Homebuilding & Renovating Show

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

#HomebuildingShow

ORGANISED BY FUTURE

About *us*

Homebuilding & Renovating Show

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

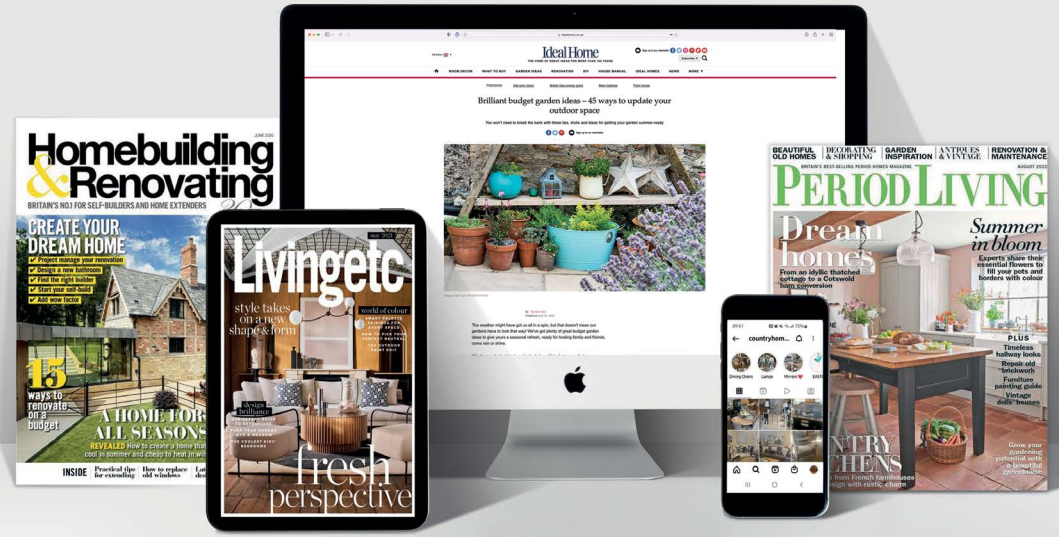
Join us, and 1000's of brands this year leading the way in the build & renovation industry.

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 · PERIOD LIVING · Livingetc · Ideal Home · HOUSE & GARDEN · Plotfinder

Amateur Gardening · Gardeningetc · COUNTRY LIFE · 25 BEAUTIFUL HOMES · COUNTRY HOMES & INTERIORS · Style at Home

Watch our sizzle reel here

The *Audience*

Homebuilding & Renovating Show

Active builders and renovators

- **77%** have a live project
- **£142k** average project spend
- **23%** have a build project
- **42%** have a renovation project
- **35%** have a home improvement project

Affluent AB1's

- **£82k** Average household income
- **56** average age
- **National** audience

Engaged audience

- **3.31** hours spent at the show
- **68%** visit the show to see and touch new products
- **75%** go to research new products and services
- **58%** only visit our show

Influenced to spend

- **86%** of people say they are likely to request a quote from an exhibitor after the show

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

8 incredible shows to join

Homebuilding & Renovating Show

SOUTH EAST	NATIONAL	SCOTTISH	SOUTHERN	LONDON	SCOTTISH	NORTHERN	SOUTH WEST
Farnborough International Centre	NEC, Birmingham	SEC, Glasgow	Sandown Park, Surrey	Excel, London	RHC, Edinburgh	Harrogate Convention Centre	Bath & West Showground, Somerset
16 – 17 Jan 2027	11 – 14 March 2027	22 – 23 May 2027	26 – 27 June 2027	24 – 26 Sept 2027	16 – 17 Oct 2027	30 Oct – 1 Nov 2026	14 – 15 Nov 2026
220 exhibitors	**380** exhibitors	**150** exhibitors	**200** exhibitors	**250** exhibitors	**130** exhibitors	**240** exhibitors	**130** exhibitors
Space: **£501** per sqm Shell: **£577** per sqm**	Space: **£558** per sqm Shell: **£633** per sqm**	Space **£501** per sqm Shell: **£577** per sqm**	Space **£501** per sqm Shell: **£577** per sqm**	Space: **£558** per sqm Shell: **£633** per sqm**	Space: **£501** per sqm Shell: **£577** per sqm**	Space **£486** per sqm Shell: **£562** per sqm**	Space **£486** per sqm Shell: **£562** per sqm**
10,504* visitors	**22,992*** visitors	**6,774*** visitors	**5,560*** visitors	**14,103*** visitors	**4,880*** visitors	**9,451*** visitors	**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

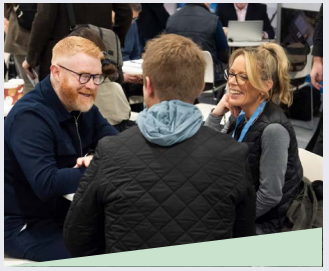
Our experts deliver invaluable sessions covering interior design, extensions, kitchens, bathrooms, renovations, and more.

The *Exhibition* Hall

Exhibition Hall Shows range in size from 130 to 400 exhibitors offering a wide range of products and services for our visitors.

The *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

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

Homebuilding & Renovating Show

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 £142k**, 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

Homebuilding & Renovating Show

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

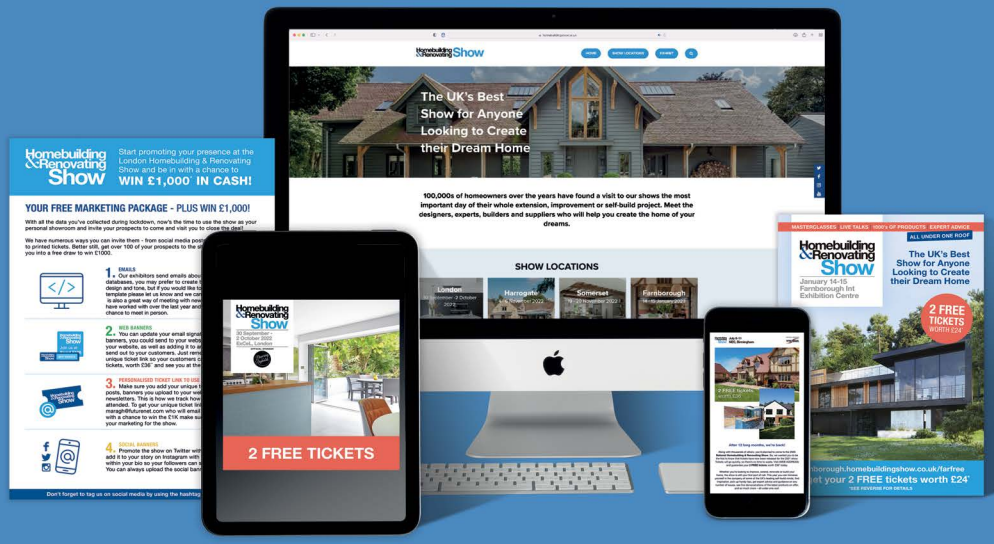
KORNICHE
Nu-Heat Feel the difference
Cool Energy
scotframe timber frame | homes
FLEMINGHOMES
scandiahus SWEDISH ENERGY SAVING HOMES
BORDER OAK
BUILDSTORE MORTGAGE SERVICES
HIVE
SELF BUILD ZONE
klöeber
Quooker THE BOILING-WATER TAP
POTTON A KINGSPAN COMPANY
MUDD&CO handcrafted kitchens & furniture
asba The Association of Self Build Architects
Durisol UK
MyBricks
BENCHMARK DESIGN
EASY BATHROOMS SIMPLY LUXURIOUS
NUDURA INTEGRATED BUILDING TECHNOLOGY
SPECTRUM ARCHITECTURAL GLAZING
YORK Handmade
Jigsaw
YANDIYA Technologies Ltd
Take Control with OneAppHome
Internorm
Polypipe
cottages.com
YEOMAN RAINGUARD RAINWATER SYSTEMS

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

FUTURE

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

Rebecca Pritchard, Marketing Manager
Welsh Oak Frame

Homebuilding & Renovating Show

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

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.

- **homebuildingshow** (consumer account)
- **hbr_show** (trade account)
- **Homebuilding & Renovating Show**
- **homebuildingshowuk**
- **homebuildingshow**
- **HomebuildingRenovatingShow**
- **Homebuilding & Renovating Show**

Homebuilding & Renovating Show

Contact to enquire

Nick Noble
Events Director
01527 834438
nick.noble@futurenet.com

Liz Britton
Exhibition Account Manager
01527 834483
liz.britton@futurenet.com

Hellen Roche
Exhibition Sales Director
01527 834418
hellen.roche@futurenet.com

Helen Fox
Exhibition Account Manager
01527 834480
helen.fox@futurenet.com

Stuart Baylis
Exhibition Account Director
01527 834405
stuart.baylis@futurenet.com

Jemma Burbridge
Sales Administration
0330 390 6537
jemma.burbridge@futurenet.com

Josh Mortimer
Exhibition Manager
01527 834497
josh.mortimer@futurenet.com

FUTURE

Homebuilding & Renovating Show

Let's work *together*

www.homebuildingshow.co.uk

Homebuilding & Renovating Show