

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



#HBRshow24

www.homebuildingshow.co.uk

About us

Over 30 years

Brought to market by the UK's leading and most trusted portfolio of homes brands, owned by Future PLC, our annual Homebuilding & Renovating Show portfolio continues into its 30th year with huge success, live and in person.

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.

Seven regions

The shows give true National coverage no matter where your business is based. With seven 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.

“Always the right calibre of visitors”

Bev Myers, Managing Director,
ADM Systems



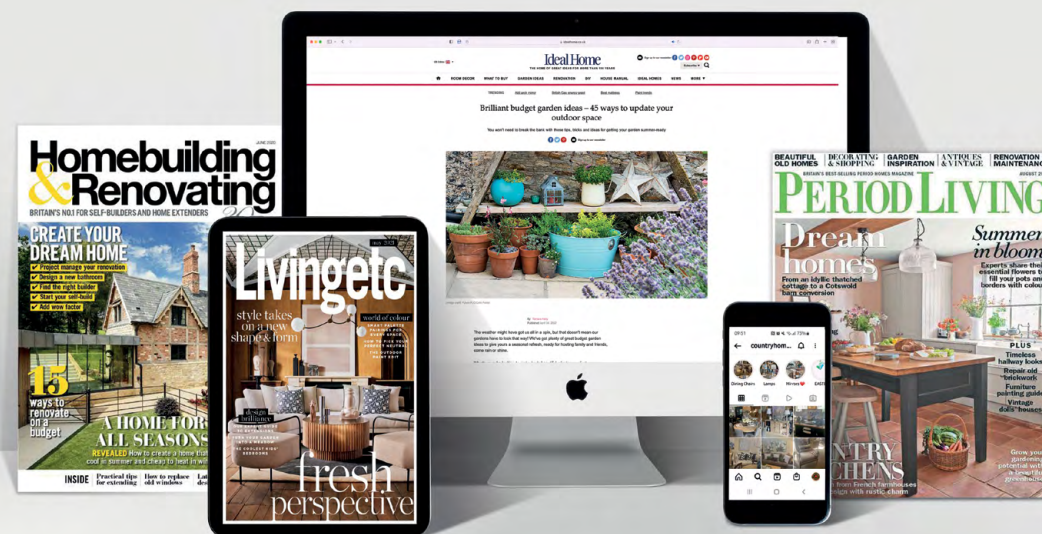
An established and leading brand...

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



REAL
HOMES

PERIODLIVING

Livingetc

Ideal Home

HOUSE
& GARDEN

Plotfinder

Amateur
Gardening

Gardeningetc

COUNTRY LIFE

25 BEAUTIFUL
HOMES

COUNTRY HOMES
& INTERIORS

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...

7 incredible
shows
to join

South East Farnborough International Centre

13 - 14 Jan 2024

200 exhibitors

Space £456
per sqm
Shell*: £527
per sqm

8,445* visitors

National NEC, Birmingham

21 - 24 Mar 2024

400 exhibitors

Space £513
per sqm
Shell*: £583
per sqm

25,638* visitors

Scottish SEC, Glasgow

11 - 12 May 2024

120 exhibitors

Space £456
per sqm
Shell*: £527
per sqm

7,682* visitors

Southern Sandown Park, Surrey

29 - 30 June 2024

200 exhibitors

Space £456
per sqm
Shell*: £527
per sqm

4,924* visitors

London ExCeL, London

27 - 29 Sep 2024

300 exhibitors

Space £513
per sqm
Shell*: £583
per sqm

13,152* visitors

Northern Harrogate Convention Centre

1 - 3 Nov 2024

240 exhibitors

Space £456
per sqm
Shell*: £527
per sqm

9,745* visitors

South West Bath & West Showground, Somerset

16 - 17 Nov 2024

130 exhibitors

Space £456
per sqm
Shell*: £527
per sqm

4,342* visitors

*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.



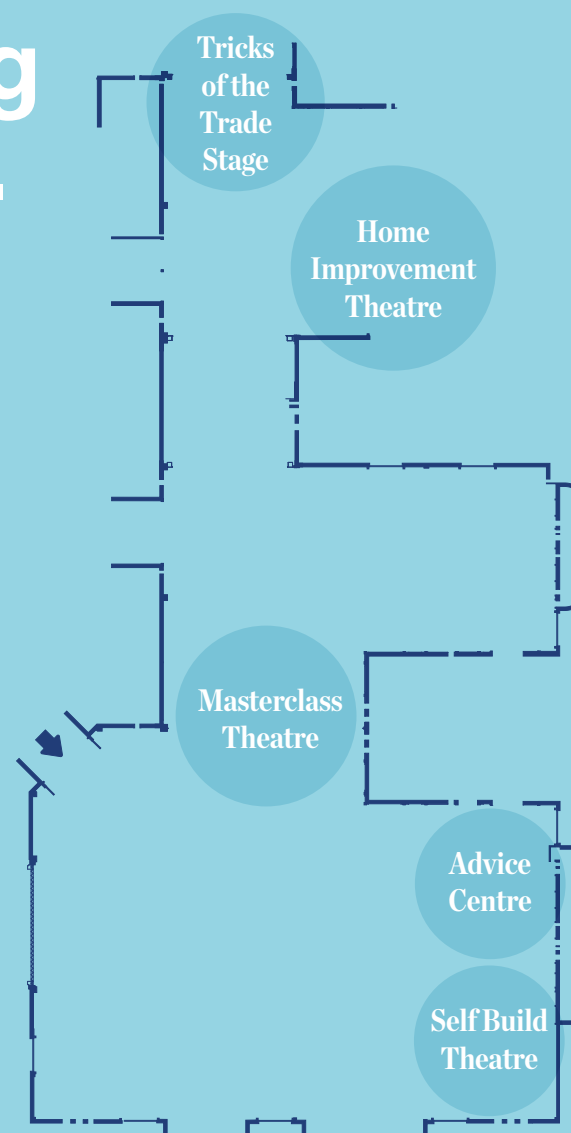
Homebuilding & Renovating Advice Centre

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

30 Years of Inspiring Consumers Creating their Dream Homes

What better time to join us?

We are delighted to be able to talk to you about this upcoming special milestone year as we celebrate the 30th Anniversary of the Homebuilding & Renovating Show, a brand that has been the trusted companion of homebuilders, renovators and home improvers across the UK, empowering and enabling them to create their dream homes.

This momentous occasion presents an extraordinary opportunity for you to join forces with us and start your journey in meeting high value audiences across our calendar of shows. As an exhibitor, you'll benefit from the large-scale exposure and visibility that the 30th Anniversary brings.

Secure your place among over 1000 industry brands who've partnered with us over the past 30 years by contacting us today. What better time to join us?



“ 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?

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.



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.



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.



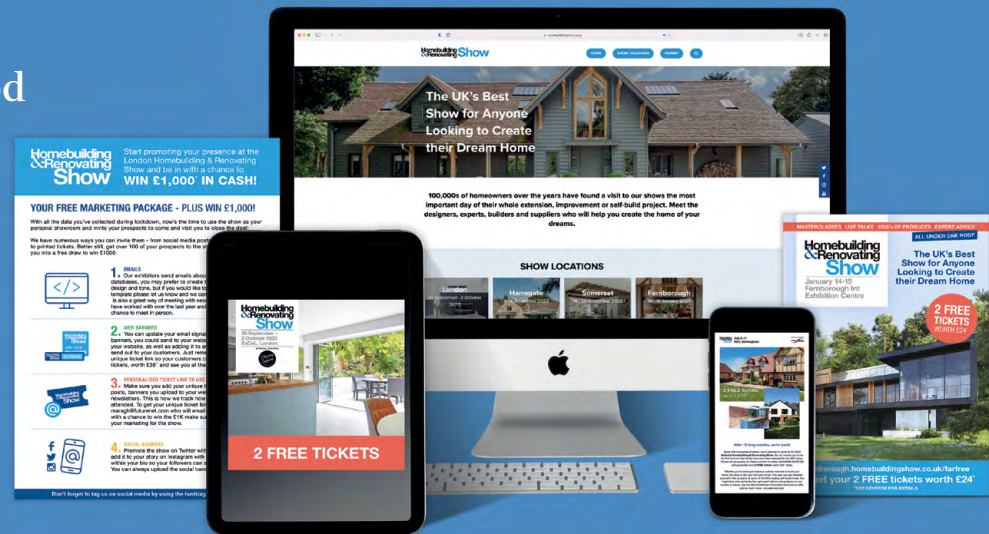
80% of exhibitors re-book with us time after time

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?

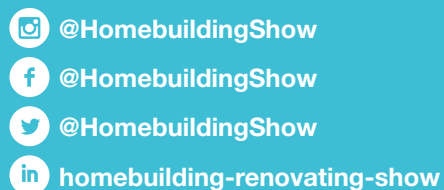
Face-to-face interaction with end customers and direct feedback. As our customers are our partners, not the end customer, it is important to have direct contact with end customers at shows.

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.



#HomebuildingShow

Contact to enquire

Nick Noble

Events Director

01527 834438

nick.noble@futurenet.com

Hellen Roche

Exhibition Sales Director

01527 834418

hellen.roche@futurenet.com

Stuart Baylis

Exhibition Account Director

01527 834405

stuart.baylis@futurenet.com

Josh Mortimer

Exhibition Manager

01527 834497

josh.mortimer@futurenet.com

Liz Britton

Exhibition Account Manager

01527 834483

liz.britton@futurenet.com

Adele Murphy

Exhibition Account Manager

01527 834498

adele.murphy@futurenet.com

Helen Fox

Exhibition Account Manager

01527 834480

helen.fox@futurenet.com

Jemma Burbridge

Sales Administration

0330 390 6537

jemma.burbridge@futurenet.com

Let's work together

www.homebuildingshow.co.uk

Homebuilding
& Renovating Show

