

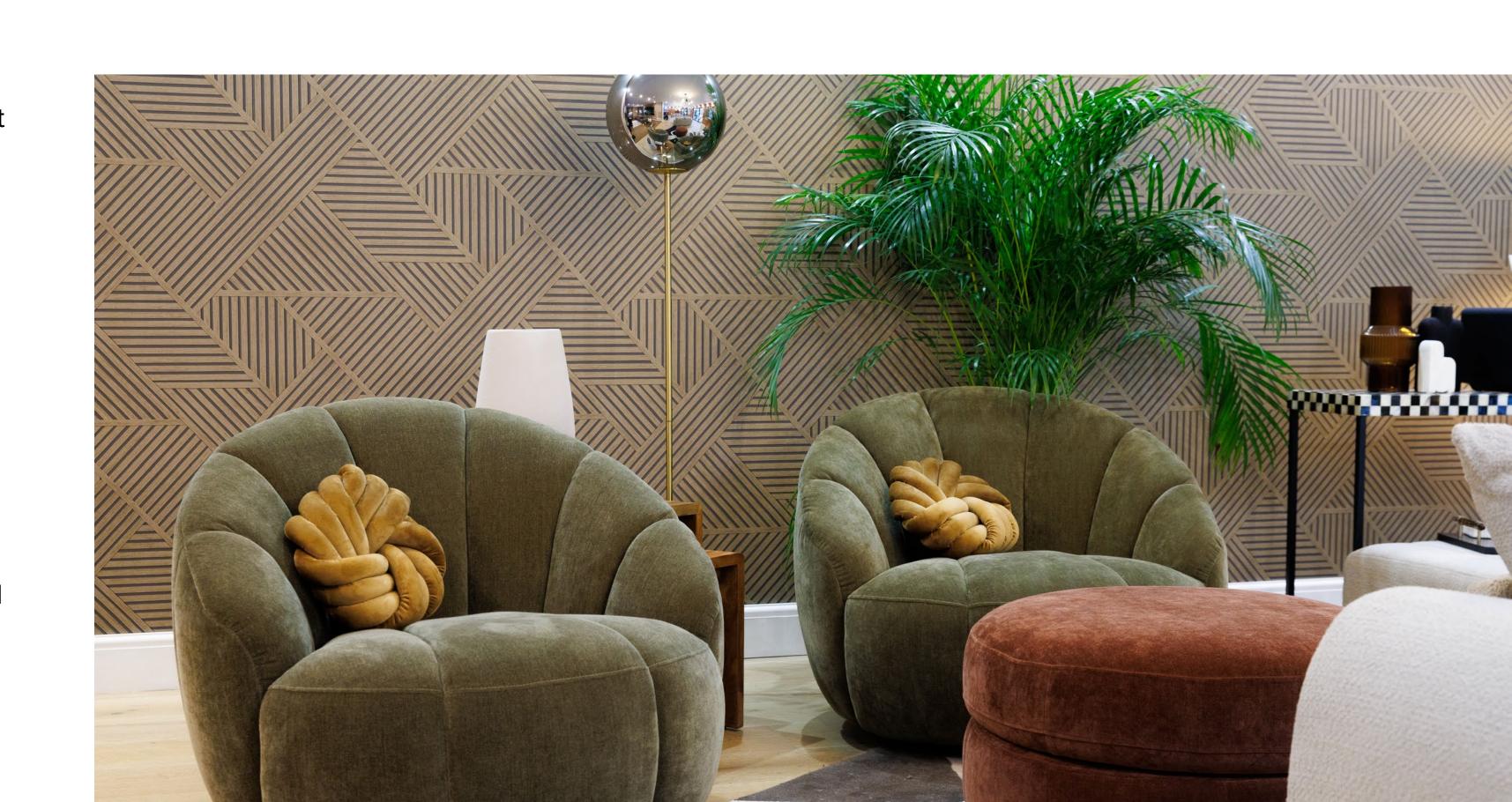
### WHAT IS IDEAL HOME SHOW APPROVED?



Celebrating 116 years of excellence, the Ideal Home Show stands tall as the biggest and longest running event in the UK. It is one of the nation's most trusted and respected brands.

Ideal Home Show Approved is the signature seal of approval from the Ideal Home Show, awarded to brands who are recognised for their high-quality products, services and business ethics.

The Ideal Home Show Approved endorsement gives your customers confidence and assurance, knowing they are purchasing products from an Approved partner, and therefore a trusted brand.





## HOW TO BECOME AN IDEAL HOME SHOW APPROVED PARTNER

## Submit your application

Send an email to

approved@idealhomeshow.com

and one of the team

will contact you.

# Tell us more about your brand / product / service

Provide evidence of trustworthy expertise, quality products and a proven track record of sustainability. Evidence should include customer testimonials, awards and certifications, business policies and company values. The team will approve brands and products that align with the Ideal Home Show ethos.

## I'm Approved – what next?

Great news, you will receive
the Ideal Home Show Approved
licence and logo, and can
start promoting your product
endorsement.

How and where you can use your IHS Approved Logo and License:	£8,000
One year validity	•
TV advertising	•
Radio advertising	•
Out-of-home advertising (billboards, events etc)	•
Website logo (use the endorsement across all website pages)	•
Social activity (YouTube, Videos, Facebook, Vimeo, and more)	•
Branding on packaging	•
Branding in showrooms and retail stores	•
Print collateral (leaflets & flyers)	•

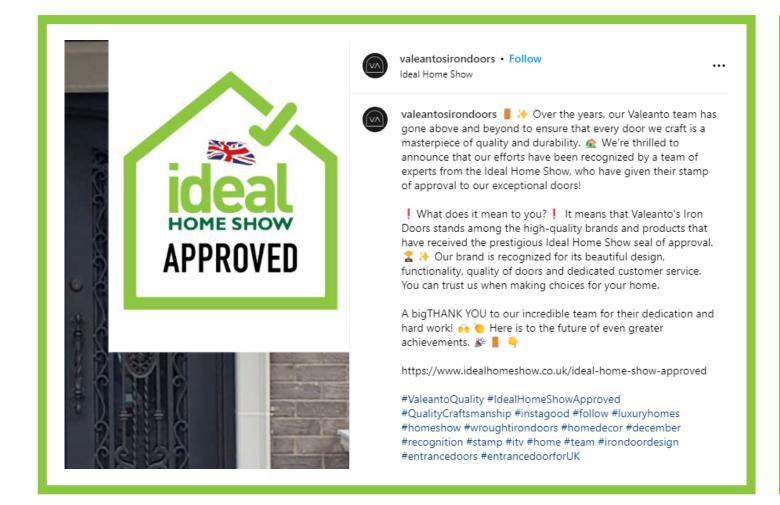
#### Plus, you'll receive -

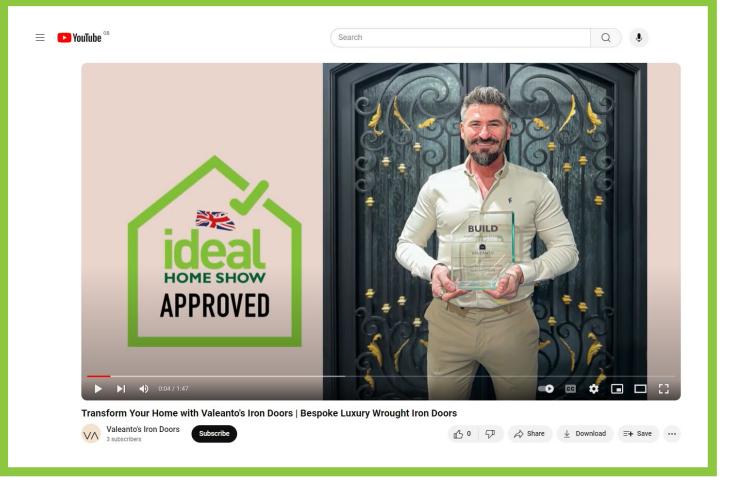
3x promoted posts across Ideal Home Show social channels	•
The Ideal Home Show will actively promote your products to our loyal audience at our three flagship events – IHS Spring, IHS Scotland & IHS Christmas	•
Reviews displayed on Ideal Home Show Approved website page for 1 year	•
1 full page ad in Good Homes Magazine	•



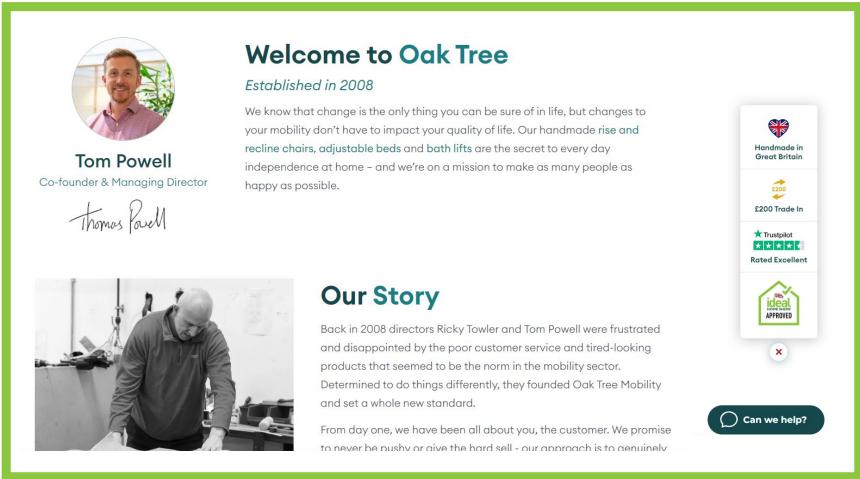


#### **Social Posts**





#### Websites







#### **Hydropool**



#### **Testimonials**

"We have been exhibiting at the Ideal Home Show for 25 years and are absolutely thrilled to receive their stamp of approval! This prestigious accolade reaffirms our commitment to delivering the highest quality products and innovative solutions for our customers. Being acknowledged by such a respected institution is a testament to the creativity, design and detail that goes

into every one of our selfcleaning hot tubs and swim spas. We're proud to be associated with a brand that stands for excellence in home and garden improvement, and are thrilled to be recognised as an Ideal Home Show Approved brand"

Simon Chaney, General Manager, Hydropool UK Ltd



If you'd like your brand to be considered for the Ideal Home Show Approved endorsement, please email:

conor.tallon@m10group.co.uk

or

amy.bellett@m10group.co.uk