



Where **smart design & inspiration drive business**

Kitchens
Bedrooms
Bathrooms
Heating & Plumbing
Tiling & Surfaces



4th-7th March 2012
NEC Birmingham, UK
www.kbb.co.uk

Welcome

kbb Birmingham 2012 takes place at the heart of the nation, welcoming the kitchen, bedroom and bathroom sectors, delivering smart design and inspiration – a unique route to market.

Welcoming over 16,000* attendees in 2010, this unrivalled platform caters specifically for the demands of the following sectors:

Retail
Contract
Commercial
Residential
Public Sector

kbb Birmingham attracts:

Buyers
Designers
Architects
Specifiers
Installers
Contractors

As exhibition organisers who are passionate about your industry, we have designed a professional event driving knowledge, smart design and inspiration to all disciplines within the kbb sector.

We see the changing roles of the kitchen, bathroom and bedroom continue to challenge how these areas are designed and delivered. This event will offer a complete array of knowledge, inspiration and smart design solutions for the industry's business challenges.

Exhibit and cement your company as part of the established brand that is kbb Birmingham 2012.

* 16,109 Total visitor attendance.

Why exhibit?

OVER

4,700

VISITORS IN 2010
WORKED WITHIN
THE RETAIL
SECTOR

kbb Birmingham

is perfectly positioned within the key buying period, THE destination for the largest gathering of the UK buying market to source and do business.

kbb Birmingham

is located at the heart of the country with a truly national reach - the perfect platform to display your products to a prime audience ready to buy.

OVER

660

TOP
MERCHANTS
ATTENDED
IN 2010

TOTAL VISITOR
ATTENDANCE:

16,109*

kbb Birmingham

places your brand alongside the industry's key players - a unique opportunity to raise your profile within the marketplace.

kbb Birmingham

has unrivalled access to an architectural audience through working with our sister publications, BD, Building, Property Week and Barbour ABI.

OVER

3,500

VISITORS IN 2010
WORKED WITHIN
THE CONTRACT
SECTOR

New for 2012

At **kbb Birmingham 2012** we invite our audience to be inspired, innovated and educated by our NEW business enhancing feature areas. Exclusive to kbb Birmingham, you can be part of these uniquely designed environments.

At the heart of the unexpected...

Designed to invigorate and inspire, our buyers will experience international applications and the influences of modern day life on the kitchen, bedroom and bathroom, through a series of feature areas that will explore the changing and varied roles of these fundamental elements of the home.

Engine Room - Heating and Plumbing zone

Heating and plumbing form the main arteries of the kitchen and bathroom. From the kitchen to the utility room, heating, environmental and ecological controls play a pivotal role in modern day life. The Engine Room, perfectly positioned to form the connecting valve between the kitchen and bathroom halls, will demonstrate the very latest products and component innovation within the heating and plumbing industry.



Heart of the home

The role of the kitchen is changing. This functional area is becoming more of a place for socialising, entertaining and relaxing. At this new feature, visitors will see how clever design can still be functional.



Heart of relaxation

Six companies will be challenged to create the ultimate in bathroom luxury. See how you can be part of this challenge and create the ultimate sanctuary.

Contract Spaces – The Future of contract Bathroom & Kitchens

kbb 2012 takes a look into the future of the kbb contract sector with a series of future-proof kitchen and bathroom installations designed by the UK's most forward thinking developers.



Tiles by the unexpected...

Tiles cannot only create masterpieces in the kitchen and bathroom, they have taken the centre stage within a multitude of installations including hotel entrances and bars, office receptions and residential property entrances.

Leading designers will demonstrate the diversity of the tile and create a signature mosaic which will be displayed at kbb Birmingham and auctioned for WaterAid.

CPD Seminar Theatre

Are you CPD accredited or want to be? We are offering a limited number of exhibitors the opportunity to have their presentations CPD accredited and present to our key audience during the event. This is a unique route to our influential audience, providing them with vital business knowledge, on a personal level.

Help maximise your return on investment and be a part of these unique show features. Contact a member of the sales team for more information:

+44 (0)207 921 8005



lysium
NOVELLINI ITALIAN DESIGN

Welcoming the entire spectrum of kbb contract and retail buyers

**Architectural Practice/
Contractor/Developer
Housebuilder 11%**

Consultancy/PR Agency 2%

Department Store 1%

DIY Retailer 3%

Merchant 4%

Heating & Plumbing Installer 2%

**Independent/Multiple
Group Retailer 26%**

Interior Design Company 9%

Local Authority/Property Management 1%

Manufacturer/Supplier 22%

Restaurant/Bars/Hotels/Leisure 1%

Tile Fixer 1%

Wholesaler/Distributor/Importer 8%

Key:

■ Contract Sector

■ Retail Sector

2010 Visitors - Contract Sector

Arup
BBC Worldwide
BCG
Bellway Homes (NE)
Berkeley Homes
Birmingham Airport
Birmingham City Council
Bowden Homes
British Gas
Buildbase
Comfy
Crest Nicholson
Grafton GB
Graham
Jewson Ltd
Lovell

NHS
Plumbase
Princess Yachts International
PTS
Quay West
Radisson Edwardian Hotels
Redrow Group PLC
Savilles
The British Embassy Bangkok
Travis Perkins
Welsh Assembly Government
Wickes
Willerby Holiday Homes
Wolseley UK

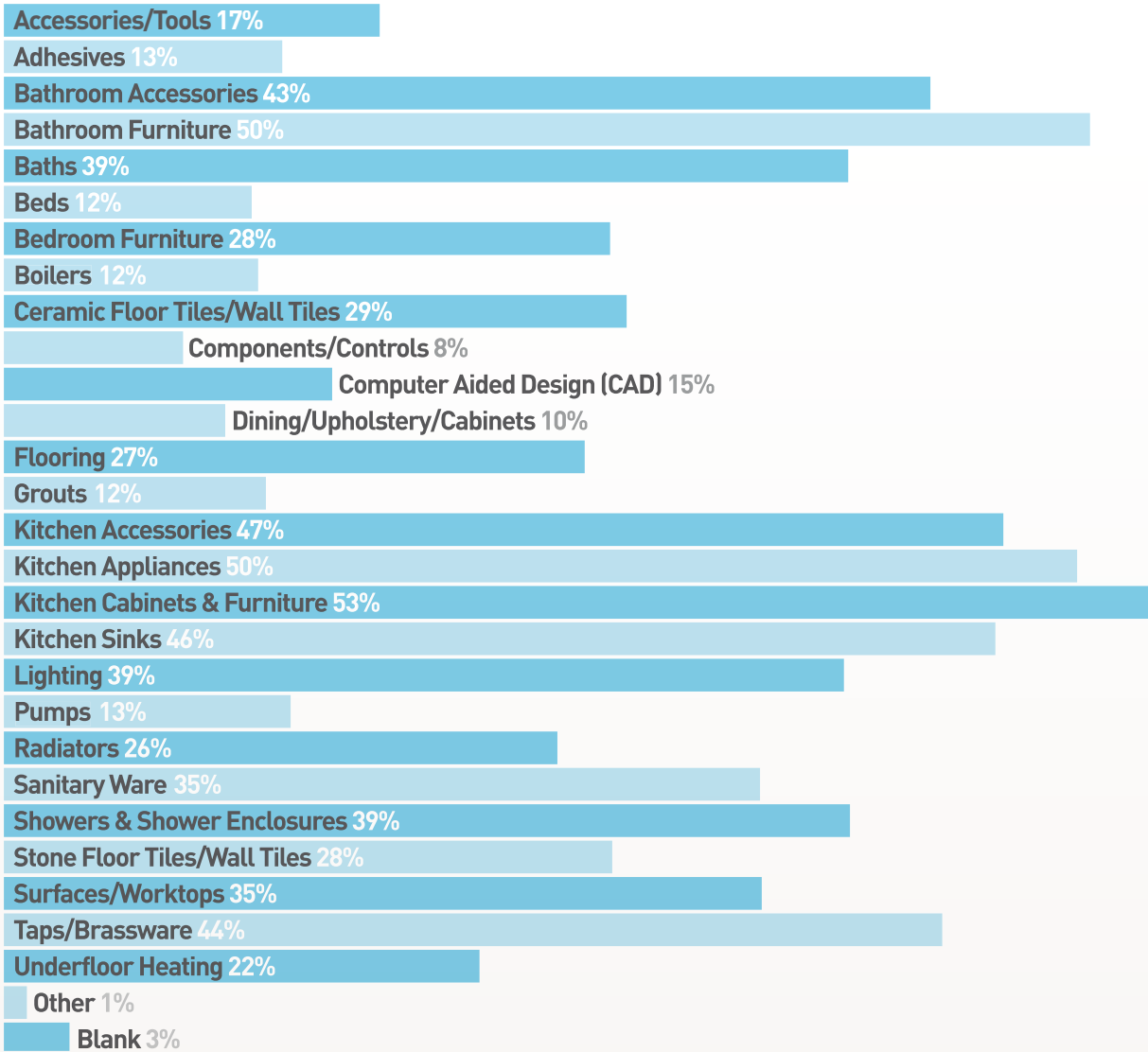
2010 Visitors - Retail Sector

Abacus Kitchens
Argos
Atlas Bathrooms
B&Q
Bathroom Centre
Bathstore
Boundary Bathrooms
British Bathroom Centre
Burge and Gunson
Cambridgeshire Bathrooms
City Plumbing Supplies
Colourwash
CP Hart
Creative Interiors
Daman of Witham Ltd
Debenhams
Dewhurst Kitchens

Dolphin Bathrooms
Everest Kitchens
Evitavonni
Fired Earth
Focus
Harveys
Homebase
John Lewis
Johnson Tiles
Kingfisher PLC
M&S
Magnet
Tesco
The Bathroom Studio
Trago Mills
Wickes

2010 visitor profile

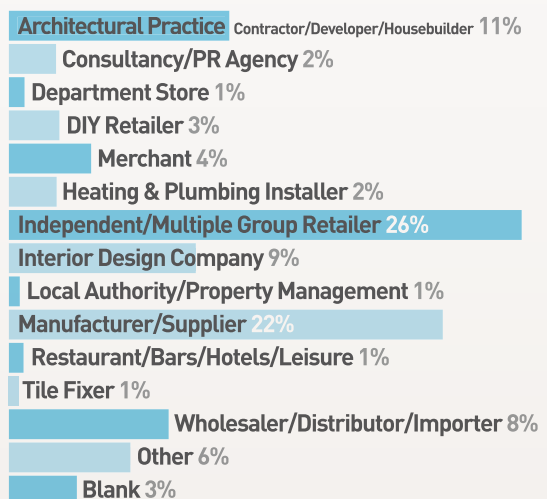
Areas of Product Interest*



Sectors Work Within*



Primary Company Activity



* Multiple responses

Information

about kbb Birmingham 2012

Return on investment

Exhibiting at kbb Birmingham represents outstanding value for money and provides the ultimate return on investment. Whatever your marketing budget, bespoke packages can be tailor-made to suit your specific needs.

Exhibiting rates

Space only: £177 per sqm

Shell scheme: £253 per sqm

Additional costs

Digital: £450*

Stand audit: £162**

Insurance: £232***

Please note that all stand prices are exclusive of VAT. *Digital registration fee: The digital registration fee is a compulsory fee which allows us to support your presence at the show with website coverage, through uploading logos, images, sales brochures and press releases. **Stand Audit fee: This is a compulsory charge for exhibitors who are building their own stand. This charge covers the local council audit charges who survey all space only stands onsite so that all stands comply with health and safety standards. *** Insurance fee breakdown: £73.50 insurance cost (including premium tax of 5%) plus £158.50 insurance processing fee.

Sponsorship

Sponsorship opportunities available at kbb Birmingham 2012 will allow you to enhance your presence and target those at the forefront of the kbb sectors. Bespoke packages can be tailored to your specific needs guaranteeing measurable return on investment. For more information or to secure your stand please contact a member of the team.

Additional exposure

As an exhibitor at kbb Birmingham 2012, you will benefit from our dedicated in house Marketing and PR teams, working in partnership with leading industry associations and publications ensuring maximum exposure and coverage for your brand.

The 2010 event executed a marketing plan to a database of over 75,000 key industry contacts, through direct mail and email campaigns.

Through securing editorial both on and offline, kbb Birmingham 2010 received coverage within key trade press, totalling over 2,900,000 page impressions.

64%

OF VISITORS IN 2010 INTENDED TO MAKE A PURCHASE WITHIN 2-3 MONTHS

54%

OF VISITORS IN 2010 WERE LOOKING TO PURCHASE MID-UPPER TO TOP-END PRODUCTS



kbb News delivers the very latest kitchen, bedroom and bathroom business news and product information via a website and weekly newsletter.

The kbb News website generates an average of over 40,000 page views per month and the kbb News update newsletter lands in the inbox of almost 18,000 key decision makers each week. As an exhibitor you will benefit from the additional exposure kbb News will bring to your brand.

For more information visit www.kbb.co.uk/news

For more information or to book your stand, please contact:

Paul Cox, Sales Manager

Tel: +44 (0)20 7921 8005

Email: paul.cox@ubm.com

Jon Johnston, Sales Director

Tel: +44 (0)20 7921 8677

Email: jon.johnston@ubm.com

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