

Take a slice of the
£1.5 billion our
audience spend!

THE NATIONAL
**HOMEBUILDING
& RENOVATING**
 **SHOW**
NEC, BIRMINGHAM
29 MARCH - 1 APRIL 2012



www.homebuildingshow.co.uk

Take a slice of the **£1.5 billion** our audience spend!

Attending The National Homebuilding & Renovating Show is your opportunity to meet over 30,000 self builders and major renovators, who will be spending £1.5 billion in the next 12 months.

This knowledge hungry audience of early adopters will generate a pipeline of business to give you short, medium and long term returns on investment, whilst maximising your selling time.

Our audience come to the show to source home building products and learn from the technical experts who produce them. Nowhere in the UK will you see so many people with completed house plans in one place!

A TRUSTED BRAND

The Homebuilding & Renovating Shows have been established since 1992 and are renowned as the market leader in this field.

So if your business targets people building or renovating their own homes then there is one place that you really should be doing business. We have events throughout the country and can offer exhibiting packages to suit all budgets.



OVER

30,000

SELF BUILDERS
& MAJOR RENOVATORS



SPENDING

£1.5 billion

IN THE NEXT 12 MONTHS

Who visits the show?

The Homebuilding & Renovating Show attracts a dedicated audience of self-builders and major renovators who have active or imminent projects and are ready to do business.

81%

of visitors will spend significant budgets with our exhibitors as a result of their visit to the show

75%

of visitors are self-builders or major renovators

Visitors expect to spend an estimated

£1.5 billion

on their project in the next 12 months



TRADE AUDIENCE

We also attract a large trade audience of builders, architects and property developers during our trade day.

The show also brings an audience of minor renovators, home improvers and people who are planning future projects. They are affluent visitors with an average income of over £49,500

78%

already have a project under way or will within 12 months

85%


do not visit any other show

91%

specify their own products and are the decision maker

AVERAGE SPEND IN THE NEXT 12 MONTHS, PER VISITOR, BY PROJECT:

Self Build			£170,374
Renovation			£76,068
Restoration			£105,893
Conversion			£99,792
Extension			£74,533



“ In terms of leads it is the most successful and cost effective form of marketing we do.

**VIKKI BRUCE,
CRAIG'S ECO
CONSTRUCTION LTD**

“ The stand was inundated with quality visitors and at several points people were waiting to be seen.

**LYNDA TAYLOR,
DILIGENCE INTERNATIONAL**

Why they attend

Visitors not only attend the show to specify and source products/services from the exhibiting companies but also for the wealth of information and advice on offer through our stimulating features, demonstrations, talks and master classes. If you would like to get involved in any of our show features then contact the sales team.

Our knowledge hungry audience are attracted to the show by a range of interactive features, including:

- **Seminars** Four stages deliver 128 practical learning sessions that educate and inspire the audience. The theatre programmes are developed and delivered by Homebuilding & Renovating magazine, DIY Doctor, CEDIA, Coventry Building Workshop and leading exhibiting companies.
- **One-to-one Advice** Free appointments with independent expert advisors at our Advice Centre. Visitors can talk to specialists experts from Homebuilding & Renovating magazine and leading industry associations including RIBA, RICS, ASBA, CIAT and KBSA.
- **Structural Building Examples** Lifesize examples of SIPS / Oak / Timber Frames being constructed within the show. In 2011 both Oakwrights and Border Oak built full size show houses at the NEC.
- **Architects Wall** Profiling a wide range of building projects, plans and real life examples to inspire.
- **Period Property Pavilion** by Period Living magazine Content, advice and practical tips from our expert advisors and exhibitors
- **Landscaping Ideas** Demonstrating how to complete the outdoor space to create the perfect home.





PR coverage includes: magazines, newspaper ads, radio, poster campaigns, leaflet dispensers & much more



How we deliver the audience

To ensure that we attract both quality and quantity of visitors, our marketing campaign is strategically planned. In 2011 the marketing campaign generated 142million opportunities to see, 32,708 visitors and 500,000 unique users to www.homebuildingshow.co.uk

Visitors were attracted by a comprehensive marketing campaign that includes the following:

In House Brands

	Circulation
• Homebuilding & Renovating magazine	40,000
• Real Homes magazine	62,000
• Period Living magazine	70,000
• Websites	2,736,000
• Plotfinder	303,000

Regional Press

We run a comprehensive advertising campaign, targeting major regional titles within a 2 hour drive time of the NEC, including:

- Birmingham Mail
- Birmingham Post
- Coventry Telegraph
- Wolverhampton Express & Star
- Nottingham Evening Post
- Leicester Mercury
- Derby Telegraph
- Oxford Mail

Radio

To increase awareness we run advertising campaigns on:

- Heart FM
- Smooth Radio

On-line

- Planning Portal
- Midlands Online Package
- Pickupaproperty.co.uk
- Comprehensive google adwords campaign
- Homepro

Partnerships

Our marketing team work extremely hard to create meaningful partnerships that increase the exposure of the event. In the past year these have included Screwfix, Homebase, RIBA and many leading industry associations.

Direct mail

We pride ourselves on the quality and relevance of our data, targeting Homebuilding & Renovating magazine and subscribers, Plotfinder users and previous show attendees. Our internal data is supplemented with planning permission lists and home movers.

PR Campaign

Our 12 month PR campaign promotes the event and all exhibitors to a variety of media from national to local and radio, online and print.

Trade Press

Our above the line campaign is supplemented by a trade campaign targeting small / medium builders, architects and property developers. Titles include:

- Housebuilder
- Federation of Master Builders
- National Federation of Builders
- RIBA
- CIAT members



Sponsorship & marketing opportunities

The National Homebuilding & Renovating Show is no ordinary exhibition. It is a home builder's paradise and the UK's largest self-build and renovating event that provides an excellent marketing platform.

We are able to create bespoke partnership packages based around the following areas of the show:

Event Partner

From £25,000

Event partnership is an opportunity to align your brand with The National Homebuilding & Renovating Show and to benefit from the extensive marketing campaign surrounding the event. This opportunity is limited to a maximum of two commercial companies.

Additional Sponsorship Options

Floor Tiles - £2,000 for 10 1/2sqm tiles Increase the visibility of your brand by cutting floor tiles into the exhibition carpet and creating a walkway to your stand. Cost includes production and fitting (design supplied by sponsor.)

Hanging Banners - £2,000 (excluding banner production)

A hanging banner over your stand will increase your visibility and brand awareness at the event. Price includes all rigging costs.

Exhibitor Drinks Reception - £10,000 This is held on the Thursday night of the exhibition and is an opportunity to promote your brand to over 500 exhibitors.

Seating Area Sponsorship - £5,000 per site Full sponsorship of the high-traffic seating areas around the show, this includes, opportunity to display pop-up stands, branded materials, brochure racks, competitions and promo staff.

For alternative bespoke packages call us on 01527 834405





Be part of the UK's biggest & best self build and renovation event with quality exhibitors which are relevant to our visitors projects. To make sure you don't miss out contact us NOW! Call to discuss your stand requirements.

AREAS OF INTEREST INCLUDE:

- » BATHROOMS
- » BRICKS, BLOCKS & CLADDING
- » DOORS
- » WINDOWS & CONSERVATORIES
- » DRAINAGE & PLUMBING
- » ECOLOGICAL PRODUCTS & SERVICES
- » FLOORING & FLOOR STRUCTURE
- » GARDENS & LEISURE
- » HEATING & VENTILATION
- » INSULATION & DAMP PROOFING
- » INTERNAL DÉCOR & FINISHES
- » KITCHENS
- » LIGHTING & ELECTRICAL
- » MERCHANTS
- » TOOLS & EQUIPMENT
- » MOVING & TEMPORARY
- » LIVING SOLUTIONS
- » PROFESSIONAL SERVICES
- » ROOFING
- » SMART HOMES & SECURITY
- » SPECIALIST CRAFTS & RESTORATION
- » STAIRS & STAIRPARTS
- » SUBSTRUCTURE & FOUNDATIONS
- » ARCHITECTURAL DESIGN SERVICES
- » BASEMENTS
- » BOILERS
- » CONTRACTORS/TRADEPEOPLE
- » RAINWATER GOOD
- » HOME AUTOMATION
- » RENEWABLE INDUSTRIES
- » SECURITY
- » FINANCE, INSURANCE & MORTGAGES
- » TIMBER FRAME & STRUCTURAL

EXHIBITING COSTS

Space £355 per sqm
Shell £410 per sqm

CONTACT

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Bromsgrove, B60 3EX.



Magazine advertising
Gill Grimshaw
T: 01527 834427
E: gill.grimshaw@centaur.co.uk

Online advertising
Jackie Sanders
T: 01527 834426
E: jackie.sanders@centaur.co.uk

Homebuilding & Renovating also run regionally across the country targeting major conurbations around the UK. www.homebuildingshow.co.uk



Associated events:

