

100%design®



18th – 21st SEPTEMBER 2019

OLYMPIA LONDON

100% DESIGN 18th - 21st SEPTEMBER 2019



100% Design is the longest running architectural build and design show in the UK, bringing together the largest gathering of architects and designers from the UK and around the world

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- 100% Design is a **4 day show** at Olympia London in Kensington
- Part of the **West Kensington Design District** and the commercial heart of London Design Festival
- **100% Design's main product areas** – Design & Build, Interiors and Emerging Brands
- **Design & Build** is a dedicated **resourcing section** for architects, designers, specifiers, developers and hotel groups during LDF

- Design & Build features exhibitors presenting the latest in **glazing, flooring, tiles, bricks, stone, facades, ceilings, doors, architectural hardware, stairs, lighting** and smart home technology
- Designed for the visitor experience with **bespoke installations, interactive features, talks, CPD's, bespoke restaurants** and cafes with **DJ's playing all day to create a better ambience**



WHY EXHIBIT?

- **26,987** visited in 2018, of which **19,700** were architects and designers (73%)
- Visitors from across **131 architectural practices** attended the show in 2018
- **89% are decision makers** or influence decisions
- Average spending power of decision makers is **£1.28m**



- 61% of visitors expect to place an order for something as a result of the show
- **42% of 2018 exhibitors rebooked onsite** - the highest ever!
- This year marks the **25th Edition of 100% Design**, a landmark event and a huge celebration of architecture and design...it will be **THE must attend event for the industry in 2019!**

2019 SHOW RATES – SPACE ONLY: £415 / SHELL SCHEME: £465 PER SQUARE METER

WHY DO MORE ARCHITECTS VISIT 100% DESIGN THAN ANY OTHER UK SHOW?



- 100% Design is the **only event to bring together interior design and high end architecture** under one roof the show provides a unique opportunity to **meet with industry professionals** and design enthusiasts during London Design Festival.
- **Architects love interior design**, most architectural firms have an in house Interior Design department, they attend 100% Design to see interior product design, furniture design, lighting design, the latest colour trends, discover new materials and explore the latest technology

- Location - London had around **24,300** architectural occupations
- One-in-four architectural occupations in the UK were based in London
- London's architecture sector was worth **£1.7 billion** in 2018 generating more revenue than the Museums, Galleries, Libraries and the creative industries in the capital

Source: Government Economic Architecture Report 2018



A SELECTION OF A FEW VISITORS TO 100% DESIGN IN 2018

ARCHITECTS

Foster + Partners
Squire + Partners
Zaha Hadid Architects
Broadway Malyan
Make Architects
Sheppard Robson
John Robertson
TP Bennett
Allies + Morrison
Markam Associates

DESIGNERS

Kelly Hoppen
Douglas + Douglas
Forbes + Lomax
Kia Designs
Caroline Paterson
Jane Churchill
Ella Jade Interiors
Oliver Burns
Suzy Hoodless
Freya Noble Associates

DEVELOPERS

Taylor Wimpey
Gallard Homes
Barratt Homes
Berkeley group
Redrow Developments
Crest Nicholson
Balfour Beatty
Canary Wharf Group
Kier
Higgins

HOTEL GROUPS

Hilton Hotels
Dorchester Collection
Four Seasons Hotels
Edwardian Group London
Rocco Forte Hotels
Champneys
Thistle Hotels
AB Hotels
H10 Hotels
Hotel Du Vin

RETAILERS

Conran Shop
Soho House
Caprice Holdings
Harrods
John Lewis
Selfridges
Gaucho Restaurants
Westfield Europe
Harvey Nichols
Made.com



Foster + Partners **BroadwayMalyan^{BM}**
Zaha Hadid Architects

Taylor Wimpey **Galliard Homes**

BARRATT HOMES

John Robertson Architects

REDROW
Balfour Beatty

SQUIRE & PARTNERS

Berkeley Group

Hilton
HOTELS & RESORTS

FOUR SEASONS
Hotels and Resorts

SOHO HOUSE

KELLY HOPPEN

100% DESIGN FEATURES



- **100% Design Talks** – Featuring the most innovative and forward thinking talks programme in architecture & design across the auditorium and the Forum
- **The new CPD Hub in 2018** featured a variety of RIBA accredited sessions from the likes of CEDIA, BRE and more
- **The Central Bars** – Are stunning meeting environments incorporating 100% Design's legendary industry drinks party



**The Forum in
Design & Build**

**The CPD Hub in
Design & Build**



The bespoke main show restaurant in Design & Build

100% DESIGN'S LEGENDARY LATE NIGHT DRINKS PARTY



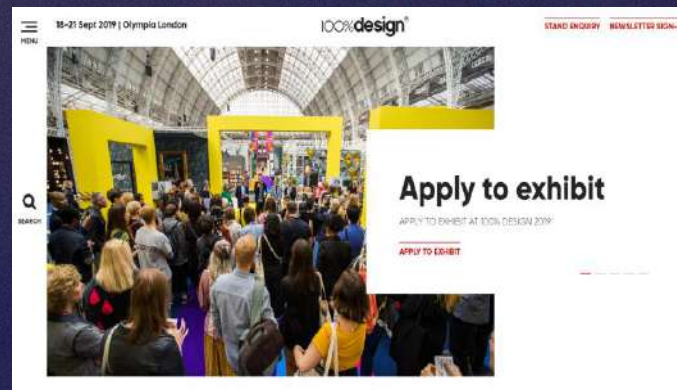
DJs from Fabric alongside live saxophonist



Giving access for visitors to meet exhibitors till late



BIGGEST MARKETING REACH OF ANY UK TRADE SHOW



As an exhibitor you will also benefit from reaching the largest architectural build and design industry professionals in the UK through the 100% Design website and social media platforms...

- You will have a profile on the 100% Design Website (**353,402 visits from April - September 2018**)
- Longevity - website will launch in April 2019 – April 2020 (**profile online for 6 months before and 6 months after the show**)
- Promotion on our Twitter page - **100% Design has the highest Twitter following of ANY UK trade show - 111,000 Twitter followers**
- **23,100 Instagram followers. 52,721 Facebook likes** – we could share your product images
- Feature on one of the monthly 100% Design newsletter (sent to over **138,000 +** architectural & design industry professional **subscribers**)

With all this marketing, at no extra cost, we could put you in front of an audience of 678,223 + architectural build and design industry professionals leading up to, during and after the show

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**To exhibit please contact
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