



WHAT IS IDEAL HOME SHOW APPROVED?

Ideal Home Show Approved gives your business the stamp of approval so customers can purchase your products with confidence knowing you are a trusted endorsed partner.

The Ideal Home Show is the longest standing event in the UK market, it has been running for over 116 years making it one of the most trusted brands.

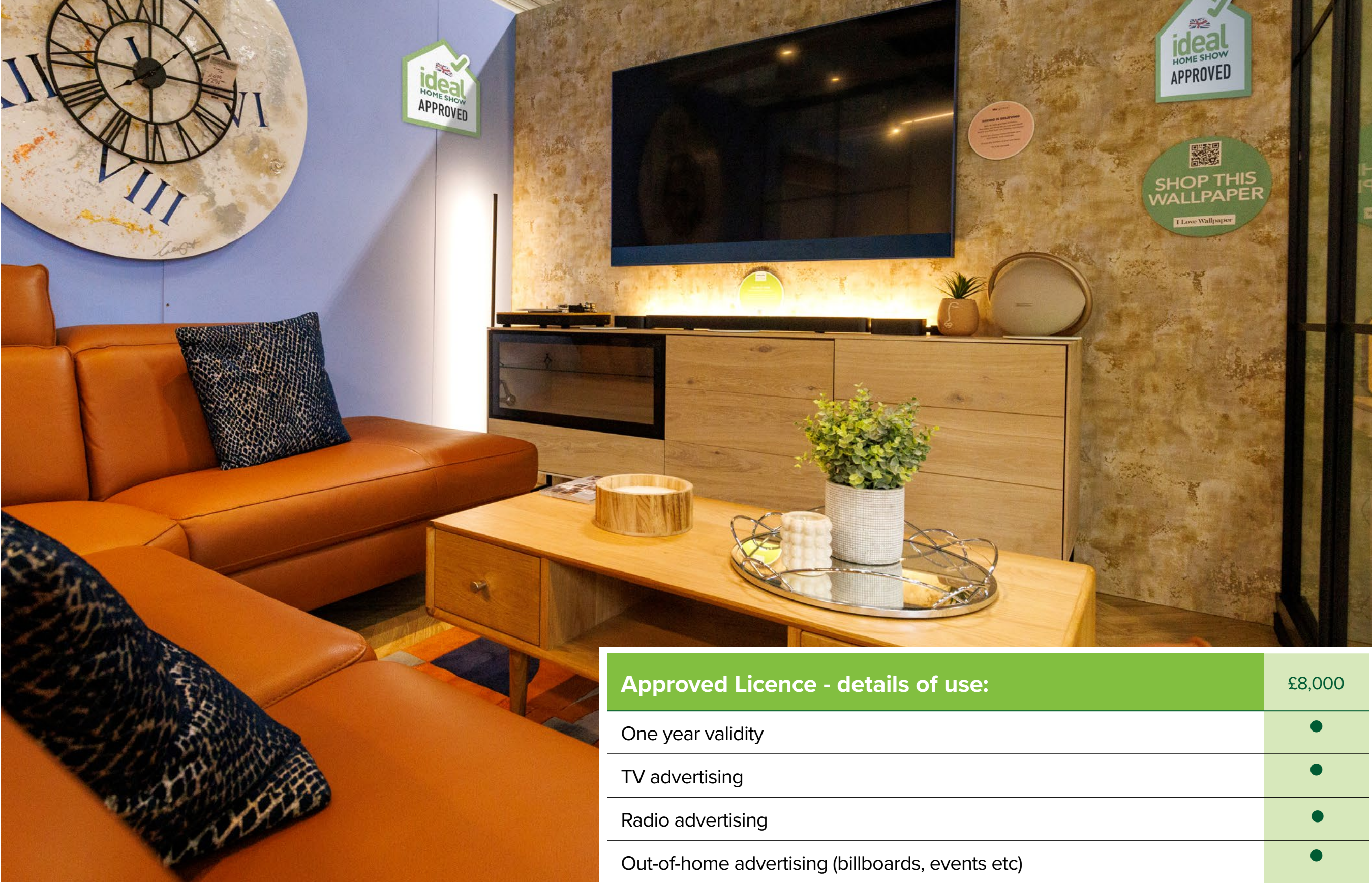
“The Igneus Classico is our best-selling wood-fired pizza oven, and since being approved in early 2021, we have seen Classico sales increase. I believe that the seal of approval adds weight to what is already a very strong brand due to its exceptional build quality and incredible performance.”

Iain Rowson,
Managing Director
The Pizza Oven Shop



“We have been exhibiting at the Ideal Home Show since 2010 and we are pleased to have one of our popular hot tubs approved by the Ideal Home Show Brand. Having the accreditation offers a trusted endorsement for potential customers both in and out of the event which helps to enforce Hydropool as the UK’s most trusted hot tub brand.”

Simon Chaney
Retail Sales Director UK
Jacuzzi Group



Approved Licence - details of use:	£8,000
One year validity	●
TV advertising	●
Radio advertising	●
Out-of-home advertising (billboards, events etc)	●
Website logo (use the endorsement across all website pages)	●
Social activity (YouTube, Videos, Facebook, Vimeo, and more)	●
Branding on packaging	●
Branding in showrooms and retail stores	●
Print collateral (leaflets & flyers)	●
ASSETS	
3x promoted posts across Ideal Home Show social channels	●
The Ideal Home Show will actively promote your products to our loyal audience at our three flagship events – IHS Spring, IHS Scotland & IHS Christmas	●
Reviews displayed on Ideal Home Show Approved website page for 1 year	●
1 full page ad in Good Homes Magazine	●



Brand endorsement licence

How does it work?
Our expert panel request you to send your chosen product for test and review. Products which are reviewed and have successfully passed the strict screening process are granted an endorsement licence from the Ideal Home Show. This gives you the rights to promote the endorsement for one year. All successful reviews will be displayed on the Ideal Home Show Approved website page where customers can link to buy your product.
In addition to this, endorsed products will receive additional signage to enhance exposure whilst exhibiting at the Ideal Home Show.

Submit your product
To start your approval process, please send an email to approved@idealhomeshow.com to register your interest, and one of the team will contact you.

Will everyone get approved?
Due to the strict screening criteria, not all parties and products will receive the Ideal Home Show Approved endorsement. The team will feedback on the outcome.

I’m Approved – what next?
Great news, a dedicated account manager will arrange for you to receive the Ideal Home Show Approved licence, and logo for you to start promoting your product endorsement.