

kbb

kbb Birmingham

Your product launch platform



With a proud 38 year history, kbb Birmingham is the most established kitchen, bedroom and bathroom event in Europe.

As the only UK event to offer access to over 17,000+ kitchen, bedroom and bathroom retailers, designers and buyers all under one roof, kbb Birmingham is the key meeting place for the industry.

Join hundreds of industry-leading brands in positioning your latest innovations in KBB appliances, lighting solutions, hardware, design software surfaces, components, and furniture to a highly-targeted audience of buyers in retail, design, installation, buyers, property development and more.

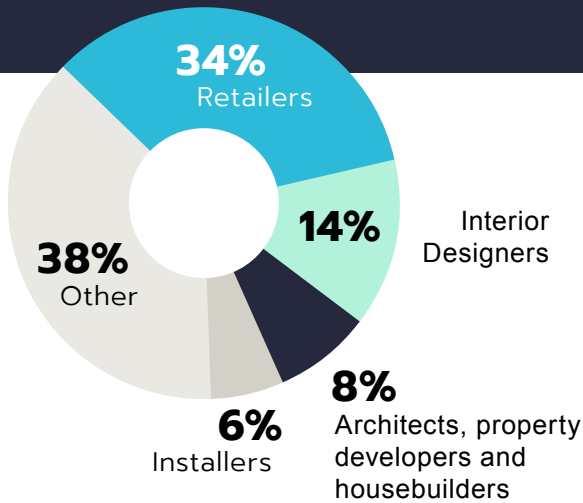
“We’ve had a fantastic 4 days here at kbb Birmingham, showcasing our Bocchi collection. It’s an exciting time for us as we’re introducing our brand into the retail marketplace, so it’s been the ideal opportunity to meet new connections as we build our network of customers and develop long term, collaborative relationships.”

Darren Paxford – Bocchi UK Ltd



Who you will meet

Welcoming 17,000+ buying professionals, including 6,000+ independent, large scale and online retailers:



46%

of visitors operate at owner, director or CEO job level

24%

Owner, Proprietor

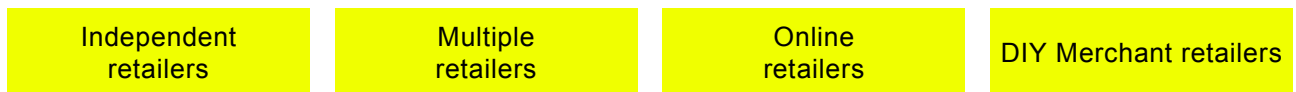
16%

VP, Director

6%

CEO, COO, President, Chairman

Welcoming the entire retail buying chain...



Through a targeted marketing campaign, the **kbb Birmingham** team increased desired visitor types so that our exhibitors were only meeting with relevant professionals.

Visitor	2024	2022
Designers	24%	22%
Installers	12%	5%
Buyers	11%	7%
Retailers	30%	27%

Our Exhibitors Told us

88% of Exhibitors satisfied with kbb Birmingham 2024

83% are likely to return to our 2026 show

82% said that they were happy with the quality of visitors

*percentage is of the total 17,000 registrants



Access the best of the kbb buying community*

To include...

Acorn Property Group	Euronics	Roundhouse
AO	Fairline Yachts	Screwfix
Ashley Ann	Halcyon Interiors	Sharps
B&Q	Homebase	Soaks Bathrooms
Bathrooms by Design	Howdens	Stephen Graver
The Bathroom Company	In-toto	Stone & Chrome
Bathroom & Kitchen Warehouse	J.S Geddes	Swift Electrical
Benchmarks	Jewson	Travis Perkins
Berkeley Homes	John Lewis	Two Guys
Buildbase	KC Design House	Uplands Kitchens
Builder Depot	Kevin Roper Interiors	Victorian Plumbing
Champion Building Services	Kingfisher PLC	Victoriaplum.com
City Plumbing	Kitchen Architecture	West One Bathrooms
Clive Christian	Kitchens International	Wickes
Classic Interiors	Kutchenhaus	Wren
CP Hart	Laings	Wolseley
Crest Nicholson	Magnet	
Currys	MKM Building Supplies	
deVOL	The Myers Touch	
Diane Berry	Neptune	
eBay	Plumbase	
	Redrow Homes	
	Ripples	



* Previous kbb visitors

“kbb Birmingham was the ideal place to launch RamonSoler and Decosan in the UK and we’ve had a fantastic 4 days at the show. It has given us the opportunity to introduce both brands to retailers in the UK market and help us to really understand how we can support them. We have made some great connections at the show and we look forward to following up these leads and driving our business forward this year”

Eddie Steader, UK Sales Agent for Ramonsoler and Decosan

kbb Birmingham made headlines

- [Top takeaways from kbb Birmingham 2024 – Kitchen and Bathroom News](#)
- [10 bathroom displays that grabbed our attention at KBB Birmingham 2024 – KBBFocus](#)
- [KBB Birmingham celebrates most successful show in 10 years - IERDaily](#)

Who exhibits

Our exhibitors are well established in the industry, attracting a range of buyers across the kitchen, bedroom and bathroom sphere. We're confident that by exhibiting at kbb Birmingham, you'll be in good company.



Acquabella	Loftrobe
Armac Martin	Multipanel
ArtiCAD	Newform
Bora Holding GmbH	Nobilis-Werke
Caesarstone	Novy
Cambria	Original Style
CDA Group	Origins Living
Compusoft	Perrin & Rowe
Dansani	Quooker
Davroc	Roca
Electrolux	Rotpunkt Küchen
Flair Showers	Samsung Electronics
Formica	Scavolini Spa
Hafele	Showerwall
Haier Appliances	Sottini
Hettich	The Marble Group
InSinkerator	uform
Kaelo	Verona
Laufen	Villeroy & Boch
Liebherr	Virtual Worlds

84% of exhibitors would recommend kbb Birmingham to a friend or colleague in the industry

80% of exhibitors at kbb Birmingham 2024 felt **their objectives were met**

75% of 2024 exhibitors felt they **boosted their brand awareness** and **generated valuable leads** at the event

kbb Birmingham 2024 **was our biggest show in 10 years** and our exhibitors could not have been happier – [watch what they had to say](#)

“This year’s quality and breadth of leads has been impressive with visitors looking for more sophisticated lighting solutions for their furniture. It’s been a great opportunity to introduce our brand to new customers and share our latest lighting innovations.”

Ashley Smith, Marketing Manager, Leyton Lighting



Show rates

STANDARD RATE	SPACE ONLY per m ²	SHELL SCHEME per m ²
	£298	£421
	DATA CAPTURE	REGISTRATION FEE
	£199	£595

Once you have booked your space/stand/booth, you will receive regular operational & marketing updates from our dedicated Customer Service team. This will include access to our Technical Manual which contains all of the specific information you will need to plan and build your stand at kbb 2024.

For sponsorship opportunities, please enquire with the sales team.

“kbb 2024 was a fantastic success for St James. We launched a number of new products including the complete St James Living range and the response has far exceeded our pre-show expectations and targets. We look forward to attending the exhibition again next time..“

Andy Burton, Divisional Marketing Manager - St James England

FLY THROUGH OUR 2024 EVENT WITH US



Contact

Jon Johnston
Sales Director

Email: jon.johnston@informa.com
Mobile: +44 (0)7717 851 824

Dan Walker
Account Manager

Email: dan.walker@informa.com
Phone: +44 (0)7500 991 879

Stefania Brugnola
Key Account Director (International)
Email: stefania.brugnola@informa.com
Mobile: +44 (0) 7825863093

/kbbbirmingham kbb_birmingham @kbb_birmingham kbb Birmingham