

# Homebuilding & Renovating Show

ORGANISED BY

FUTURE

**The UK's Best Show** for anyone  
looking to create their Dream Home...



#HBRshow

[www.homebuildingshow.co.uk](http://www.homebuildingshow.co.uk)

# About us

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## Over 30 years

Brought to you by the UK's most trusted portfolio of home brands, owned by Future PLC, the Homebuilding & Renovating Show has been an established leader for over 30 years. This popular face-to-face event continues to connect leading brands with thousands of passionate homeowners and renovators.

## 80,000 visitors

Join us as an exhibitor to drive instant sales, post event leads, ROI and connections with a ready made audience of over 80,000, who are engaged and ready to spend in a face-to-face environment.

## Industry experts

Our events showcase inspiring, live homebuild and renovation sessions across multiple theatres, delivered by leading industry experts.

## Eight regions

The shows give true National coverage no matter where your business is based. With eight venues to choose from, you can target National, local or regional audiences.

## Leading brands

Join us, and 1000's of brands this year leading the way in the build & renovation industry.

# An established and leading brand...

Owned by Future PLC - the Global platform  
for specialist media, connecting people  
with their passions.

- Reaching **1 in 3 adults online** in the UK and US
- Connecting more than **400** million people worldwide
- Home to **245** of the world's favourite brands
- **#1** Tech, **Homes**, Games, Cycling & Photography  
online publisher, UK
- **98.7m** social media followers across the portfolio
- **6.5bn** page view across our brands



Watch  
our sizzle  
reel here

FUTURE



REAL  
HOMES

PERIODLIVING

Livingetc

Ideal Home

HOUSE  
& GARDEN

Plotfinder

Gardening

Gardeningetc

COUNTRY LIFE

25 BEAUTIFUL  
HOMES

COUNTRY HOMES  
& AUTOCAR

StyleatHome



# The Audience

## Active builders and renovators

- **73%** have a live project
- **£151k** average project spend
- **44%** have a build project
- **20%** have a renovation project
- **36%** have a home improvement project

## Affluent AB1's

- **£72,344** Average household income
- **54** average age
- **National** audience

## Engaged audience

- **3.54** hours spent at the show
- **68%** visit the show to see and touch new products
- **75%** go to research new products and services
- **54%** only visit our show

## Influenced to spend

- **82%** of people say they are likely to request a quote from an exhibitor after the show



**“ The high quality audience and the volume of leads generated make the HB&R shows an essential part of our sales strategy ”**

Mark Stevenson, MD,  
Potton



# The only brand offering total UK coverage...

8 incredible shows to join

South East Farnborough International Centre	National NEC, Birmingham	Scottish SEC, Glasgow	Southern Sandown Park, Surrey	London Excel, London	Scottish RHC, Edinburgh	Northern Harrogate Convention Centre	South West Bath & West Showground, Somerset
17 – 18 Jan 2026	20 – 23 Mar 2025	10 – 11 May 2025	28 – 29 June 2025	19 – 21 Sep 2025	4 – 5 Oct 2025	31 Oct – 2 Nov 2025	15 – 16 Nov 2025
200 exhibitors	380 exhibitors	120 exhibitors	200 exhibitors	300 exhibitors	130 exhibitors	240 exhibitors	130 exhibitors
Space £486 per sqm Shell*: £562 per sqm	Space £528 per sqm Shell*: £598 per sqm	Space £471 per sqm Shell*: £542 per sqm	Space £471 per sqm Shell*: £542 per sqm	Space £528 per sqm Shell*: £598 per sqm	Space: £471 per sqm Shell*: £542 per sqm	Space £471 per sqm Shell*: £542 per sqm	Space £471 per sqm Shell*: £542 per sqm
8,371* visitors	22,502* visitors	6,302* visitors	4,435* visitors	13,823* visitors		10,401* visitors	4,504* visitors

NEW FOR 2025

\*based on last live event  
\*\*ready built stand option





# Each with a truly inspiring show all under one roof...



## Masterclass Stage

Short, sharp focused sessions delivered by our exhibitors. Speak to the sales team today about the opportunities available.



## Home Improvement Theatre

Our experts deliver invaluable sessions covering interior design, kitchens, bathrooms, renovations, extensions, and more.



## Exhibition Hall

Shows range in size from 120 to 500 exhibitors offering a wide range of products and services for our visitors



## Self-Build Theatre

From a beginner's guide to building, to the best way to manage tradespeople, visitors get answers to common self-build questions in our inspiring sessions.



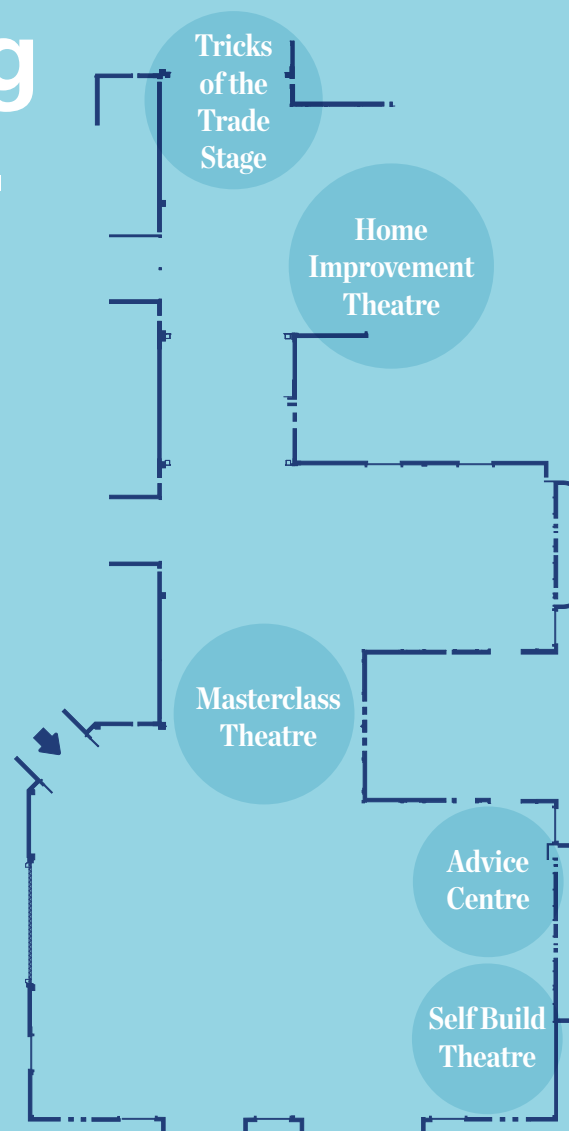
## Homebuilding & Renovating Advice Centre

Free one-to-one advice from planners, architects and experts.



## Tricks of the Trade Stage

Live seminars delivered by DIY Doctor help our audience become DIY experts in an instant.



The biggest self-build and renovation show portfolio in the UK

Every show is full to the brim with inspirational advice & educational content

“ Meticulously organised very slick,  
engage well with the visitors and  
certainly attract the right visitor  
profile for our for our business ”

Regina Tumbridge-Harringer, Marketing Manager,  
Internorm Windows UK Ltd





# Why invest in a show?

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## Face to face is key

Did you know 85% of consumers say face-to-face meetings, as well as seeing the products they're interested in in real life, is the most important factor when making a high value purchase? Our show allows you to gain trust, showcase your products and enable the audience to touch & compare all under one roof. There's no bigger incentive for them to purchase.



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## See conversion on your leads go up vs. your other marketing channels

Gain high quality and significant pipeline growth from the shows which for many can create their entire annual lead generation needs in one go. Plus, with average project spend at a whopping £151k, the quality of leads is exceptional.



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## Give your sales team the opportunity to shine

with the biggest opportunity of the year  
to convert sales, network with peers and  
showcase your brand and your team.





“The Homebuilding & Renovating Shows always deliver high quality leads for us. We think highly of the brand and our association with it.”

Matt Higgs, Managing Director,  
Kloeber



# 10 reasons to exhibit with us

1. Established over 30 years with a proven track record
2. Biggest shows in the market covering all aspects of building a home from start to finish.
3. Our audience TRUST us
4. We're the only brand that covers the entire UK face to face
5. Join the No.1 homes brand in the UK
6. We make a big investment in attracting the right, high quality audience for you
7. Speaking opportunities available at all shows
8. Join 1000's of leading brands who exhibit with us already
9. 80% of exhibitors re-book with us time after time
10. Join Future, the Global platform for specialist media  
- reaching 1 in 3 adults in the UK and US\*

\*online in the UK and US



# Join the show community...

Here's a flavour of the wide range of companies who exhibit with us. From regional businesses, to national brands, our shows cater for everyone and have options available to suit all budgets.



80% of exhibitors re-book with us time after time



# National scale marketing support

The Homebuilding & Renovating Show team deliver a hugely successful marketing campaign, with significant investment to generate a quality audience.

## Marketing Campaign

- Dedicated coverage in our brand magazine and website throughout the promotional period
- Email campaign targeting engaged and opted in data lists
- Personalised direct mail to our audience and planning leads
- OOH media
- PR and National press
- Partnership activity
- Large social media and Google advertising campaigns



**10 million**  
OTS marketing reach  
for each regional show

**30 million** OTS  
marketing reach for our  
National and London shows



“ The leads are far better at  
Homebuilding shows than others,”

Rebecca Pritchard, Marketing Manager  
Welsh Oak Frame



# Case Study: Internorm Windows UK Ltd

Internorm®

**Our Clients come back year after year. Take a look below, or scan the QR codes to find out more!**

## **Why do you exhibit at the Homebuilding & Renovating Show?**

Internorm UK attends a lot of events, but the most successful for us are the HBR Shows. They always bring the quantity but, most importantly, the quality of visitors. They are always well organised and publicised, look like a quality event and the booking process for services is the easiest out of all events, something which is important when attending a lot of events.

## **What do you think about the audience you see, or have seen at the HBR Show?**

Good cross-section of visitors, who are either at the research stage or come to the event with plans.

## **What does the HBR Show give you that other shows don't?**

Size of event, quality of visitors, great organising team.

## **What does the HBR Show give you that your other marketing spend doesn't?**

Face-to-face interaction with end customers and direct feedback. As our customers are our partners, not the end customer, it is important to have direct contact with end customers at shows.

## **Scan the QR code to see more case studies from our Clients**





# Meet the events specialists...

Our team are experts in their field, and collectively have over 100 years of experience working with clients on the Homebuilding & Renovating Shows. They're here to help guide you through our event portfolio and exhibition opportunities to get the best possible results from exhibiting at our shows.



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# Let's work together

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