



SMART HOME SHOW PULLS IN THE CROWDS

The second Smart Home Show, which took place at the NEC 2 – 5 March, proved a big hit, with an audience of over 30,000. The show generated substantial media interest with national and regional television and radio coverage including live slots on BBC News 24 and BBC 5 Live. The 70 exhibitors were inundated with visitors requesting product information.

Commenting show organiser Nick Noble said: “Smart home technology has mainstream appeal and the public has developed a thirst of information on this rapidly changing market, as the huge media interest generated by the show demonstrates.

“As the UK’s only dedicated consumer exhibition, the Smart Home Show offers a unique vehicle for bringing together companies offering the best intelligent technological solutions and products for the home, with consumers interested in this vibrant sector.

Nick continues “The Smart Home Show attracts an enviable audience - 80% AB1, predominately male aged 30-45 years, high disposable income, early adopter, eager for innovation and willing to spend money. The crossover of visitors from the National Homebuilding & Renovating Show provides the Smart Home Show with a ready-made audience of people planning major building works, including installation of cabling and wiring.”

Smart Home Show exhibitor David Free, managing director from Picture House Plasma Fireplaces (www.plasmafireplace.co.uk) said “Picture House

enjoyed a successful Smart Home Show at the NEC. We were delighted to have so many visitors to our stand and to have such a great number of enquiries from homeowners, property developers, interior designers and architects, as well as the media. Our presence in the Smart Home Show gave us a fantastic opportunity to talk to them in detail about our plasma concealing fireplaces. “

The next Smart Home Show will take place at ExCel on 22 – 24 September 2006 and will return to the NEC on 22 – 25 March 2007 – these shows will be co-located with the well-established Homebuilding & Renovating Shows allowing visitors to one show, free access to both shows.

For information on exhibiting call Chris Walton 01527 834498 or visit www.smarthomeshow.co.uk

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