

# Homebuilding & Renovating Show

The UK's *best show*  
for anyone looking  
to create their  
*dream home...*



#HomebuildingShow

ORGANISED BY



# About *us*

## 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

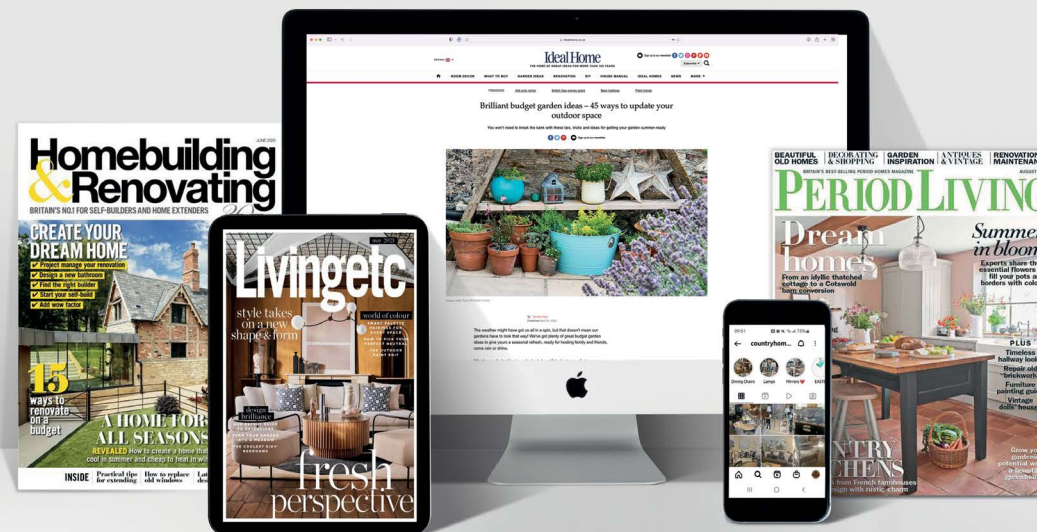
Join us, and 1000's of brands this year leading the way in the build & renovation industry.

FUTURE

# An established & 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



REAL  
HOMES

PERIODLIVING

Livingetc

Ideal Home

HOUSE  
& GARDEN

Plotfinder

Amateur  
Gardening

Gardeningetc

COUNTRY LIFE

25 BEAUTIFUL  
HOMES

COUNTRY HOMES  
& INTERIORS

StyleatHome



Watch  
our sizzle  
reel here

# The Audience

Homebuilding  
& Renovating  
Show

## 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 *only* brand offering total UK coverage...

Homebuilding  
& Renovating  
Show

8

incredible  
shows  
to join

**SOUTH EAST**  
Farnborough  
International  
Centre

16 – 17  
Jan 2027

**220** exhibitors

Space: **£501**  
per sqm  
Shell: **£577**  
per sqm\*\*

**10,504\*** visitors



**NATIONAL**  
NEC,  
Birmingham

11 – 14  
March 2027

**380** exhibitors

Space: **£558**  
per sqm  
Shell: **£633**  
per sqm\*\*

**22,992\*** visitors



**SCOTTISH**  
SEC,  
Glasgow

22 – 23  
May 2027

**150** exhibitors

Space **£501**  
per sqm  
Shell: **£577**  
per sqm\*\*

**6,774\*** visitors



**SOUTHERN**  
Sandown Park,  
Surrey

27 – 28  
June 2026

**200** exhibitors

Space **£486**  
per sqm  
Shell: **£562**  
per sqm\*\*

**4,996\*** visitors



**LONDON**  
Excel,  
London

18 – 20  
Sept 2026

**300** exhibitors

Space: **£543**  
per sqm  
Shell: **£618**  
per sqm\*\*

**13,417\*** visitors



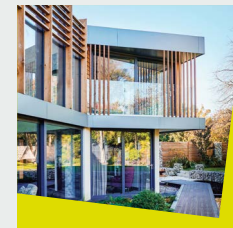
**SCOTTISH**  
RHC,  
Edinburgh

3 – 4  
Oct 2026

**130** exhibitors

Space: **£486**  
per sqm  
Shell: **£562**  
per sqm\*\*

**4,725\*** visitors



**NORTHERN**  
Harrogate  
Convention  
Centre

30 Oct – 1  
Nov 2026

**240** exhibitors

Space **£486**  
per sqm  
Shell: **£562**  
per sqm\*\*

**9,451\*** visitors



**SOUTH WEST**  
Bath & West  
Showground,  
Somerset

14 – 15  
Nov 2026

**130** exhibitors

Space **£486**  
per sqm  
Shell: **£562**  
per sqm\*\*

**4050\*** visitors



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

FUTURE

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

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

Homebuilding  
& Renovating  
Show

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



### The *Masterclass* Stage

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



### The *Home Improvement* Theatre

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



### The *Exhibition* Hall

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



### The *Self-Build* Theatre

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.



### The *Advice* Centre

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



### The *Tricks of the Trade* Stage

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

FUTURE

66  
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?

Homebuilding  
& Renovating  
Show

## 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.



# Why *invest* in a show?

Homebuilding  
& Renovating  
Show

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.



# Why *invest* in a show?

Homebuilding  
& Renovating  
Show

Give your sales team  
the opportunity to *shine*

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

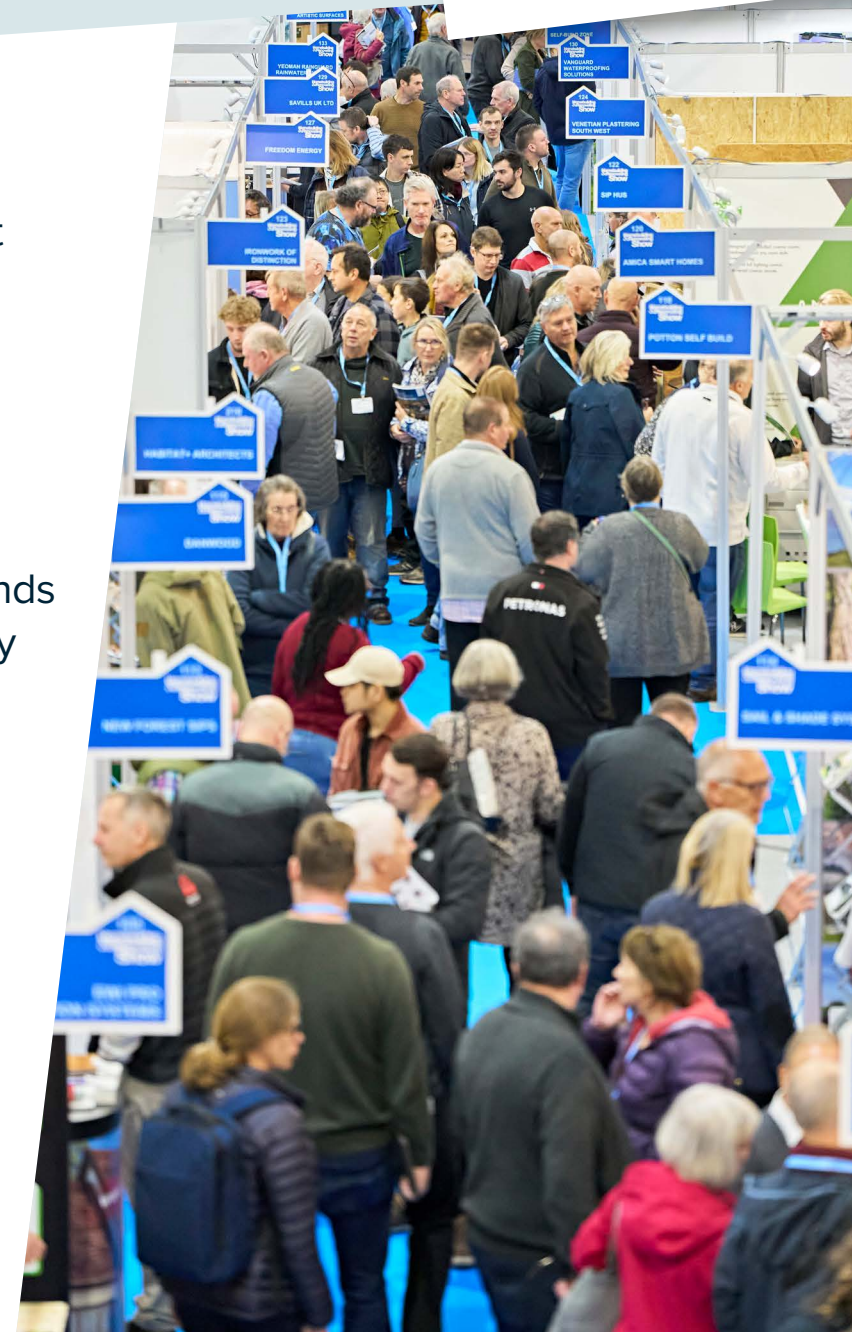


# 10 reasons to *exhibit* with us

Homebuilding  
& Renovating  
Show

- 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

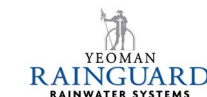


# Join the show community...

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**

**Homebuilding  
& Renovating  
Show**



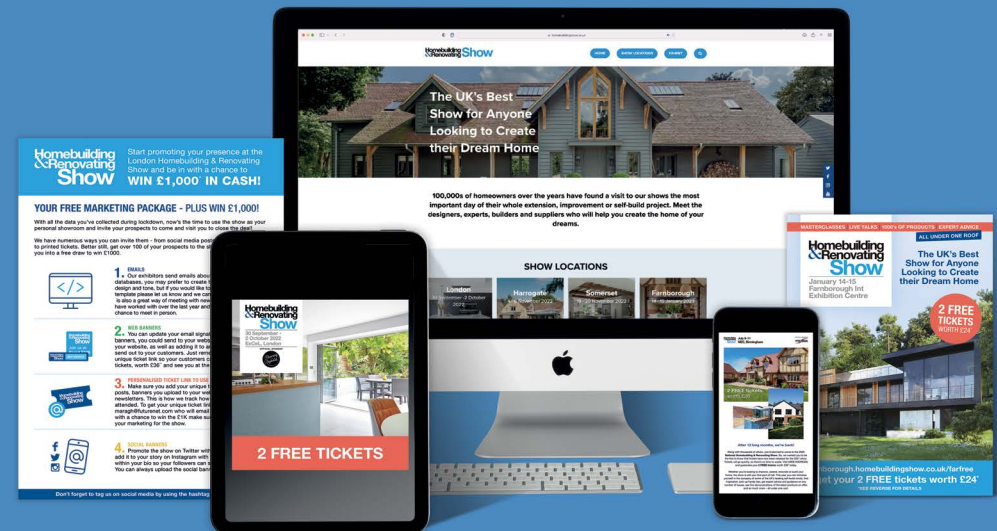
# National scale marketing support

Homebuilding  
& Renovating  
Show

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

FUTURE

“The leads are  
*far better* at  
Homebuilding  
shows than others

Rebecca Pritchard, Marketing Manager  
Welsh Oak Frame



# Case Study:

## Internorm Windows UK Ltd

Our clients come back year after year.  
See what keeps them returning.

### **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**



**Internorm®**  
Windows – Doors



FUTURE

# 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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 homebuilding-renovating-show

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## Contact to enquire

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Let's work *together*

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