

ArchiPro.




The Meet — Greet & Eat



Melbourne + Sydney 2023

Australia's Premier Home Design Evening



Melbourne, 26 May, 2023

Sydney, 15 September, 2023

About.

The Meet, Greet and Eat is an invite-only event where we take our online network and community offline for one exclusive evening.

It is designed for networking and to showcase brands and products to architects, interior designers, builders and homeowners embarking on their design and build journey.

We have created an environment that's about inspiration, networking and creating relationships that could change the face of the design industry for Australia.

Over the past five years, we've hosted The MGE in Auckland's Shed 10 and Christchurch's Te Pae, and now we're excited to bring the highly coveted annual event to Melbourne and Sydney!

We can't wait to show you what The MGE is about, and would love to have you there for our inaugural events in 2023.

View Auckland
2021 Photo
Gallery





Event details

Melbourne – The Timber Yard

351 Plummer St, Port Melbourne

Friday, 26 May, 2023

5 – 9 pm

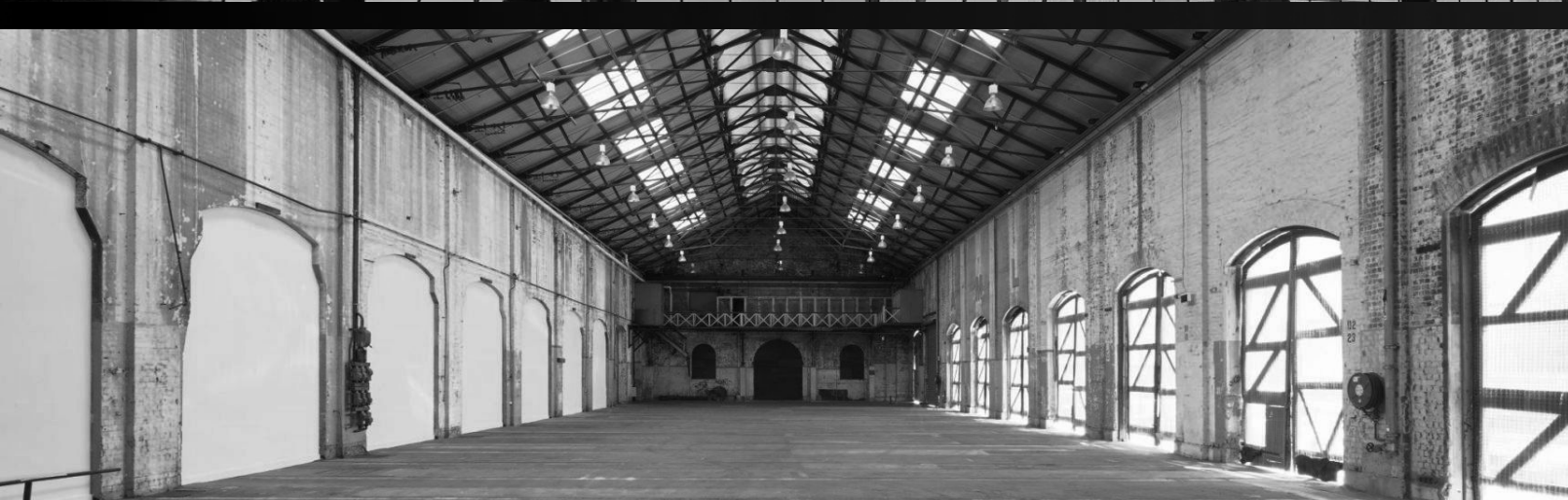


Sydney – Carriageworks

245 Wilson St, Eveleigh

Friday, 15 September, 2023

5 – 9 pm



Dresscode

Cocktail



Architect

Homeowner

Interior
Designer

Builder

Architectural
Designer

Product
Supplier

Face-to-face networking with
Australia's leading professionals,
brands and homeowners.

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The MGE

Watch The MGE Auckland 2021 Highlights Video →



What makes us different

The MGE is Australia's premier home design evening and is a one-of-a-kind in the industry.



Unlike other home shows we validate homeowner attendees to ensure they're genuinely planning to build architecturally designed projects within the next 24 months and we create a relaxed platform to connect with a backdrop of canapes, champagne and music.

We also have professionals exhibit so homeowners and product suppliers can connect with Australia's leading designers.

An engaged audience



All 1,000+ attendees (50% homeowners + 50% professionals) are vetted to ensure they're high budget and in the right stage of the build journey – allowing you to generate quality leads.

More than 77% of our audience will plan to spend \$0.5–5+ million on their renovation or build project within the next 24 months, with 50%+ spending \$1–5+ million.

We individually assess and select every attendee that registers for the MGE and ask that they provide the following information:

- Project type
- Project location
- Project stage
- Project budget
- Lending status
- If an architect has been engaged
- Reason for attending.



Showcase

Showcase your products in an interactive display to engage potential clients

Meet

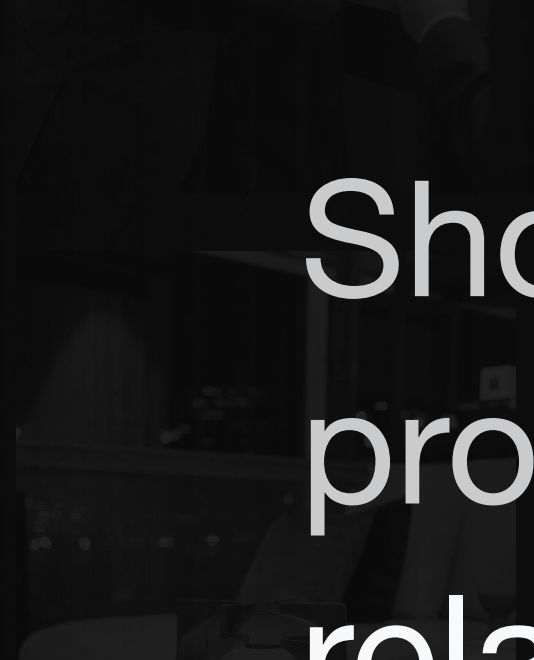
Meet with homeowners needing your products for their future building projects

Connect

Network with your existing clients in a relaxed environment to reinforce your relationship

Network

Generate quality leads with the MGE lead capture app to connect with post-event



Showcase your brand and products interactively in a relaxed environment.

Exhibition space.



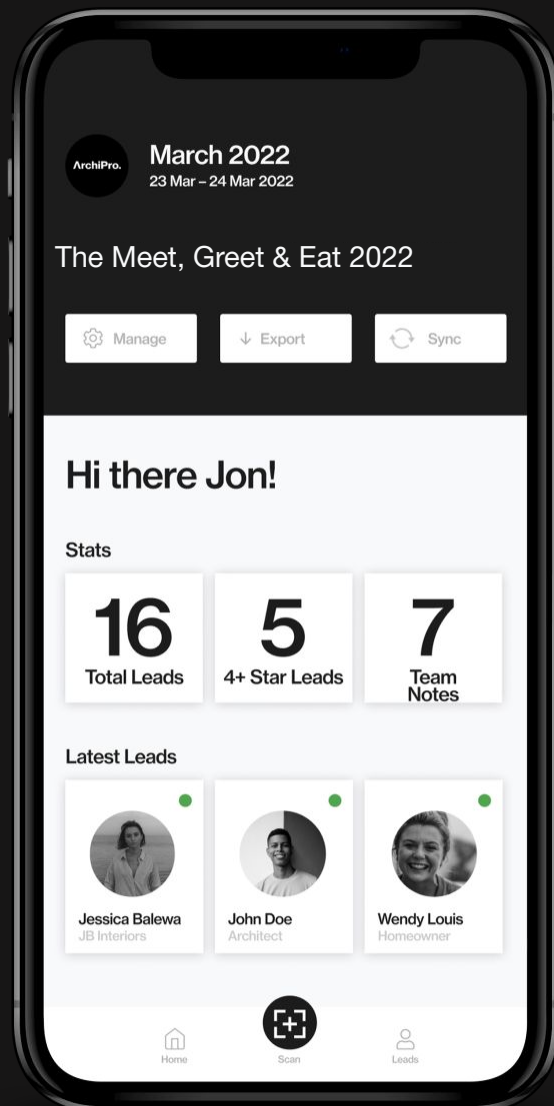
For product suppliers

All exhibitors are supplied with a black pod exhibition style stand. These can be dressed with your brand and products. We encourage suppliers to also have an iPad or touch screen to access your ArchiPro profile so you can share more information on projects and products. We ask that stand experiences, where possible, are driven by technology to keep the experience slick. This means no pull-up banners.





Lead capture app.



Connect with your leads in real time

We provide a lead generation mobile application for exhibitors to digitally connect with homeowners and professional attendees at the event. With a simple scan exhibitors can collect details from attendees to generate a lead list to follow up with post-event. You can simply export the list of leads to a csv file.

Details captured include:

- First Name
- Last Name
- Email
- Phone
- Project type (Building or Renovating)
- Project location
- Project stage (Dreaming, Planning, Under Construction, Near Completion)
- Project budget (range)
- If they have already engaged an architect or not
- Reason for attending
- Your own notes on people you speak with

Exhibitor training.

To maximise your investment as an exhibitor and ensure you have valuable conversations at the event we run complimentary training for all exhibitors covering:

- Planning your stand
- Engaging at the event
- Lead capture using the app
- Suggested lead nurture and follow-up



Homeowner Goodie Bag

Each homeowner couple will receive a goodie bag on departure. As an exhibitor, you have the opportunity to include a branded product or gift to promote your business.

Heavy brochures are discouraged.



Exhibitor packages

Silver

Exhibitor space: 2m x 2m
4 Event Tickets
Black showcase pod

3x payments of \$1,283 +gst

\$3,850 +gst

Gold

Exhibitor space: 3m x 2m
6 Event Tickets
Black showcase pod

3x payments of \$1,617 +gst

\$4,850 +gst

Platinum

Exhibitor space: 4m x 2m
8 Event Tickets
Black showcase pod

3x payments of \$2,617 +gst

\$7,850 +gst

Bespoke

Exhibitor space: 6m x 6m
10 Event Tickets
Black showcase pod

3x payments of \$3,616 +gst

\$10,850 +gst

Pay upfront and get a 5% discount.
Book Melbourne and Sydney and receive a 5% discount.

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Product Exhibitor

“The MGE was an amazing experience, being a first-time exhibitor our results were outstanding. We got to meet a lot of potential clients and I would highly recommend companies, small and large to attend ArchiPro’s Meet, Greet and Eat event. It's very much worth it!”



Ebony Harrison – Metalli

Homeowner

“We are renovating a large house and found the variety of new and interesting products, with extremely helpful experts available on the evening, invaluable to our process.”



Michele McVie –
Homeowner

Homeowner

“Fantastic event, which has helped us tremendously with our home build plans and supplier contacts.

It felt like it was a broader supplier base than last year, and they were better primed to provide product details/scan our contact info to follow up.”

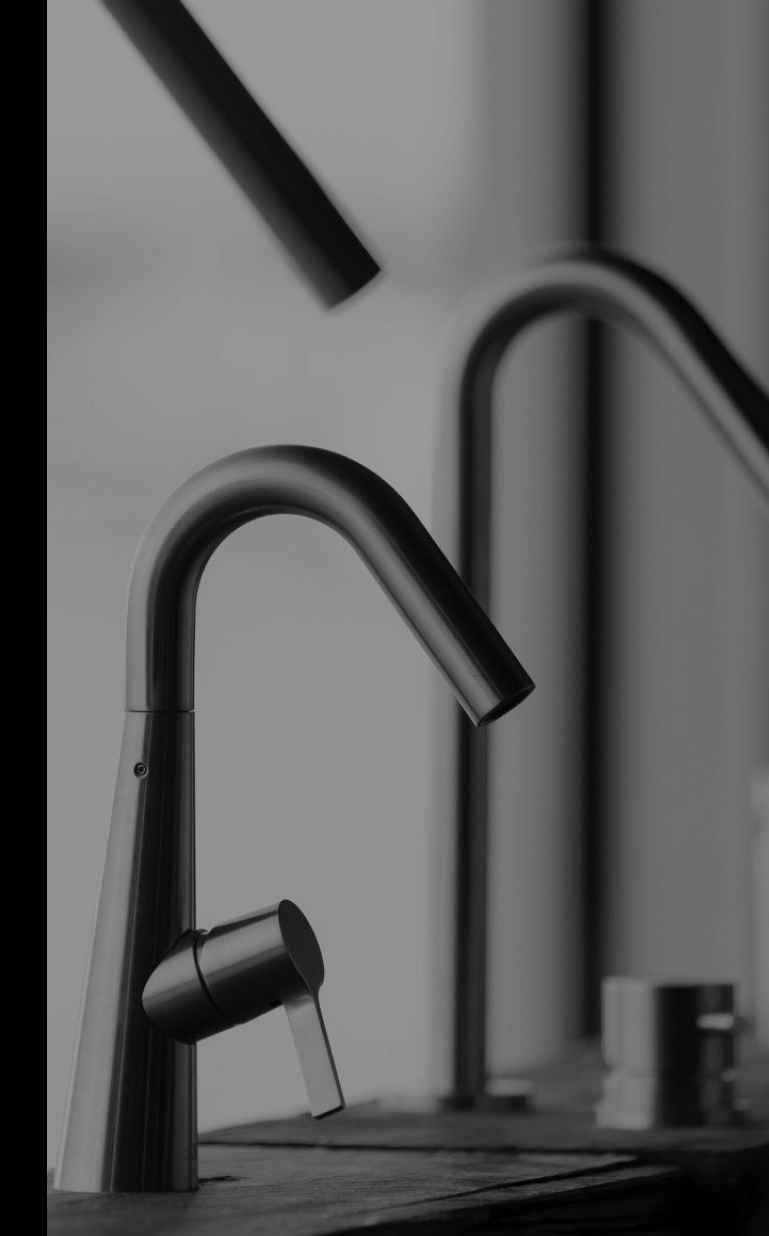


Dean Butchers –
Homeowner

Thank you.



BOOK NOW →



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