



# The **Midlands** New Home Show

in association with **Whathouse.com**

SATURDAY 17<sup>TH</sup> SEPTEMBER 2022 BIRMINGHAM NEC

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## Exhibitor Booking Information



# The Midlands New Home Show

in association with Whathouse.com

Birmingham NEC Saturday 17th September 2022

An exciting new event enabling new home buyers and renters across the Midlands to meet and view the best selection of new homes, housing association properties and Build to Rent developments all under one roof.

Plus key suppliers such as conveyancers/legal advisors, mortgage providers and more.

The show will give exhibitors a prime opportunity to engage with buyers and renters, enhance their profile and generate quality leads.

## Seminar Programme

A comprehensive seminar programme delivered by industry experts will include topics such as how to buy a brand new home, Build to Rent, Shared Ownership, Help to Buy, Deposit Unlock schemes and Part Exchange services etc.

## Marketing Campaign

The Midlands New Home Show will be promoted via regional press, local online media, social media platforms, database promotions and a dedicated PR campaign to drive visitors covering the following demographics - first-time buyers, Shared Ownership candidates, young professionals, families, downsizers, upsizers and retirees.



**For stand booking and  
sponsorship enquiries  
please contact**

**KELLY JONES**  
Head Of Sales

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T: +44 (0)7474 607052

# Exhibitor Booking Information



To book your stand, for further information or for sponsorship opportunities at The Midlands New Homes Show on Saturday 17th September 2022 contact Kelly Jones, Head Of Sales, [kelly.jones@whathouse.com](mailto:kelly.jones@whathouse.com) or +44 (0)7474 607052

Furniture Packages (Incl. in Shell Scheme)				
Shell Scheme			Cost	Required
Price per square metre			£325	
Space Only			Cost	Required
Price per square metre			£275	
	up to 9m <sup>2</sup>	10 to 18m <sup>2</sup>	19 to 30m <sup>2</sup>	30m <sup>2</sup> plus
Table	1	2	3	4
Chairs	3	6	9	12
Spotlights	2	4	6	8
Sockets	1	2	3	4
Lead Retrieval App Licence (easy lead capturing via smartphone and tablet app)			Cost	Required
Only 1x licence required per exhibitor, app can be used by multiple staff members			£325 +VAT	
Event Guide Advertising (each attendee receives a glossy A4 Event Guide on entry)			Cost	Required
Full Page Advert			£895 +VAT	
Inside Back Cover			£1,400 +VAT	
Back Cover			£2,000 +VAT	
HTML Emailer (limited availability)			Cost	Required
Post-show HTML emailer to all event attendees			£1,500 +VAT	



Exhibitor Name	
Lead Contact	
Email Address	
Telephone Number	
Invoice Address	
PO Number (if required)	

