

**Building Ideas Centre**

**Your Seven Days A Week  
Showroom**

# Building Ideas Centre

## Your Multi-tenanted Building Products showroom

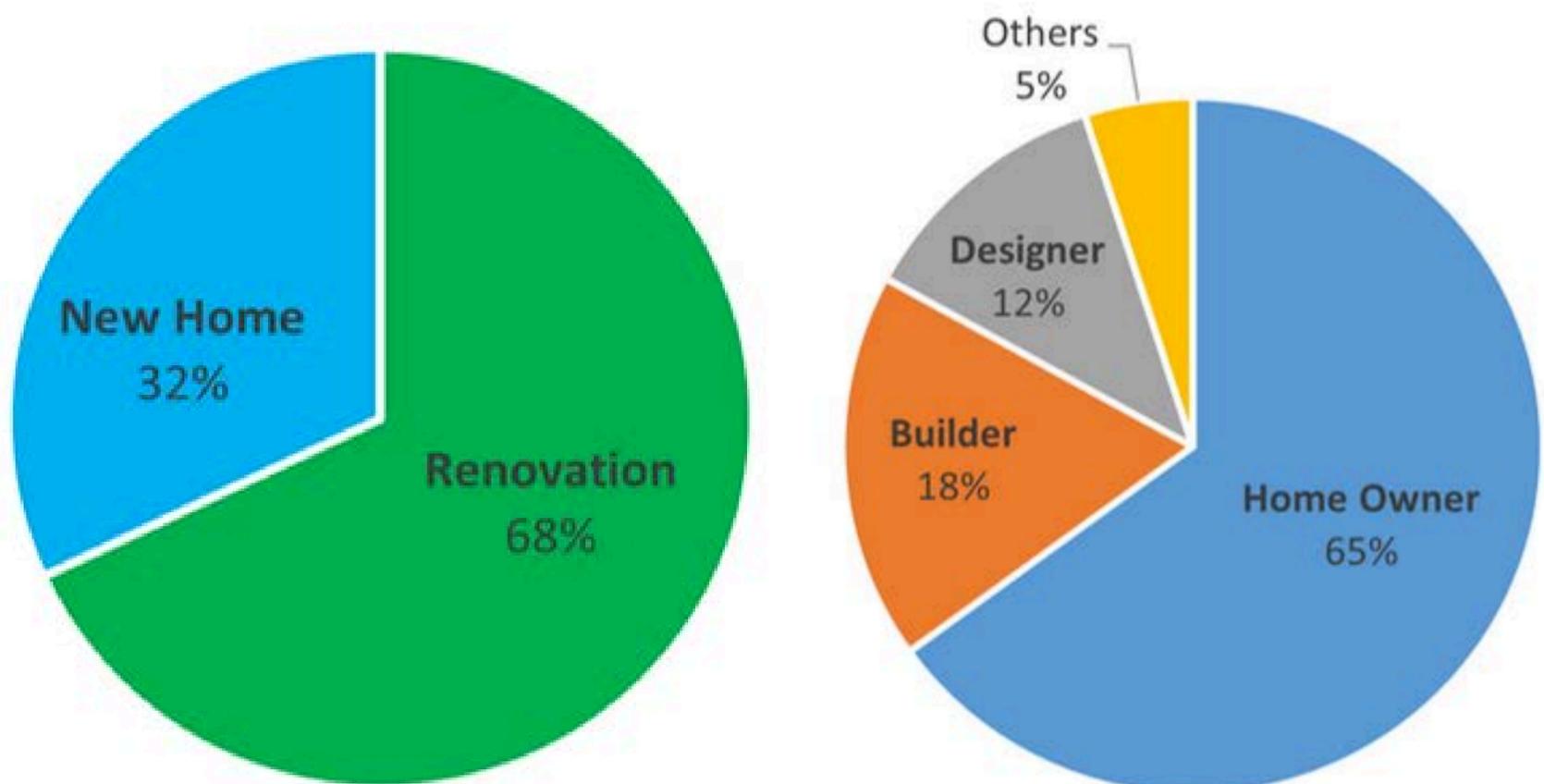
The Building Ideas Centre (BIC), is located at 279 Grote Street in Adelaide. Spanning an area of over 3000m<sup>2</sup> offering a wide range of building products and services to anyone engaged in building and renovation in both residential and commercial buildings.

There is a complementary mix of staffed and un-staffed lead-generating showrooms, open 7 days a week, showcase your business in a location and size not seen before in SA!

Our dedicated onsite customer service team will actively engage with your customers and pass on leads to your sales team should you not be available.

BIC Corporate marketing campaigns run throughout the year at no cost to you. Radio, Outdoor (Bus Backs), Social Media, and TV make up our comprehensive marketing commitment.

## Project Type



Over 65% of visitors are in the design phase and have their measurements, meaning they are serious and ready-to-buy.

More than 25% of visitors are loyal customers - Satisfied with the convenience we provide and our extensive range of products.

# Be A Part Of Something Big At BIC!



## Design your own Exciting Showroom!

# Be A Part Of Something Big At BIC!



**Enjoy A Great  
Mix Of  
Engaging  
Showrooms!**

# The Details & Benefits

There are several fantastic leasing options available including separate wall space and showrooms up to 170 m<sup>2</sup> that would make a great display space for your business, set up your own showroom in a thriving hub of home renovations and building exhibitors.

**7 Days Customer Service Team** - Have your customers come in and see the quality and range of your products and services 7 days a week, for un-staffed sites direct the sales back to your head office, website or retailer.

**Leasing Incentives**, Free Advertising period on our Huge LED Screen - for tenants who rent a space larger than 20m<sup>2</sup>, kickstarting your business by gaining huge exposure and increase brand awareness from day one with approximately 40,000-60,000 vehicles that pass by each day.



**Function Rooms** - Our function rooms are available to you free of charge for client meetings, sales meetings, new product launches, training sessions, etc.

**On Site Carparking** - free of charge for visitors.

# Networking Opportunities

Our tenants enjoy regular networking opportunities throughout the year generating leads and sales between businesses in the centre, customers benefit by sourcing products and services all in the same place.



**Product Launches**

**Events**

**Client Meetings**

**Training Sessions**



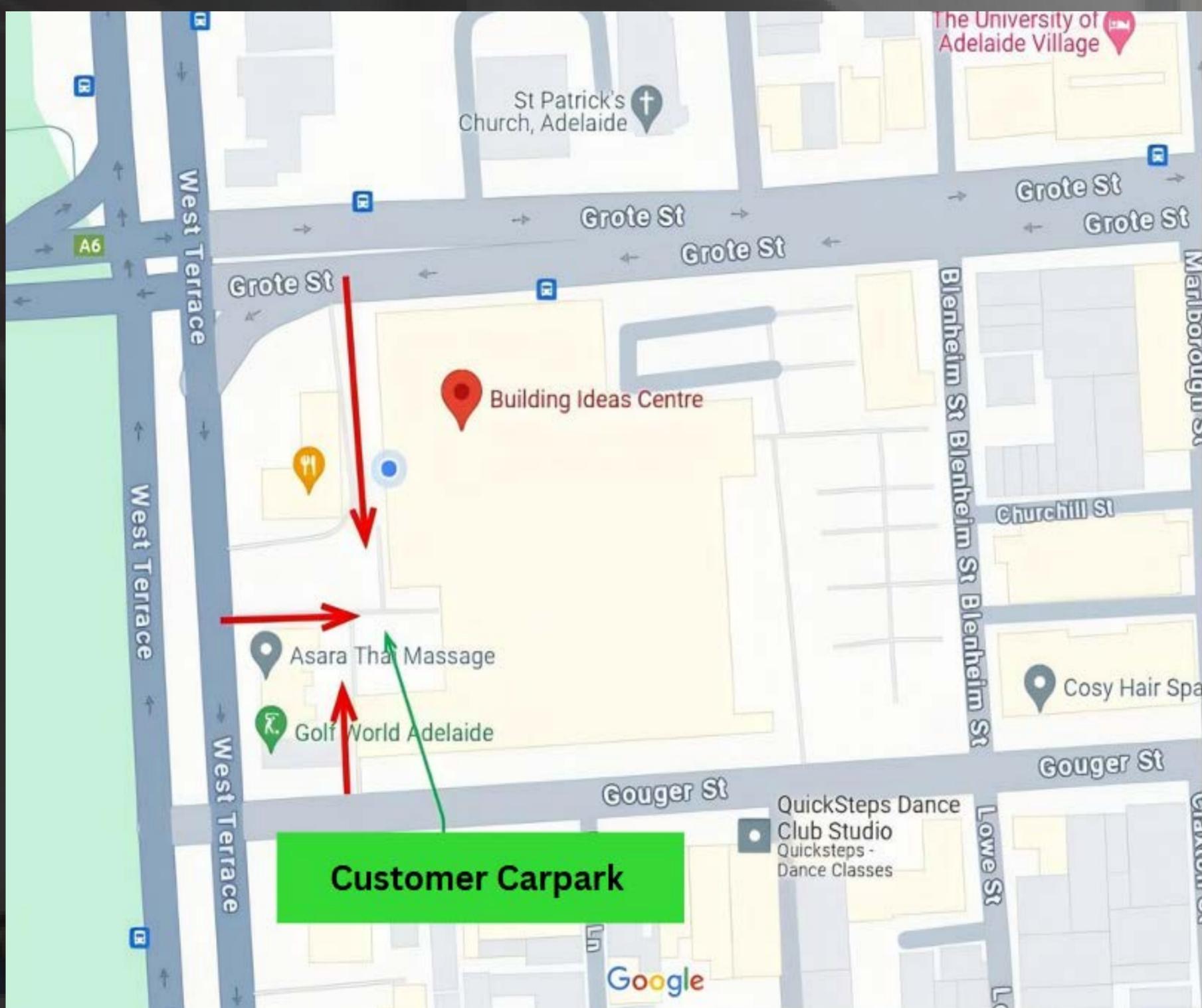
# INTERESTED?

Please contact one of our friendly sales team for a tour

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Open 7 Days

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