




**SURFACE**   
**MATERIALS**  
**SHOW** 9-11 OCT 2018  
NEC | BIRMINGHAM

PART OF  
**UK** CONSTRUCTION  
WEEK | 2018 

# AT THE FOREFRONT OF DESIGN

[WWW.SURFACEANDMATERIALSSHOW.CO.UK](http://WWW.SURFACEANDMATERIALSSHOW.CO.UK)



**33,697**

visitors

(11% up from visitors who attended in 2016)

**3,771**

attended from Architectural  
& Design firms

**+£75bn**

combined purchasing  
power in the next year







**21,846**

attendees with direct  
purchasing authority

**3,056**

contractors including the  
top 20 in the UK

**2,006**

visitors attended from  
Local Authorities





## WHY VISITORS ATTEND SURFACE AND MATERIALS

**90%**

to source new  
products and suppliers

**76%**

to network with  
suppliers and visitors

**79%**

to talk to product experts/  
technical staff

“ As an architect, builder and developer, I need to keep up to date with advances in product design and manufacture, as they can make or break the final aesthetic and the long term performance of a project. I will be keeping a very close eye on The Surface & Materials Show at UKCW again this year, as over the last two years I have been delighted, surprised and motivated by what I have discovered there. ”

**George Clarke, TV Presenter and Architect**



## WHO ATTENDS?

Architects  
Contractors  
Developers  
Distributors  
Education  
Energy Managers  
Engineers  
Facilities Managers  
Health  
Hospitality  
Housebuilders  
Installers  
Interior Designers  
Leisure  
Lighting Designers  
Project Managers  
Retail  
Specifiers



“

We've had architects and designers, builders and developers, installers and even engineers showing interest in the products. That's the advantage of being in a show with so much to offer in one place.

**Formica**

”



# CAPITALISE ON OUR £1.5M MARKETING & PR CAMPAIGN

Surface and Materials, as part of UK Construction Week, boasts an award-winning marketing campaign, with a reach of over 2 million relevant people.

## ADVERTISING & PARTNERSHIPS

Reach 2million+ trade audience via our 180+ leading media partners and associations

## DATABASE

Talk to a dedicated database of 450K+ construction trade professionals through our weekly newsletter – The award-winning Construction Buzz

## WEBSITE

Get a profile on our website with 290K+ unique visitors and 2 million+ page views globally

## EMAIL CAMPAIGN

Capitalise from 16million+ emails about the Surface & Materials Show

## SOCIAL MEDIA

Complete social media support: twitter 10.3K UK Construction Week base, Facebook, Instagram, LinkedIn and YouTube

## DIRECT MAIL

Get your brand involved in our quarterly newspaper, printed and mailed out to 100K and digitally distributed to 450K+ key decision makers

## PR

Benefit from working together with our appointed PR agency to get the most of our comprehensive PR campaign





## FREE MARKETING SUPPORT

**Exhibitor marketing toolkit** - A free dedicated exhibitor marketing toolkit was offered to UK Construction Week exhibitors to promote their presence and increase interactions onsite with new and current clients. This exhibitor toolkit is crammed full of everything an exhibitor needs to spread the word, including promotional copy, print and banner ads, fliers, example tweets, e-mails and press releases.

**Exhibitor days** - UK Construction Week exhibitor days to give exhibitors a great opportunity to come and view the venue ahead of the event and meet the UKCW operations, sales and marketing teams. These days provide the perfect opportunity to have any questions answered and get all the latest show updates and information on new features.

Contact [info@ukconstructionweek.com](mailto:info@ukconstructionweek.com) for more details about the exhibitor marketing.



“Footfall has been one of the best of any trade show we have been at for years. We have tested the market here by showing a different product range at the higher end of the market and it’s done exactly what we had hoped for.”

**Stephen Cadwell**  
Sales Director, Decorative Panels Group



## 2018 RATES\* FOR PER SQM

**SPACE ONLY £395 +VAT**

**SHELL SCHEME £445 +VAT**

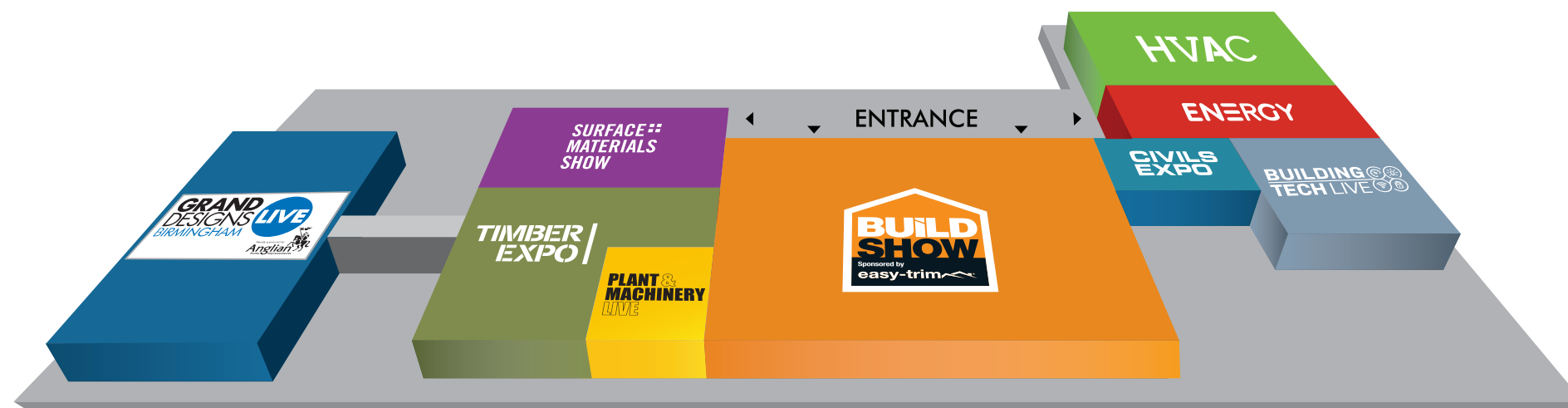
\*All stands are subject to a £350 registration fee including lead generation software.

For more information and to request an application form to exhibit please contact:

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@SMSHOWUK  
#SMSHOW2018



**9** EVENTS  
UNDER  
ONE ROOF

Surface and Materials 2018 IS PART  
OF UK CONSTRUCTION WEEK

**TIMBER  
EXPO**



**BUILDING  
TECH LIVE**

**HVAC**

**ENERGY**

**PLANT &  
MACHINERY  
LIVE**

**CIVILS  
EXPO**

**SURFACE &  
MATERIALS  
SHOW**

**GRAND  
DESIGNS  
LIVE**