


ideal
HOME SHOW
22 MARCH - 7 APRIL
OLYMPIA LONDON

THE DREAM HOME

Where interior trends
& cutting-edge design
meets modern living





THE DREAM HOME

For over 100 years the iconic Ideal Home Show has been at the forefront of interior design. Showcasing future-proof houses, homes designed by King Charles, and rotating properties, each of our designs have been built-to-scale and packed with the latest innovation, tech and trend-driven ideas.

In 2024 we are creating The Dream Home - the biggest, most innovative and inspiring house to ever feature at the Ideal Home Show.

The Dream Home will feature fully furnished rooms created in association with Good Homes Stylists, renowned brands and well known suppliers. As visitors explore each room in The Dream Home, they will be immersed in the latest interior trends and ideas for modern living.

From the latest in furniture, art and accessories, to appliances, home tech, sustainable solutions and more, visitors will be able to get up close and personal to all featured brands in a spectacular, Insta-worthy setting.

For the first time in the Show's 115-year history, all products featured in this home and garden will be available for purchase at the Show.

Situated in the heart of the show, The Dream Home will be the centrepiece to our flagship event - the Ideal Home Show. The opportunity to feature within The Dream Home is available on an exclusive basis, as this curated feature will showcase only one brand sponsor within each product sector.

VISITOR PROFILE

PROJECT PLANNER

These visitors are always on the lookout for the next big idea, renovation or makeover to change the way their home flows. The project-by-project visitor is planning a new kitchen or bathroom.

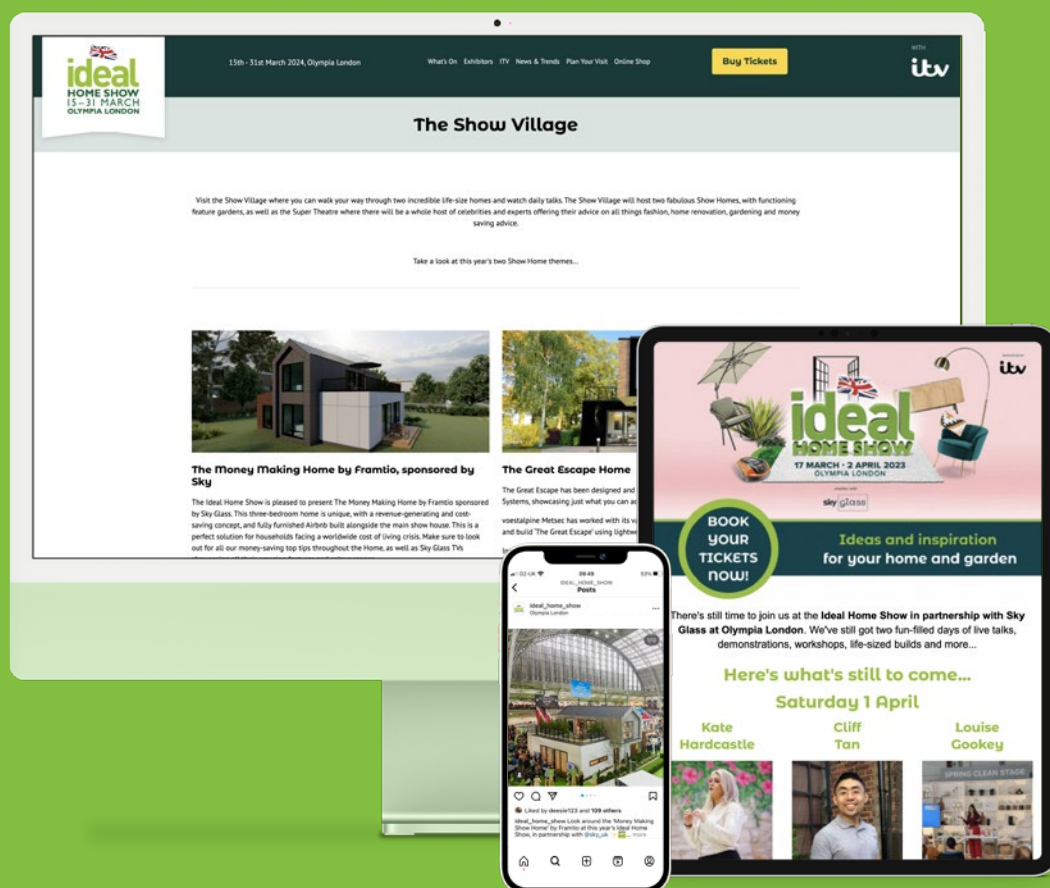
HOME STYLER

Proud to show off their interior design skills and gorgeous room schemes, this visitor has their own sense of style and is keen to seek out the latest colour palettes, newest decorating trends and must-have accessories for a unique edge.

HOME MAKER

Practical and homely, this visitor is family orientated and loves to sew, garden and craft – they are certainly no stranger to an upcycling project or new paint effect.

OUR DIGITAL REACH



WEBSITE

310k unique website users

E-NEWSLETTER

360k engaged email database

SOCIAL

86k followers

170,850 visitors



£29,749
average project spend



75%
attend to see new products and services



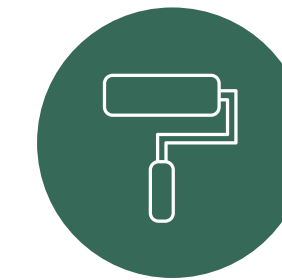
78%
planning/undertaking a home or garden project



55%
own a property outright



54%
renovating kitchens and bathrooms



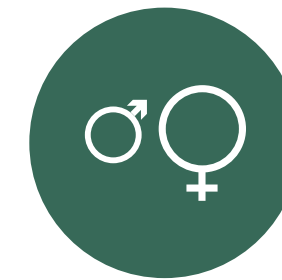
58%
renovating rooms/interiors



5 hours
average dwell time at show



47 years
average age



60% Female
40% Male



49%
have children living at home



68%
renovating gardens



43%
are considering changing their car within the next 12 months



78%
London and the South East

THE DREAM HOME

Front elevation



Front entrance





Rear elevations



Plan view



Benefit from a unique and exclusive package which includes the opportunity to showcase your products and engage with visitors in a content-led curated feature, as well as a dedicated retail stand in the show to sell your products



SPONSOR BENEFITS

- > Exclusive product placement within The Dream Home - the most visited attraction
- > Inclusion in multi-channel marketing & PR campaign
- > Coverage across Good Homes - magazine, website and social channel
- > Enhanced visibility through stage talks and the Expert Advice Hub participation
- > QR codes for visitors to explore your products in more detail
- > Have a representative within The Dream Home to help promote, demonstrate, inform and direct visitors to your retail location within the event
- > Full access to our design team to help showcase your products
- > Strong brand alignment with the multi-award-winning Ideal Home Show
- > Opportunity to be included in our 'Special Guests' VIP afternoon within The Dream Home. Where VIP customers will be invited to have a private show home experience, with drinks and nibbles. You can also have your brand experts take part in our live Q&As, content will be videoed and shared with you post show.

CHAMPIONED BY GEORGE CLARKE

The Dream Home will be championed by George Clarke - architect, television presenter, campaigner and educator.

The Ideal Home Show and its PR and marketing campaign is enhanced with the association of the well-loved TV celebrity George Clarke. As well as appearing at the Show, George will promote The Dream Home by conducting interviews with regional and national press, across print, digital, TV and radio where he will speak about the house and key brands that visitors can come along to see.

George passionately believes that architecture, art and design should be accessible to everyone to transform and enrich lives.

Whether he is designing a new home, restoring or converting historic buildings or transforming existing houses on television, he recognises and values the process that enables people to unlock the beauty of where they live.





GoodHomes

Good Homes is the official magazine of the Ideal Home Show, and has played an integral role in the curation and design of the show's interiors features throughout its long history.

In 2024, The Dream Home will be created in association with Good Homes' experienced style team. Each curated room in The Dream Home will be packed with cutting-edge ideas, the latest products and 2024's interior-design trends that will shape the way you live, work and play in your home.



GROUND FLOOR

GARDENS

ENTRANCE

EXPERT ADVICE HUB

ENTRANCE 2

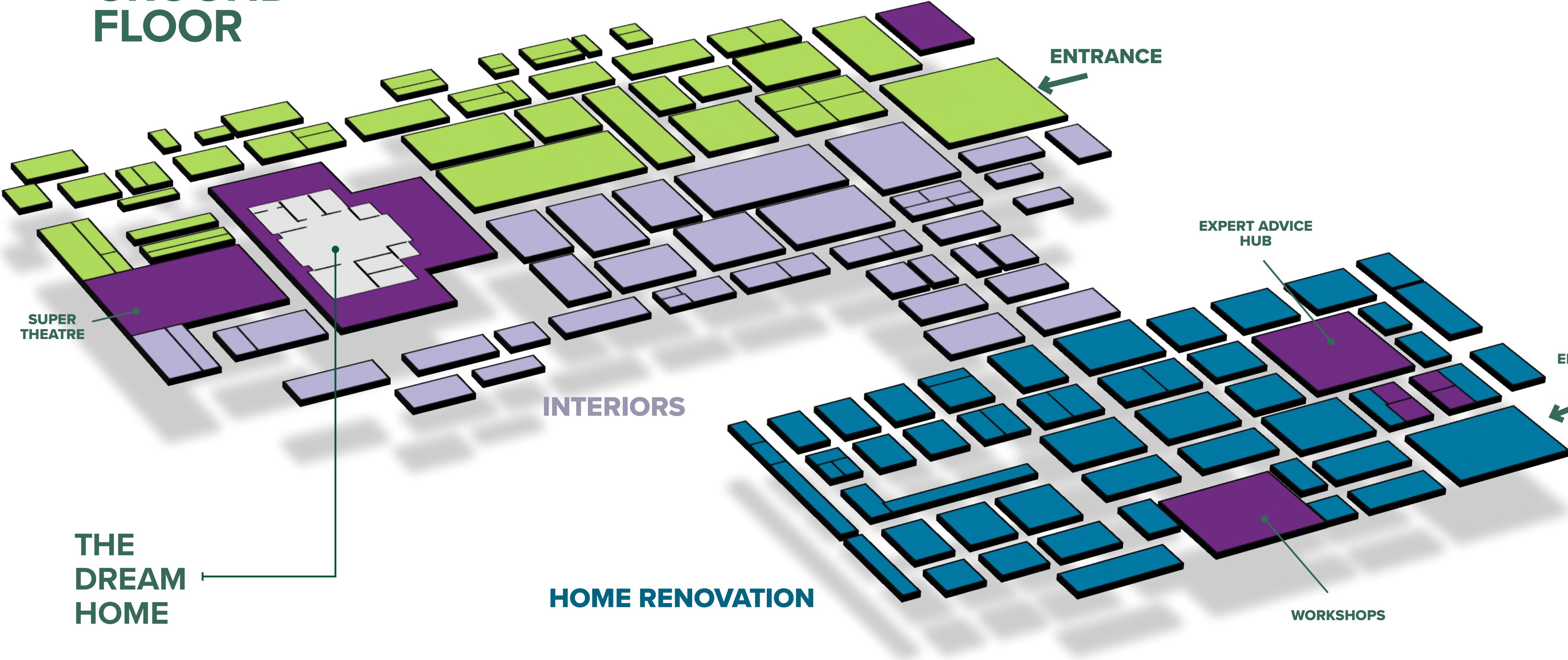
INTERIORS

WORKSHOPS

SUPER THEATRE

THE DREAM HOME

HOME RENOVATION



A LOOK BACK TO PAST SHOW HOMES




ideal
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Styled in association with

GoodHomes



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