



INTERIORSUK
UNIVERSITY

NEC BIRMINGHAM 22 – 25 JANUARY 2012
WWW.INTERIORSUK.COM

A unique gathering of the furniture and interiors industry

With over 600 exhibitors and 26,500 visitors in 2011, INTERIORS UK is the definitive interiors event for people passionate about design and sourcing great products.

INTERIORS UK is where retailers, architects, contract specifiers and interior designers seek out the latest styles, products and designs that push boundaries, enhance lifestyles and transform environments.

The UK furniture and interiors industry is worth £8.3 billion* and comes together to celebrate superb design and skilled craftsmanship at INTERIORS UK.

THE UNIQUE APPEAL OF INTERIORS UK

- Exclusively for the furniture, lifestyle and design industry – the most important platform for launching new products and securing new orders
- An unparalleled networking and business opportunity – the definitive UK trade interiors show that attracts a diverse cross section of leading national and international buyers
- The gateway to the UK retail and contract markets. The largest gathering of UK independent retailers, top buyers from multiples and over 6,500 contract buyers
- An enviable reputation – celebrating all that is great about the industry for over 25 years
- The place where inspiration is born. The opportunity to launch an iconic product or the next big thing.





FOCUSED ON BUSINESS

INTERIORS UK has a reputation as THE one annual opportunity for buyers to see, feel and touch all that is new, place orders and do great business.

INTERIORS UK DELIVERS

- New products, trends, innovations and the ideas that drive business growth
- The perfect sourcing platform for retailers, contract buyers, interior designers, property developers and architects
- Targeted sections focusing on seven key areas so it's easier to connect buyers with the right suppliers and generate more business.



GROWTH AND INNOVATION

INTERIORS UK supports new talent and invests in the future:

- Our New Design Britain Awards are one of the most important competitions in the UK for young design talent that encourages investment in the industry's future
- The Global Color Research Trends Project identifies the colour and trend predictions that will be crucial to commercial success
- Seminars delivered by leading experts focus on the issues that matter to the industry, from e-commerce trends to sustainability
- Thought-provoking installations and showcases from guest designers demonstrate the power of design and drive debate about the future.



*British Furniture Confederation

UNPARALLELED EXPOSURE

Organised by the experienced and creative team at UBM, INTERIORS UK draws together the people and press who matter to your business.

- Targeted pre-event marketing to a database of over 100,000 key trade contacts including retailers, architects, interior designers, property developers, buyers, specifiers & more

The UK furniture and interiors industry is worth £8.3 billion each year*

- Promoted in key industry titles to a readership of over 1,000,000
- Publicised to a database of over 300 titles covering national, international, trade and consumer publications
- A website that attracts over 1,000,000 page views and 165,000 unique visitors
- Key trade and consumer press attend and report at the show including; Ideal Home, House & Garden, Elle Deco, House Beautiful and key trade publications including Furniture News, Cabinet Maker, Interiors Monthly, idfx plus many others.



VISITORS TO INTERIORS UK BY COMPANY ACTIVITY

Agent	664
Architectural Practice	307
Buying Group	394
Design Consultancy/Fit-Out	588
Electrical Contractor	194
Garden Centre	166
Hotelier/Restaurant/Leisure	610
Interior Design	3,836
Lighting Designer	214
Manufacturer/Supplier	3,059
Other	1,196
Property Developer	1,478
Property Services/Facilities Management	212
Public Sector/Local Authority	107
Retailer – Independent	8,193
Retailer – Flooring	462
Retailer – Multiple	1,079
Retailer – Online	896
Retailer – Tile	62
Wholesaler/Distributor	1,081

Visitors by industry/business/sector, ABC profile 2011



WHAT INTERIORS UK VISITORS ARE LOOKING FOR

Beds and Bedroom Furniture	22,981
Cabinets	6,811
Children's Furniture	5,165
Dining Room Furniture	12,047
Fabric	6,240
Furnishing Accessories	9,565
Home Office Furniture	6,545
Lighting	10,387
Occasional Furniture	12,119
Other	571
Outdoor Furniture & Accessories	5,514
Rugs & Floor Coverings	21,176
Soft Furnishings	9,045
Upholstery	9,144
Wall Coverings	5,246

Primary areas of product interest, ABC profile 2011
Multiple responses

Cover image credits

Bed by Yola Gray (yologray.com), Alaska chair by Cattelan (harrods.com) (cattelanitalia.com), Atolla 237 lamp by Oluce (londonlighting.co.uk) (oluce.com), Portable i-pod dock by Bose (bose.co.uk), White leather handbag by Few & Far (fewandfar.net), Concrete figurine by Kathy Dalwood (mintshop.co.uk) (kathydalwood.com), Union Jack throw by S&AG (07973 671118), Photographer: Adrian Briscoe, Stylist: Suzanne Stankus

VISITORS LOVE INTERIORS UK

85%

Consider INTERIORS UK to be an important and business-focused event*

*Post-show research, Fusion Communications March 2011

KEY BUYERS AT INTERIORS UK 2011

Interior Designers

Rock Galpin
Studio
Shaun Clarkson
ID
Foumation
Naomi Cleaver
Adrienne Chinn
Tessuto Design
Hill House
Interiors

Independent Retailers

Fishpools
Lee Longlands
Arighi Bianchi
Barker & Stonehouse
Wesley Barrell
Fludes
Clement
Joscelyne

Multiple Retailers

And So To Bed
Feather and Black
Furniture Village
Debenhams
Sainsburys
Selfridges
Homebase
John Lewis
DFS

Property Developers

Barratt Homes
David Wilson
Homes
Persimmon
Taylor Wimpey
Cyril Sweet
Chaplin Homes

Organised by



UBM
Build Environment

INTERNATIONAL

DESIGN
ELEGANCE

UNIVERSITY



Showcasing the very best in modern, luxurious and opulent design – from coveted household names to rising stars

INTERIORS UK attracts an audience of modern retailers, architects and interior designers who descend en masse on Hall 1 to source stunning, exclusive products, beautifully designed and expertly crafted with the most exquisite materials.

Visitors come to source glamorous, bespoke and unique products that will enrich high-end residential and commercial schemes

This is where innovative and luxurious design meets expert craftsmanship. Visitors come to source the glamorous, the bespoke and the unique products that will enrich a retail range and high-end residential and commercial schemes. The 2012 event will have a sumptuous Champagne Bar located in Hall 1. Another reason – if one were needed – for visitors to spend time here and drink in the latest trends and styles in high end luxury.

Exhibitors in Hall 1 include: Duresta Upholstery, Ercol Furniture, Content by Conran, John Sankey and Henderson Russell.



INTERNATIONAL

FABRIC

UNUSUAL LIKE US



Exquisite, innovative and inspirational fabrics that transform any room, space or furniture into something stunning

Over 6,000 visitors came to INTERIORS UK 2011 with a primary interest in fabrics*. The Fabric Pavilion is where designers, retailers, manufacturers and contract buyers expect to be excited and inspired by the latest colours, textures and trends to enhance retail offerings and projects.

EXCLUSIVELY AT INTERIORS UK 2012

Branded and designed to showcase everything that's fantastic about fabric, the Fabric Pavilion at INTERIORS UK 2012 will also have at its heart a stunning Champagne Bar – dressed by a signature designer – making it a destination to linger at for all visitors.

Capitalise on the enhanced appeal of the Fabric Pavilion in 2012 with our new stand packages

designed specifically for fabric exhibitors. Limited to an exclusive dozen exhibitors, 4m high display walls, feature lighting and bespoke build allow you to create a tactile, stunning environment to showcase and celebrate the beauty of fabric.

Book early: these 12 exclusive display areas will be allocated on a first come, first served basis.

MARKETING FOCUS

A targeted and integrated marketing campaign will drive visitors to the Fabric Pavilion in 2012. We know that visitors are actively seeking out the latest fabric collections. Don't miss out on this amazing opportunity to inspire visitors with the season's new launches or astonish with your full product range.

"INTERIORS UK 2011 gave Jim Dickens an ideal platform in which to meet customers, attracted home grown clientele as well as interest from international buyers and provided our brand with an suitable launch pad to showcase our full portfolio of fabrics."

David Lawton,
Jim Dickens



*Stated as the Primary product interest by 6,240 visitors, ABC profile 2011

A modern living room interior. In the center is a grey fabric sofa with two striped pillows. To the left is a wooden chair with a curved back. In front of the sofa is a dark wood coffee table with a glass top. To the right of the coffee table are two vases, one white and one green. A large, dome-shaped pendant light with a wooden slat design hangs from the ceiling. The background wall is a mix of grey and wood paneling.

INTERIORS

CONTEMPORARY DESIGN

UNUSUAL

Clean lines, bold colours and innovative materials

WHERE CONTRACT BUYERS AND THE HIGH STREET COME TO YOU

Our unique event connects you with over 26,500* retailers and contract buyers who are serious about design and who have the buying power, authority and budgets to match. The event draws the biggest names in the industry, from [Heals to House of Fraser](#), from [Arighi Bianchi to Barker and Stonehouse](#), from [Rock Galpin Studio to Adrienne Chinn Design](#). International companies find INTERIORS UK an excellent opportunity to establish themselves in the UK high street.

Hall 2 sees an eclectic mix of the latest collections from international contemporary designers. Influences and ideas that are shaping contemporary living will inspire retailers, designers and architects seeking the hip, the avant garde and the now.

LIFESTYLE AND TRENDS

Visitors will be drawn to Hall 2 to discover the latest colour trend predictions with Global Color Research-Mix Publications, to see how the latest design thinking can connect retailers and manufacturers, and to discover up and coming young talent with the New Design Britain Awards. With inspiring designs, ideas and people, Hall 2 energizes buyers, creating a unique environment and business opportunity.



WHAT INTERIORS UK VISITORS ARE LOOKING FOR

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Primary areas of product interest, ABC profile 2011
*Based on attendees to Interiors 2011



INTERIOR DESIGN

FLOORING

UNUSUAL

Great flooring makes a space flow. It creates mood, enhances atmosphere and pulls together an entire room

INTERIORS UK 2012 will showcase beautiful handmade carpets and rugs, elegant vinyl tiles and stunning, natural wood and stone. Located along the main thoroughfare of Hall 2 it will attract a high footfall.

A significant number of visitors in 2011 were primarily interested in flooring products. The flooring hall at INTERIORS UK is the only time you will find the whole spectrum of buyers, including contract specifiers and retailers specific to flooring, represented under one roof.

PRIMARY AREAS OF INTEREST*

Flooring tiles	4,586
Flooring laminates	4,103
Carpets	5,546
Rugs	6,695

A KEY COMPONENT

Attracting retailers, interior designers, flooring companies, industry professionals and buyers, Hall 2 at INTERIORS UK 2012 is the perfect opportunity for business. Flooring is now an integral component of interior design. Classic styles and the latest cutting edge trends can be displayed with the opportunity for buyers to see, touch and be inspired by the latest in flooring design.

As part of our commitment to showcase the very best in contemporary flooring design, the Barjis Rug Design Competition – part of the New Design Britain Awards – will be open to demonstrate the creativity, innovation and style of the brightest design talents in flooring today.



*Primary areas of product interest, ABC profile 2011

A unique opportunity to promote your flooring range to the industry's largest audience

NEW OPPORTUNITIES

Over 26,500 visitors in 2011 means INTERIORS UK is the place to come to meet flooring buyers from multiple and independent retailers. It is also the most highly regarded annual event on the calendar of the designers, specifiers and buyers in the contract market. This makes it a truly unique opportunity to promote your flooring range to the industry's largest and most powerful audience.

INTERIORS

DÉCOR

DESIGN



Creating the perfect look. Refreshing a classic design

It's in the detail of accessories and soft furnishings that determines whether the finished look is elaborate or elegantly simple, eclectically grandiose or sumptuously opulent.

Located in the centre of Hall 3, accessories and soft furnishings is where buyers will be drawn, seeking out inspiration and the latest designs in **glass, print, mirrors, vases, home wares, frames, linen, hangings, garden items and decorations**, that will transform and embellish a perfect and bespoke look.

2011 saw over 120 dedicated accessories companies occupying over 5500m² of space. INTERIORS UK 2012 is set to grow, with key brands returning to the show, including PD Global, Libra Company, Minister, India Jane, Odyssey Scotland and Jo Downs Glass.

WHAT BUYERS ARE LOOKING FOR

Retailers use the show to purchase accessories that complement their existing product range, allowing customers to personalise, refresh and update their home interiors with their own unique ambience, taste and style. Interior designers use INTERIORS UK to find the perfect finishing touches for residential, hotel or commercial projects. The seasonality of these collections ensures that there is a constant demand for the latest trends, styles and designs.

PRIMARY AREA OF PRODUCT INTEREST*

Furnishing accessories	9,656
Soft Furnishings	9,045



"INTERIORS UK 2011 gave us the business we wanted and generated leads. We met everyone from major retailers through to independents and interior designers. INTERIORS UK is a major show for us."

Ashley Rastron, Montage Fine Art



*Primary areas of product interest, ABC profile 2011



INTERNATIONAL

LIGHTING

UNUSUAL

Over 10,000 visitors interested in lighting attended in 2011*. INTERIORS UK is where the lighting industry gathers.

In response to popular demand, at INTERIORS UK 2012 a dedicated entrance will shine the light on the industry's brightest talents and products.

Lighting designed to create drama, mood and atmosphere in residential and commercial solutions

Commercial architects and interior designers are looking to enhance designs with contemporary lighting, or introduce modern twists to classic styling. Buyers will see how the industry is constantly innovating; pushing the boundaries of design and meeting environmental challenges. Sustainability has become as crucial as style.

LET THERE BE LIGHT

The dedicated lighting area is a hub for the lighting industry, attracting retailers, wholesalers, interior and lighting designers, architects and electrical contractors. New for 2012, INTERIORS UK will contain a feature dedicated to LED lighting and the industry's future, covering compact and efficient lighting, energy efficiency and controls. Visitors drawn to Hall 3 are looking to be inspired by lamps, chandeliers, ceiling and decorative lighting, LEDs and energy efficient innovations.

In conjunction with the Lighting Association, INTERIORS UK 2012 will showcase the range of creative and beautiful lighting that is being designed for contemporary lifestyles and modern workplaces.



"We've grown the company because of INTERIORS UK – more so in the last two or three years than ever before. It's the best show for getting new product across."

David Edwards,
Oaks Lighting



*Stated as the primary area of product interest by 10,387 visitors, ABC profile 2011



INTERIOR DESIGN

LIVING LIFESTYLE

UNUSUAL DESIGN

Lounge, dining and bedroom furniture are at the heart of INTERIORS UK

Beautiful furniture marries practical function with comfort, richness and style. Whether for living room, bedroom, kitchen or study, buyers are seeking out practical essentials, playful functionality and stylish comfort.

WHAT VISITORS WANT AT INTERIORS 2012

Over 26,500* visitors come to buy and be inspired by the innovation, creativity, style or practical functionality of great furniture design at INTERIORS UK. Smart design appeals to those passionate about creating better environments. At INTERIORS UK 2012, the latest from global brands, established names and fresh talent will offer the full range of products and ideas for retail, residential and commercial interiors.

MEET THE BUYERS

INTERIORS UK attracts furniture buyers from the retail, hotel and the contract markets seeking innovative design and practical affordable comfort.

Beautiful furniture marries function with comfort and style

To support exhibitors in raising awareness of their products and designs with buyers prior to the event, INTERIORS UK will feature exhibitors' products in leading industry magazines such as Furniture News, Cabinet Maker and Interiors Monthly that will drive buyers to the event and specific stands.

PRIMARY AREAS OF INTEREST[†]

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*Based on attendees to Interiors 2011

†Primary areas of product interest, ABC profile 2011



"A key vote-winner was offering products fitting to each of the three recognised price ranges, giving retailers the opportunity to diversify through a single supplier and reach new markets. We see INTERIORS UK as an important part of our ongoing development."

Tasleem Tasab, Serene Furnishings

INTERMEDIATE PART

CONTRACT

UNUSUAL CONDITIONS

INTERIORS UK 2011 attracted over 6,500 contract buyers from a market valued at £2.29 billion;* a market with huge scope and potential.

Businesses serious about growth in this market attend INTERIORS UK as it attracts a broad section of contract buyers seeking everything from large volumes to one-off design pieces.

CONTRACT MARKETS VISITORS ARE/HAVE BEEN ACTIVE IN†

Bars	3,946
Domestic	12,668
Education	2,699
Health	2,583
Hotel	6,391
Leisure	4,388
Local Authority/Public Sector/Health/Education	3,072
Property Development	7,002
Restaurant	4,433
Other	808

CONTRACT BUYERS TO INTERIORS UK 2011†

Architectural Practice	307
Property Developer	1,478
Property Services/Facilities Management	212
Public Sector/Local Authority	107
Interior Design	3,836
Design Consultancy/Fit-Out	588

POWERFUL TARGETING OF CONTRACT BUYERS

UBM is the UK's leading B2B information provider for the construction, commercial property and interiors communities. Brands include Decorex, The Sleep Event, Building Magazine, BD (Building Design), Property Week, kbb Birmingham, kbb London, RESI and Barbour-ABI, the leading provider of sales leads and construction contract data. As such, INTERIORS UK is uniquely positioned to deliver your business unprecedented access to the contract market.

NEW FOR 2012 – CONTRACT TRAIL

In order to highlight and connect contract exhibitors and contract buyers, a new initiative commencing at the Fabric Pavilion in Hall 1 will provide signposts and shortcuts across the INTERIORS UK exhibition, helping contract buyers move quickly to the most relevant stands.



In association with:

Barbour ABI
www.barbour-abi.com

bd

Building

Property Week

A DEDICATED MARKETING CAMPAIGN

The Contract Trail will benefit from a targeted and high profile campaign that will fast track contract buyers to your stand and maximise your return on investment at INTERIORS UK 2012 through:

- pre-show promotion
- a contract-specific catalogue
- a separate floor plan highlighting the trail (available in print and online)
- onsite signage
- targeted promotional communications to contract market buyers across UBM's sister products

We will also work in partnership throughout the year with those exhibitors targeting the contract market to define and deliver the buyers and orders you want at INTERIORS UK 2012 and beyond.

*British Contract Furnishing Association Report 2010

†ABC Profile 2011

INTERNATIONAL

2012 RATE CARD

UNIVERSITY

2012 Stand Types

Rates

Space only	£157 per m ²
Traditional Shell Scheme	£211 per m ²
Shell Scheme [†] (Halls 4 & 5 only)	£187 per m ²
Fabric Pavilion	£221 per m ²

Other Charges

E-Registration fee £504*

Stand Audit fee £177**

Insurance fee £232***

***E-registration fee:** The e-registration fee is a compulsory fee which allows us to support your presence at the show with your catalogue entries; website coverage and also any on-site promotion.

****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 on site so that all stands comply with health and safety standards.

*****Insurance fee:** Insurance fee breakdown: £106 insurance cost (including premium tax of 5%) plus £126 insurance processing fee.

† Additional £250 corner fee

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