



## Ideal Home - UK

No	Content	Description																		
01	Fair Name	Ideal Home Show																		
02	Location	<b>Earls Court Exhibition Centre</b> Warwick Road London SW5 9TA																		
03	Overview	<p>Founded in 1908 by the <b>Daily Mail</b>, the <b>Ideal Home Show</b> (formally Exhibition) was originally envisaged as a publicity tool for the newspaper and as a way of increasing its advertising revenue. It brought a world of luxury design to the newly growing middle class and quickly established itself as a must-visit event in the social calendar.</p> <p>In this section, we explore more of the history behind the show, from the fascinating facts to the varied features that have appeared at the show. Over time, we will continue to add more from the archives that stretch over the past 100 years, and most of the 20th Century!</p> <p>For over 103 years the Ideal Home Show has been bringing ideas and inspiration to generations of British home owners and the show is back for 2012 at Earls Court London, with more features, more expert advice and more fun for all the family.</p> <p>From 16 March to 1 April this multi-award winning show will be bringing together more than 600 quality exhibitors from all over the UK to offer a unique shopping experience for all areas of the home, including ideal Interiors, ideal Home Improvements, ideal Gardens, ideal Gadgets, ideal Food, ideal Housewares, ideal Shopping and ideal Woman.</p>																		
04	Date	16 March to 1 April 2012																		
05	Frequency	Annual																		
06	Main Product Of Relevant To Sri Lankan Exporter																			
07	Dead Line Of Application																			
08	Exhibitors And Visitors																			
09	Entrance Fee	<table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;"><b>Ticket Prices</b></th> <th style="text-align: center;"><b>On Door</b></th> <th style="text-align: center;"><b>In Advance</b></th> </tr> </thead> <tbody> <tr> <td>Weekday Adult</td> <td style="text-align: center;">£16.50</td> <td style="text-align: center;">£12</td> </tr> <tr> <td>Weekend Adult</td> <td style="text-align: center;">£18.50</td> <td style="text-align: center;">£14</td> </tr> <tr> <td>Weekday Concession ) (Over 60's</td> <td style="text-align: center;">£12</td> <td style="text-align: center;">£10</td> </tr> <tr> <td>Weekend Concession (Over 60's)</td> <td style="text-align: center;">£14</td> <td style="text-align: center;">£12</td> </tr> <tr> <td>Children Under 16</td> <td style="text-align: center;">Free*</td> <td style="text-align: center;">Free*</td> </tr> </tbody> </table>	<b>Ticket Prices</b>	<b>On Door</b>	<b>In Advance</b>	Weekday Adult	£16.50	£12	Weekend Adult	£18.50	£14	Weekday Concession ) (Over 60's	£12	£10	Weekend Concession (Over 60's)	£14	£12	Children Under 16	Free*	Free*
<b>Ticket Prices</b>	<b>On Door</b>	<b>In Advance</b>																		
Weekday Adult	£16.50	£12																		
Weekend Adult	£18.50	£14																		
Weekday Concession ) (Over 60's	£12	£10																		
Weekend Concession (Over 60's)	£14	£12																		
Children Under 16	Free*	Free*																		

		<b>£1.60 booking fee is applicable per online order</b>
10	Stall Cost	
11	Why important to the Sri Lanka	
12	Organization Person (Sponsor)	Ideal Home Show 2012 Headline Sponsor – Everest <b>Tel : 0800 140 4910</b>
13	Fair Organizer	<b>Media 10 Ventures Ltd.</b> <b>Stephanie Chan</b> <b>E mail:</b> <a href="mailto:Stephanie@media-ten.com">Stephanie@media-ten.com</a> <b>Tel :</b> 020 3225 5200 – ext 239 <b>Website:</b> <a href="http://www.media-ten.com">www.media-ten.com</a>
14	Contact Person in EDB	Mr. Prasanna Jayasinghe, Deputy Director, Market Development Division (TEL : 2300722)