

TOP TIPS FOR EXHIBITING

CHOOSE THE RIGHT EXHIBITION

Ensure that it attracts the consumers you want to meet in the quantities every business needs. The Ideal Home Show is audited (www.abc.org.uk) and our visitor profile is determined using www.zinginsights.com giving you complete transparency. Delivering over 240,000 visitors makes this event the biggest and busiest consumer exhibition in the UK.

TRUST THE ORGANISER

Media 10 is the fastest growing and biggest independently owned events company making us the number 1 organiser in the events industry. A multi-award winning company with a wealth of experience that delivers what it sets out to achieve.

ASK TO SEE THE EXHIBITION MARKETING PLAN

To make sure it is going to attract your customers. We invest heavily in a fully comprehensive marketing campaign that delivers the right buying audience in ground-breaking numbers.

BOOK EARLY TO BENEFIT FROM THE BEST STAND POSITIONS

and the full marketing campaign. We do not charge extra for premium stands and offer a marketing package to support pre show and on-site sales.

SET MEASURABLE OBJECTIVES AND DESIGN YOUR STAND TO MEET THEM

We are the only exhibition organiser that employs a stand design company to help you make the most of your space and ultimately increase sales.

EIGHTY PER CENT OF THE SUCCESS OF YOUR STAND IS DOWN TO YOUR STAFF

so train them as the experts and make sure they look professional. Demonstrations and engagement are a significant and valuable brand property of the Ideal Home Show and this provides customers with a reason to buy.

RECORD AND CLASSIFY ALL YOUR LEADS

Don't rely on customers to keep leaflets and get back in touch with you. With an average daily footfall of 15,000 we offer you the most cost-effective way of marketing so maximise on this and collect data by offering competition prizes.

LOOK YOUR BEST

Don't use a mobile, eat on the stand, sit down, have your back to the aisle, have a messy stand or have cheap tacky giveaways. Make the most of this 17 day show and interact with over 240,000 potential customers.