

# kbb Birmingham

Your product launch platform



**kbb**

With a proud 36 year history, kbb Birmingham is the most established kitchen, bedroom and bathroom event in Europe.

As the only UK event to offer access to over 12,500+ kitchen, bedroom and bathroom retailers, designers and buyers all under one roof, kbb Birmingham is the key meeting place for the industry.

Join hundreds of industry-leading brands in positioning your latest innovations in KBB appliances, surfaces, components, furniture and sanitaryware to a highly-targeted audience of buyers in retail, design, architecture, property development and more.

“Shows like kbb Birmingham are really important to Sottini as they’re an opportunity to showcase not only our new products, but our core ranges as well. It’s also a really valuable opportunity for our sales team to get out there and network.”

Retail Channel Marketing Manager, Sottini

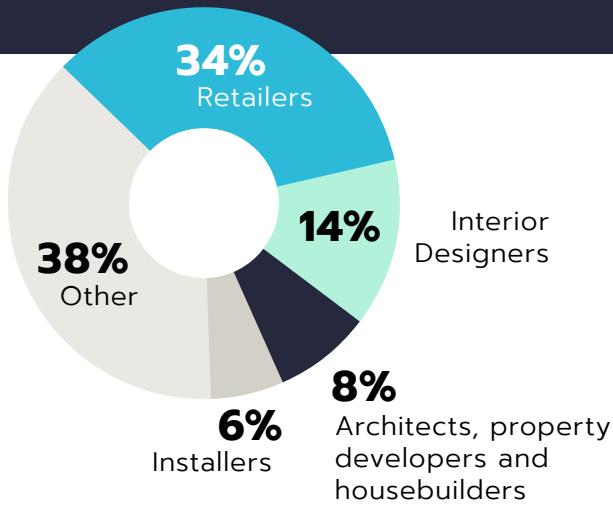


kbb



## Who you will meet

Welcoming 12,500+ buying professionals, including 5,000+ independent, multiple and online retailers:



**46%**  
of visitors operate at owner, director or CEO job level

**24%**  
Owner, Proprietor

**16%**  
VP, Director

**6%**  
CEO, COO, President, Chairman

## Welcoming the entire retail buying chain...



“kbb Birmingham is the glue that binds the industry together.”

Interior Door Systems





# Access the best of the kbb buying community\*

**To include...**

Acorn Property Group  
 AO  
 Ashley Ann  
 B&Q  
 Bathrooms by Design  
 The Bathroom Company  
 Benchmarks  
 Berkeley Homes  
 Buildbase  
 Builder Depot  
 Champion Building Services  
 City Plumbing  
 Clive Christian  
 Classic Interiors

CP Hart  
 Crest Nicholson  
 deVOL  
 Diane Berry  
 Euronics  
 Fairline Yachts  
 Halcyon Interiors  
 Homebase  
 Howdens  
 In-toto  
 J.S Geddes  
 Jewson  
 John Lewis  
 KC Design House  
 Kevin Roper Interiors  
 Kingfisher PLC  
 Kitchen

Architecture  
 Kitchens International  
 Kutschenhaus  
 Laings  
 MKM Building Supplies  
 The Myers Touch  
 Neptune  
 Plumbase  
 Redrow Homes  
 Ripples  
 Roundhouse  
 Screwfix

Sharps  
 Soaks Bathrooms  
 Stephen Graver  
 Stone & Chrome  
 Swift Electrical  
 Travis Perkins  
 Two Guys  
 Uplands Kitchens  
 Victorian Plumbing  
 Victoriaplum.com  
 West One Bathrooms  
 Wickes Wren  
 Wolseley

“Synonymous with the latest industry products and services, kbb Birmingham 2022 yet again provided us with a highly saturated captive audience who were ready and willing to talk shop and get down to do business.”

Peter Rush, CEO, BA



\* Previous kbb visitors

## Who exhibits

Our exhibitors are well established in the industry, attracting a range of buyers across the kitchen, bedroom and bathroom sphere. We're confident that by exhibiting at kbb Birmingham, you'll be in good company.



|                   |                     |
|-------------------|---------------------|
| Acquabella        | Loftrobe            |
| Armac Martin      | Multipanel          |
| ArtiCAD           | Newform             |
| Bora Holding GmbH | Nobilis-Werke       |
| Caesarstone       | Novy                |
| Cambria           | Original Style      |
| CDA Group         | Origins Living      |
| CompuSoft         | Perrin & Rowe       |
| Dansani           | Quooker             |
| Davroc            | Roca                |
| Electrolux        | Rotpunkt Küchen     |
| Flair Showers     | Samsung Electronics |
| Formica           | Scavolini Spa       |
| Hafele            | Showerwall          |
| Haier Appliances  | Sottini             |
| Hettich           | The Marble Group    |
| InSinkerator      | uform               |
| Kaelo             | Verona              |
| Laufen            | Villeroy & Boch     |
| Liebherr          | Virtual Worlds      |

**72%** of exhibitors said they were **looking forward to returning** to kbb Birmingham in 2024

**80%** of exhibitors at kbb Birmingham 2022 felt **their objectives were met**

**75%** of 2022 exhibitors felt they **boosted their brand awareness** and **generated valuable leads** at the event

**86%** of exhibitors were **satisfied with the quality of visitors** that attended their stands in 2022

Average **sales of £165k** were **expected to be generated** by 2022 exhibitors in the next 12 months

"kbb Birmingham 2022 has been a demonstration of everything that is fantastic about the industry, and we've really enjoyed being back face to face with our genuinely lovely customers. We look forward to being back for 2024."

Natalie Davenport, Head of Marketing, Hafele



# Show rates

|  |                               |                                 |
|--|-------------------------------|---------------------------------|
| <b>EARLY BIRD RATE</b><br>up to 31 <sup>st</sup> July 22 | SPACE ONLY per m <sup>2</sup> | SHELL SCHEME per m <sup>2</sup> |
|  | <b>£254</b>                   | <b>£364</b>                     |
| <b>STANDARD RATE</b>                                     | SPACE ONLY per m <sup>2</sup> | SHELL SCHEME per m <sup>2</sup> |
|  | <b>£284</b>                   | <b>£401</b>                     |

Once you have booked your space/stand/booth, you will receive regular operational & marketing updates from our dedicated Customer Service team. This will include access to our Technical Manual which contains all of the specific information you will need to plan and build your stand at kbb 2024.

For **sponsorship opportunities**, please enquire with the sales team.

“kbb Birmingham is a key part of our launch programme and has been for many years. The quality of visitors to the show is always exceptional and we have gained some valuable insight from the sector.”

Steph Harris, Product Manager, Showerwall

## Contact

**Jon Johnston**

Sales Director

**Email:** jon.johnston@informa.com

**Mobile:** +44 (0)7717 851 824

**Dan Walker**

Account Manager

**Email:** dan.walker@informa.com

**Phone:** +44 (0)7500 991 879

/kbbbirmingham kbb\_birmingham @kbb\_birmingham kbb Birmingham