



Ideal Home – UK

No	Content	Description
01	Fair Name	IDEAL HOME SHOW
02	Location	RDS Simmons court DUBLIN
03	Overview	<p>Both spring and Autumn Ideal Home Show will continue to add new attractions, personalities and entertainment to the many high calibre features that are now an established part of Ireland's favourite exhibition for home owners.</p> <p>Up to 50,000 home owners attend Ireland's best loved homes and lifestyle exhibition to find the widest choice and best value for their home improvement and extension projects and because the show is full of interesting, entertaining and informative features and entertainment.</p>
04	Date	<p>Spring: 20th – 22nd April 2012</p> <p>Autumn : 26th – 29th October 2012</p>
05	Frequency	Annually
06	Main Product Of Relevant To Sri Lankan Exporter	
07	Dead Line Of Application	
08	Exhibitors And Visitors	up to 30,000 visitors
09	Entrance Fee	
10	Stall Cost	
11	Why Important to the Sri Lanka	<p>With up to 30,000 visitors attending each October and 20,000 visitors each April, the Ideal Home Show means that bigger attendances than at any other home show is almost guaranteed.</p> <p>The Ideal Home Show will be advertised and promoted across a range of media to include TV, Radio, Online, National Press, home & lifestyle magazines and social media. Our media partners include TV3, the Irish Independent, FM104, Moving In Inspire, Ireland's Home Interiors and Living, Image Interiors, Easy Food, Easy Health and Easy Parenting.</p>
12	Organization Person (Sponsor)	
13	Fair Organizer	<p>SDL Exhibitions Ltd 18 Main Street Rathfarnham Dublin 14 Tel: 01 490 0600, Fax: 01 490 8934 Website: www.sdlexpo.com</p>
14	Contact Person in EDB	Ms. Udeni Wijekoon, Assistant Director, Market Development Division (TEL : 2300722)