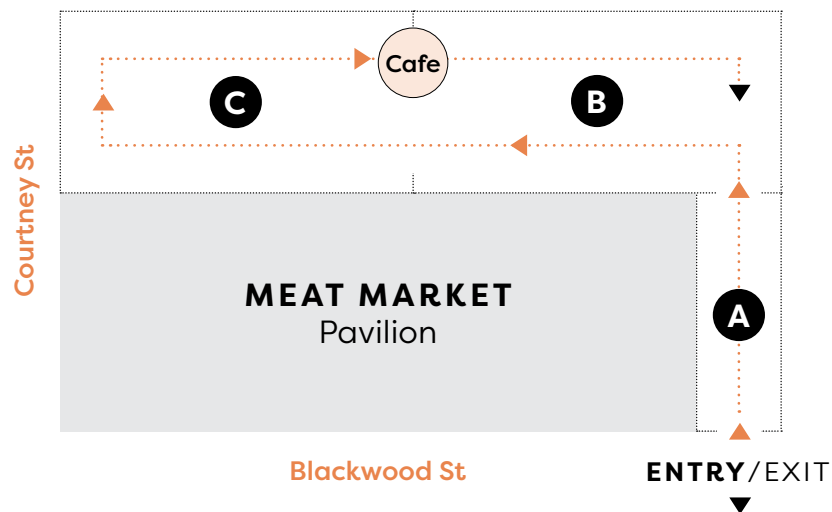
- Full page listing in our exhibitor catalogue
- Listing on our event website, linked directly to your brand's website
- Visitor lead capture at the event



EXHIBITOR RATES

STAND SIZES

2m wide x 2m deep	\$2000+gst	[section A+C]
3m wide x 2m deep	\$2500+gst	[section A+C]
3m wide x 2.5m deep	\$3000+gst	[section B]
4m wide x 2.5m deep	\$4000+gst	[section B]
3m wide x 3m deep	\$3600+gst	[sections B+C]
4m wide x 3m deep	\$4800+gst	[sections B+C]
5m wide x 3m deep	\$6000+gst	[sections B+C]
4m wide x 4m deep	\$3900+gst	[section C]
6m wide x 3m deep	\$7200+gst	[sections B+C]





CONTACT

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