

Missed the news?

Don't move - improve

Recent statistics confirm the extent to which we are becoming a nation of improvers rather than movers. Between 2002 and 2006, nearly one in three homeowners moved house, according to figures from the Land Registry. This year, the total number of transactions is predicted to be below 800,000 - the lowest since the 1960s.

Lucy Denyer
The Sunday Times
August 24, 2008

Homeowners choose to improve, not move

Home owners are increasingly spending money on upgrading their properties, rather than frittering it away on luxuries like holidays and designer clothes, to counter the slowdown in the housing market, new figures have disclosed.

14 May 2008 Daily Telegraph

Householders can convert lofts and extend homes without planning permission

From next month, extensions of up to two storeys will be permitted as long as they extend no more than 10ft from the back of an existing property. Loft conversions will also be allowed without planning consent, as long as they extend no more than 20cm (about 8in) from the eaves of a property.

The Daily Telegraph, 11 Sept 2008

Extend, renovate, revamp?

It's little wonder then that recent research from a home insurer has revealed that almost one million homes in the UK will be extended, renovated or revamped over the coming 12 months rather than sold, as owners are worried about the effects of the downturn in the economy.

Tue 02 Sep 2008
The Scotsman
Laura Howard

So how can you benefit?

Move or
Improve?
magazine

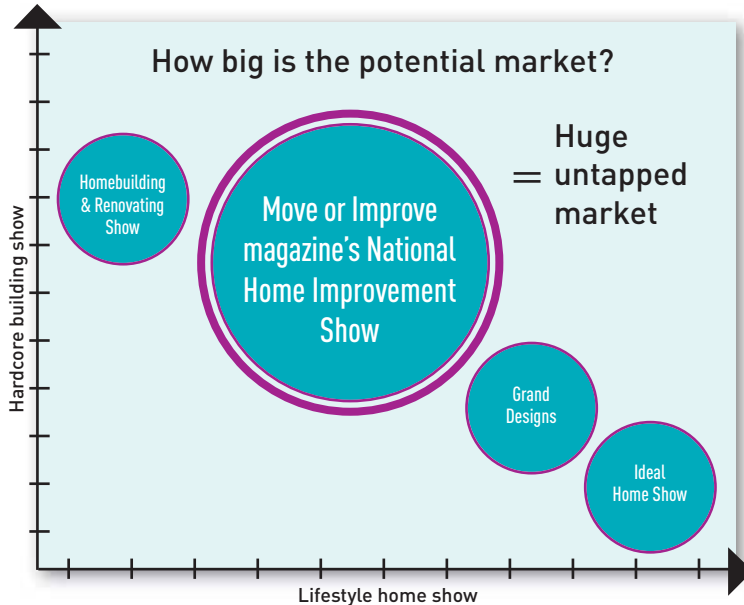
PRESENTS



Earls Court, 2-4 October 2009

In today's property market, more and more people are opting to stay put and improve their current homes. Vivid Interface Research shows that most of these people don't relate to the terms home-building or consider themselves self-builders but they see themselves just as people keen to improve their homes.

More importantly, there are hundreds of thousands of them wanting the latest practical advice and products for their projects and currently no Show meets their specific needs.....until NOW.



Centaur Exhibitions are delighted to announce the launch of a major new event to serve this huge untapped market. **Move or Improve magazine presents The National Home Improvement Show** will be a sister event to the hugely successful Homebuilding & Renovating Show portfolio. The new Show will meet the needs of those looking to add space to their homes and those who simply want a revamp. With over 80,000 new home improvement planning applications in London expected by the end of 2008*, the central London Earls Court venue is in the heart of an area with people living in homes that are ripe for improvement. Don't miss this opportunity to showcase your products and services to a captive audience of over 15,000 visitors from this buoyant market.

*Communities and local Government statistics www.communities.gov.uk

www.improveyourhomeshow.co.uk

Research conducted by Vivid Interface (June 2008), on behalf of Centaur Exhibitions has shown this market is strong and has active buyers.

Overall, 90% of the respondents said they would be interested in attending

90%

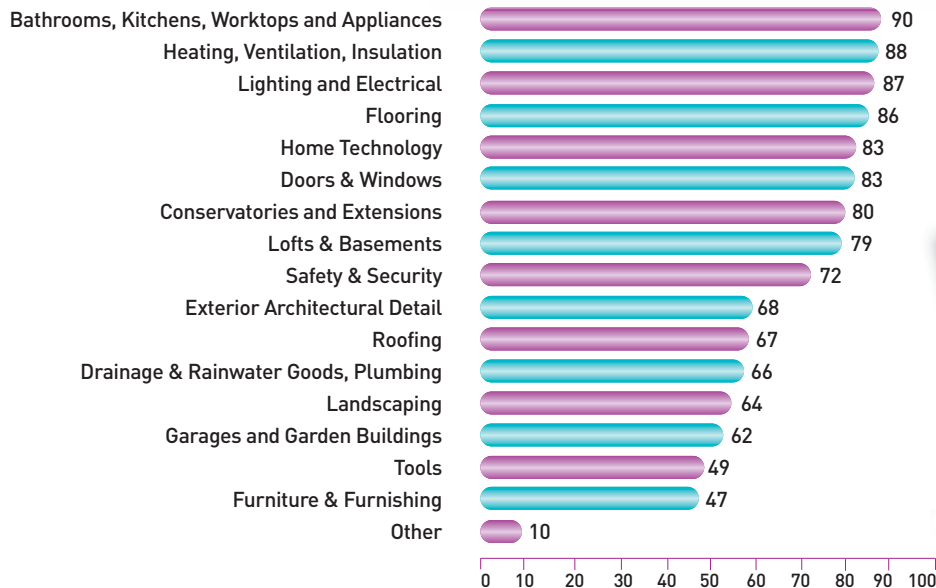
45%

of those who were interested in renovating a property have not previously attended any home shows

said they would do some work themselves and pay others to do the rest

52%

The categories people were most interested in were...



With a proven track record Centaur Exhibitions will benefit from the full promotional backing of market leading titles including Move or Improve? and Homebuilding & Renovating magazine along with a comprehensive marketing and PR campaign. You can be sure that we will deliver the right audience... and plenty of them!



See overleaf for how to meet these people

Exhibitor Rates

Space only: £290 per sqm

Shell scheme: £342 per sqm

Shell includes name board, lighting, carpet and walling

Founder Exhibitors also receive:

- VIP Parking
- Free advert on show website
- Free marketing support

(Speak to your sales contact for details)

Founder Exhibitor Rates
£50 per metre
saving if booked by
31st October 2008



**DON'T MISS OUT ON
YOUR CHANCE TO GET
YOUR SPACE NOW!**

The Venue: **Earls Court**
The Date: **2-4 October 2009**

For more information
please contact:
Nick Noble
Director
Consumer Exhibitions
Centaur Media plc
Sugar Brook Court
Aston Road
Bromsgrove, Worcs
B60 3EX
nick.noble@centaur.co.uk
Tel: 01527 834438