

love your
home

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BELFAST • DUBLIN

Overview

Love Your Home is the perfect link between buyers and sellers in the home improvement market. Uniquely among home events in Ireland, Love Your Home combines the well-established benefits of live events with the digital world and engages with its growing audience throughout the year. This creates a balanced marketing opportunity for companies who get involved.

Social Media:

27K+ followers

Monthly Newsletter:

84K+ readers

Website:

154K visitors

Our Audience

Anyone who loves their home and wants to make changes or add to it in a positive way.

Extenders, renovators and all home owners looking for assistance with major projects, new homeowners wanting to put their mark on their new place, trend savvy DIYers looking for inspiration and ideas for their next room revamp and money wise homeowners looking for ways to save energy.

How We Engage our Audience

Live Events:

held in Belfast and Dublin each year our live events are the place to visit for homeowners looking for advice, inspiration, ideas and products to improve their home.

Social Media:

we use a range of platforms to reach the home market across Ireland.

Website:

unlike other events our website is more than a show page and stays active throughout the year. Relevant, informative and inspirational content, regularly published keeps our audience engaged.

Newsletter:

our monthly newsletter gives us the chance to communicate directly with our followers on a regular basis.

How You Can Engage with our Audience

We have 3 routes to our audience offering marketing activity to suit all budgets and business needs. All options can be arranged individually but we are happy to discuss your specific requirements and create a package of activity to maximise the return on your investment.



Live face to face marketing is still the most effective even in the digital world and this is particularly true in the home market. Consumers like to view, feel and test products they are bringing into their home. They like to discuss their plans with experts when making decisions on major projects, something the best blog can't provide.

Don't take our word for it!

http://www.facetime.org.uk/page.cfm/Action=fileDownload/formatFor=library_2_PDF/fileName=394233_PDF/fileExt=pdf



Events

Dublin
Citywest
Convention
Centre

Belfast
Titanic Exhibition
Centre

Stands

There are 2 stand options available:

Shell Scheme -
walled stand including
light, double socket
and company name
sign

Space Only -
the space to create
your own stand,
double socket
included

Supporting Local Artisans

We believe it's important to support the local artisan producer and we have created two feature areas at our events – The Artisan Food Village and The Artist & Maker Village.

Stands are offered at a reduced rate and we will publish a profile of any artisan taking part in the event on our website.

Additional Promotion

We like to make sure our exhibitors get more than just a great opportunity to meet customer face to face. All exhibitors benefit from the following extra promotion free of charge!

- A permanent listing on the Love Your Home website directory
- A listing in the event show guide provided free to all visitors at the door and online
- Space for content on our website and newsletter
- Our floor plans are flexible, and we will try and accommodate all stand requests so that we can meet all budgets and requirements. For more information contact Trish on 028 9751 2126

93% of marketers and business directors feel face to face marketing to be the most persuasive media channel.

Facetime.org.uk

We have a range of opportunities available offering sponsors exposure through our pre-event promotion, during the event and throughout the year on our digital platforms.

What's on Offer?

All sponsorship packages include the following:

Marketing Branding: sponsors logos will be used in all marketing of their specific area including website, ticket, social media and e-mail promotional activity.

Website Advertisement: 12-month website advertisement on Love Your Home website.

Show Guide: full page advertisement in show guide provided free of charge to all show visitors.

Exhibition Stand: a minimum of 16sqm of exhibition space.

Event Branding: all sponsored areas will be branded with the sponsoring companies logo.

Website Profile: each sponsor will be profiled on the relevant event page.

Content: opportunity to place content on the Love Your Home website, newsletter and social media platforms throughout the year.

Available Packages

There are 6 sponsorship packages available:

Headline Sponsor:

Offering maximum exposure, the headline sponsor will be placed front and centre of all event promotional activity.

Event Logo: the headline sponsors logo will be included in the event logo at all times.

Solo Email: a bespoke email to our existing database of 84,000+ subscribers.



Artisan Food Shop:

Featuring locally made artisan food the shop is one of the most popular features of the event and a great opportunity for a sponsor to support this local cottage industry.



Kitchen Theatre:

Our celebrity chef is sure to attract a big audience creating a great marketing opportunity to a captivated audience.



Artist & Makers Village:

The wide range of high quality handmade goods in the village offers visitors the chance to find something special for their homes and a sponsor the opportunity to support this vital part of the economy.



Homestyle Theatre:

With a range of talks from leading industry expert's sponsorship of the homestyle theatre puts your brand at the forefront of design and style advice.



Love Your Home Café:

At such a busy event visitors will take time out for a break in the café so take advantage and get your brand in front of them all!



All sponsorship packages can be altered to suit individual company needs.

You may need a bigger stand or no stand at all or content might be your thing. For more information contact Trish on 028 9751 2126 and we can put together a package to maximise your return.

We have a range of digital marketing opportunities which are active throughout the year and not just at the time of our events. These are a great way to maximise your exposure when exhibiting or as an alternative way to reach our audience if exhibiting does not suit.

Newsletter

The 84k+ readers of our monthly newsletter are made up of past visitors to our shows and website sign ups. With an average 25% open rate and 500 advert clicks this is a great way to increase your brand awareness and generate web traffic.

There are 2 advertising options available:

1. Banner ad:

only 2 adverts per newsletter with a direct click through to your website. Our design team will create all ads free of charge.

Cost: £300

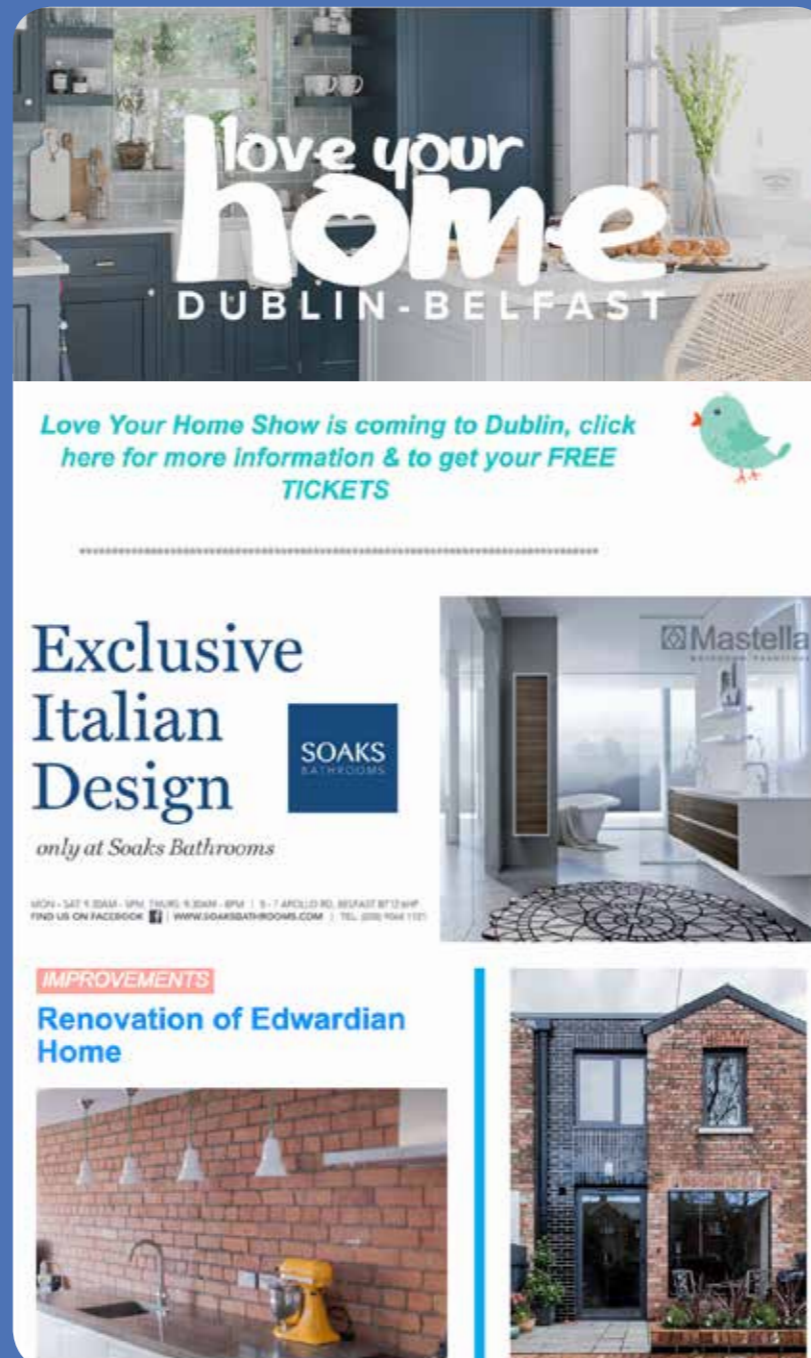
2. Article:

we will publish any relevant advice-based article on our website and promote it via our newsletter.

Cost: £300 (available free to all event exhibitors)

3. Solo Email:

a bespoke email to our existing database of 84,000 subscribers, this is an ever-growing list which allows you to drive traffic back to your site. You can use video content and as many links as you wish covering products and incorporating any success stories or testimonials you have.



Social Media Placement

Reach our 27K+ social media followers with your message and direct them back to your website. Our marketing team will target your preferred audience and we guarantee to drive 500+ visitors to your website for each ad placed.

Cost: £350



Website

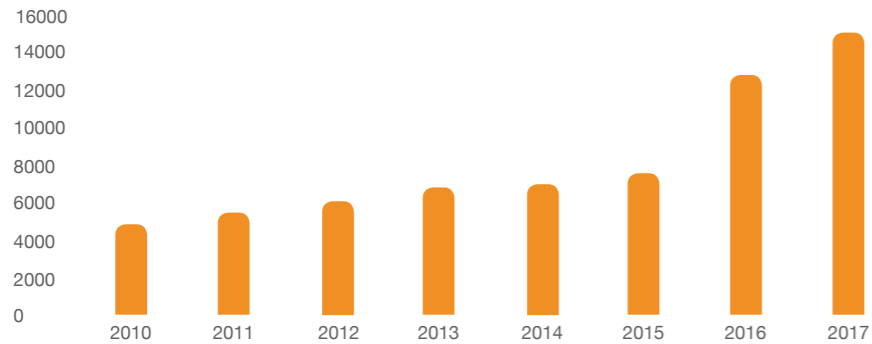
loveyourhome.ie

Our website traffic is driven from our newsletter, busy social media channels, event ticket sales and high-quality content. There are leaderboard and mid page spaces available. Ads generate on average 150,000 views per year.

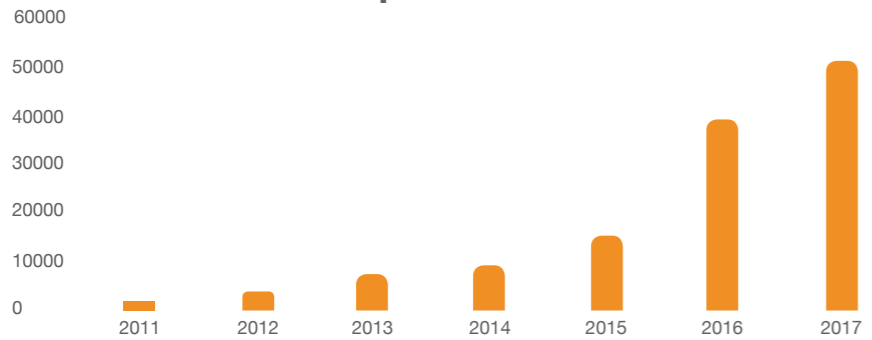
Cost: 6 months placement: £450
12 month placement: £750



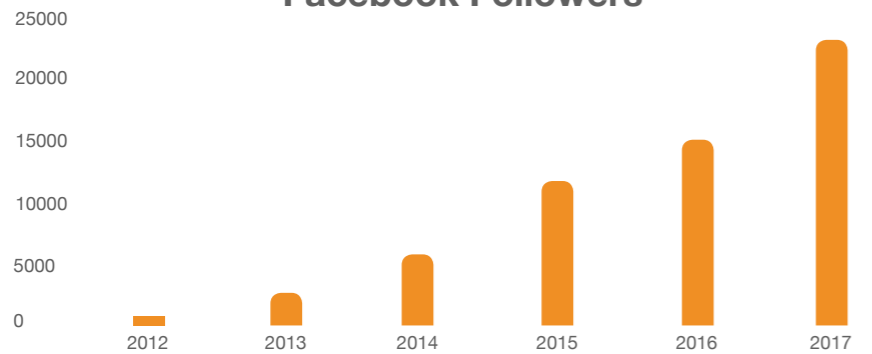
Visitors



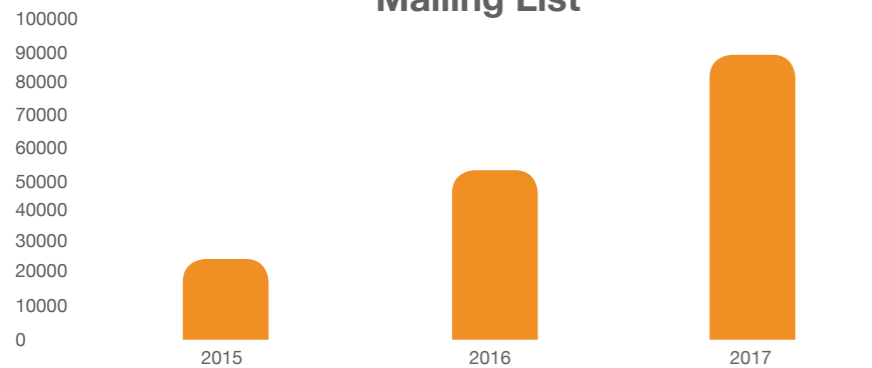
Unique Web Users



Facebook Followers



Mailing List



Why they Visit?

63%
for Ideas & Inspiration

46%
said room sets were favourite feature

39%
enjoyed buying local produce at Artisan Food Shop & Artist & Makers Village

38%
were actively involved in a Home Interior project

What they say?

“My daughter has just bought a house that needs a full revamp so we visited for ideas. We were very impressed, and the event put us in touch with companies we might not have found elsewhere. Great to see so many different companies all in the one day!

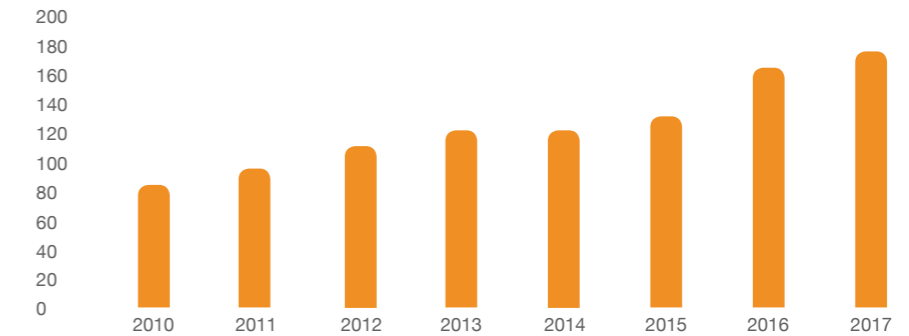
- Anonymous, Belfast

I come to Love Your Home Show every year. It never fails to amaze me. The show gets better every year. I love the mix of small local companies and bigger high street names. It's fabulous to be able to see all these different products under one roof.”

- Sandra, Dundonald

Exhibitors

Exhibitors



What they say?

“ We have thought for a while about adding events to our marketing package and we are now glad we did. We will be doing events from now on! ”

Sykes Bathrooms

“ We do events across Ireland & Love Your Home is one of our favourites. The team make the experience very smooth for exhibitors & audience is high quality ”

Garden Design Shop