

**HOMEBUILDING  
& RENOVATING**  
**SHOW**  
**HARROGATE**  
2-4 NOVEMBER 2012

*The North of England's biggest  
and best self-build & renovation event.*

**DELIVERING QUALITY LEADS. WITH SERIOUS PROJECTS.**

# Delivering quality leads. With serious projects.

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The Northern Homebuilding & Renovating Show is the place to be to meet serious prospects with serious projects. Whether you are a manufacturer, supplier or distributor in the homebuilding and renovating industry, this show is essential for your business.

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If you are looking to attract active build, renovation, conversion or home improvement leads then this show is proven to deliver year after year. No other show delivers this blend of industry experts, educational seminars and master classes, show features and interactive demonstrations allowing visitors not only the chance to source new products and services but to gain the knowledge to tackle their projects with confidence.

**Homebuilding & Renovating Show**, launched in 1991, has established itself as the premier showcase event for the core self building/renovating public audience. The show caters for all areas of homebuilding from bricks, timber frames and structural system to heating, flooring, doors and cladding. It also includes the growing importance of ecological products/services along with energy efficiencies and sustainability.

Its uniqueness lies in the Show's absolute focus on technical excellence, ensuring that visitors can not only source building products across the whole spectrum but can also solicit expert advice and information, often on a one-to-one basis.

## Features include:

- ✔ Comprehensive seminar programme
- ✔ Indepth masterclass programme
- ✔ Ask the Experts area



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Image taken at The National Homebuilding & Renovating Show, NEC, Birmingham

# Meet the right audience, at the right place, at the right time.

The Homebuilding & Renovating Show at the Harrogate International Centre runs over three days and attracts a high class mixture of general public, trade professionals and members of the press.

To ensure that we attract the quality and quantity of consumers that you would like to meet our marketing campaign is strategically planned to use a creative mix of media. Along with the promotional support from our partners **Homebuilding & Renovating Magazine**, **Plotfinder**, **Period Living Magazine** and **Real Homes Magazine**, the campaign includes specialist, national and regional press, new media, direct mail, radio, posters, leafleting and PR.



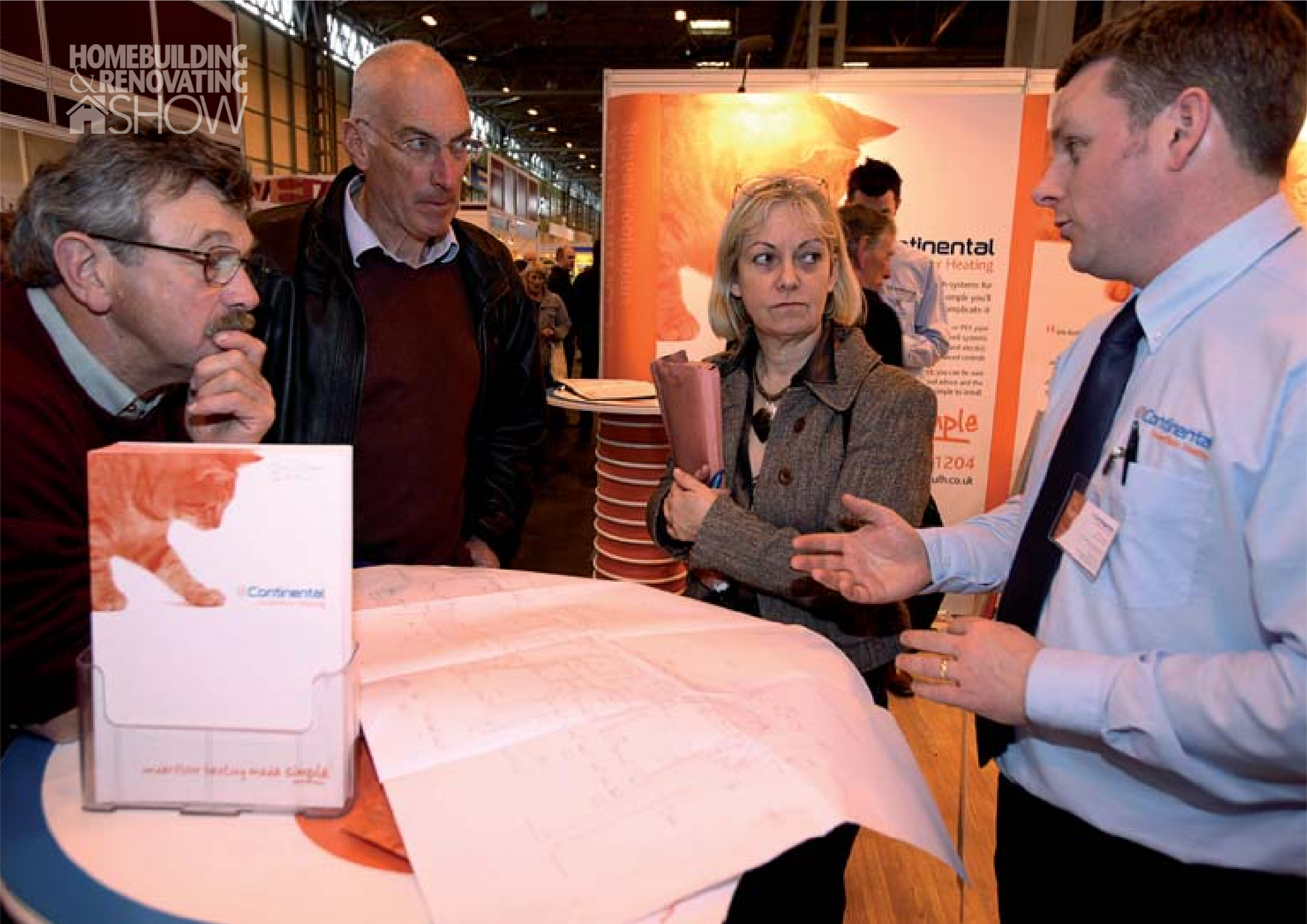
## Who visits the show?

- 30% are building their own home
- 66% are renovating or improving
- 77% already have a project under way or will within 12 months
- 91% specify their own products and are the decision makers
- 85% do not visit any other show
- 77% ABC +1

## What's in it for you?

- Target serious people with live building and renovation projects
- By spending just three days out of the office you can ensure leads for the rest of the year
- Meet both consumer and trade visitors face-to-face
- Build brand awareness
- Grow your customer database
- Launch new products
- Benefit from a comprehensive marketing & PR campaign

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# Serious about Homebuilding and Renovating

The Northern Homebuilding and Renovating Show covers four halls of the HIC, Harrogate. Located centrally within the north of England it provides excellent access from all parts of the region.



The show covers the complete range of products and services for any homebuilding, renovating or improvement project.  
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 Systems

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HOME BUILDING  
& RENOVATING  
SHOW





# BE PART OF THE NORTH'S BIGGEST AND BEST SELF BUILD AND RENOVATION EVENT.

To make sure you don't miss out contact us NOW!  
Call now to discuss your stand requirements

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Homebuilding & Renovating also run regionally across the country targeting major conurbations around:



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