

GREAT. WELL DONE. YOU'RE A STEP CLOSER...

By downloading this on-line brochure for the 2012 **Totally DIY, Totally Tools and Totally Secure** show, you're on the right track to being part of the UK's most important and successful trade event in this sector.

Going from strength to strength, the show is even more powerful in its new home alongside **Spring Fair International** at the NEC, Birmingham.

In this brochure you'll find a selection of documents to make your decision to be involved in the show an easy one.

THESE INCLUDE:

- **SHOW OVERVIEW**

A snapshot of when and where and the show's supporters

- **WHO VISITS?**

The all-important 'who you can expect to see at the show' and a breakdown of business types

- **VITAL STATISTICS**

Some numbers and data to support your decision to exhibit and some findings from our most recent visitor research

- **PRICES**

Shows you what you receive for your money and for a trouble-free participation in the event

- **STAND RESERVATION FORM**

Your opportunity to tell us the kind of space you would like.

It's changing all the time so, you'll need to contact us directly for the latest floorplan showing space availability together with the latest exhibitor list so far.

To do this contact Paul Grinsell: [t +44 \(0\)20 7973 4734](tel:+44(0)2079734734) [e p.grinsell@hgluk.com](mailto:p.grinsell@hgluk.com)

THE TOTALLY TEAM





The UK's only multi-trade event dedicated to buyers and retailers of DIY, hardware, tools, home improvement, and security products.

THE UK MARKET IN ONE PLACE AND TIME

N.E.C. Birmingham • 5.6.7 February 2012
FREE to visit and FREE parking



Taking place alongside



www.totallydiy.com

TAKE OUR WORD FOR IT –

It was a great platform to launch our new products which has generated a lot of interest and future sales leads... Monday was our busiest day by far and being linked with the Spring Fair has made a huge difference and definitely helped sales.

Phil Gibbins, Sales Director, Barretine Products

We presented our products to buyers old and new, and we were most impressed with every area of the exhibition. Totally DIY was superb for us, and our very first time at the NEC in our present form, thank you to Paul and all at Brintex... memorable in every way...

Tony and Martin Bollom and Peter Smith, Briwax International

I had a good feeling after the exhibition. There were plenty of companies coming to us with their demands. Companies who we had never met if we would have stayed away. Great atmosphere. Thanks.

Gilles Quaegebeur, Commercial Director, Avasco Industries

The Totally Tools Show has provided us with a number of good potential trade customers. We will look at exhibiting at this show again.

Roland Llewellyn, Genpower

We had a very successful show, it was our first year at the Totally DIY Show and we have had a great response from people about our products. We gained contact with some great buyers current and new, so all in all a good show for us.

Kim Aldred, Sales & Marketing Assistant, Haxnicks

As usual the quality of visitors was excellent. Our immediate impression is positive, with strong potential for directly attributable new and increased business. We will be back in 2012.

Wendy Rowley, King Dick Tools

The show was a definite success for us, with lots of positive feedback on all of our new products! Our demo areas were particularly good at drawing crowds onto the stand. We look forward to seeing the Totally DIY show continue to flourish next year.

Helen Kirby, Marketing Manager, Everbuild Building Products

The show was for us a success. We met quite a lot of our clients and even more people who are interested in our products. So with a good follow up we can make it even more successful!

Stephan Nugteren, Account Manager, VETO B.V.

This was the first time that we had exhibited at the show since it moved to the NEC from London. We produced a good number of leads from visitors to our stand and also were visited by a number of existing accounts that provided us with the opportunity to introduce new products and develop our relations with them. From a visitor perspective we certainly found that Sunday was our busiest day for independents visiting our stand.

Tony Higginson, Business Development Manager, Connect Distribution Services

Totally Tools is a busy exhibition, and it does attract visitors who we really want to talk to. We met many interested parties and will be building relationships with these companies for mutual benefit in the future. This year's show attracted a varied range of visitors, many of whom were very interested in our Dust Free Sanding message into the Industry.

Julie Starkey, Marketing Controller, Mirka Abrasives

First of all I would like to thank you for the professional organisation of the show. There are not that many chances to present our complete product portfolio in the UK and therefore the Totally DIY show has become an important event for us - especially since it was moved from London to Birmingham. We do now see more existing and potentially new customers from England, N.I., Ireland and Scotland and the contacts from last year turned out to be very profitable for us - hopefully again this year.

It is also important for us to meet other exhibitors that operate in the same industry and because the atmosphere is so comfortable it is interesting and entertaining to have a conversation with them.

Gregor Grueb, International Sales, Trollull/Oscar Weil GmbH





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TOTALLY FOCUSED. 3 SHOWS. 1 EVENT. 000'S OF OPPORTUNITIES.

Now in its eighteenth consecutive year, 2011 saw the shows second appearance in its new home at the National Exhibition Centre in Birmingham. Taking place alongside Spring Fair International - the UK's largest home-focused retail trade show - it enjoyed another successful event to support the move from its London origins.

TOTALLY DIY is the most important UK industry trade show for retailers and suppliers of products in the DIY and home improvement sector. It's the first trade buying exhibition in the year of its kind in Europe and draws in thousands of key buyers every year. The DIY and home improvement year starts here.

This show is where the top suppliers exhibit, and the top buyers visit in a receptive frame of mind ready to do business.

Now in its 18th consecutive year, it represents the UK marketplace in one place and time.

TOTALLY TOOLS takes place alongside the Totally DIY trade show and is established as the UK's national tool trade show.

It's a dedicated showcase for buyers and sellers of hand tools, power tools and accessories for use by professionals and DIYers.

TOTALLY SECURE is the physical security products trade event for locksmiths, security product resellers, wholesalers, distributors and stockists and runs alongside the two well established and successful trade shows Totally DIY and Totally Tools.

The show's gone very well. The people who are coming through are very buoyant about the market. People are very excited about the new branding - it's been very positive, not just for us but for the market in general. The important thing is that people seem upbeat about the market. They're looking to develop and expand their ranges.

Daniel Fox, Brand Manager, Plasti-Kote

The stand has actually caused a huge amount of interest - it's about the whole creation of the range, rather than just saying 'which padlock would you like?'. The show's been absolutely fantastic. We have had a huge amount of interest - all of our big customers have been here and we have had some new customers as well, who we haven't seen before. We'll be following those up, definitely.

The stand is quite avant-garde. People have been quite interested to listen to the heritage of the company and the whole story.

Andy Culhane, Sales Director, Masterlock UK



THE INDUSTRY SHOW.

Supported by the British Hardware Federation and BHETA (British Home Enhancement Trade Association) together with the country's leading wholesalers, symbol marketing groups and associations, makes this the industry show.



3 SHOWS. 1 EVENT. ALONGSIDE SPRING FAIR INTERNATIONAL 2012.



Totally DIY, Tools and Totally Secure takes place alongside Spring Fair International 2012. As the UK's largest retail trade show, this event regularly attracts over 73,000 trade visitors from across the retail spectrum to see over 4000 exhibitors over five days. The Totally shows will take place over the first 3 days of this show.

This joint show collaboration makes perfect sense to time-pressed retailers serving the home enhancement sector from housewares to tabletop, DIY to decorative, tools to security.... in the middle of the country. If you're looking to reach the largest audience of retail trade buyers in the UK, then this show is for you.

The show is more easily accessible to more customers than ever before, ensuring greater exposure to more potential buyers and retailers.

With easy access by road, rail, air and free car parking for exhibitors and visitors - the NEC is the heartbeat of the UK events industry.

“ I would like to say that as a first time exhibitor, I am totally blown away by the thrust of energy the show has given my business, which is now destined to grow well beyond my initial expectations. Following the show, I have been asked to consider certain licensing packages and am weighing up and considering all the options available to me, which is all thanks to the 'Totally DIY' Show.
Tony Powell, Cut In Edge ”



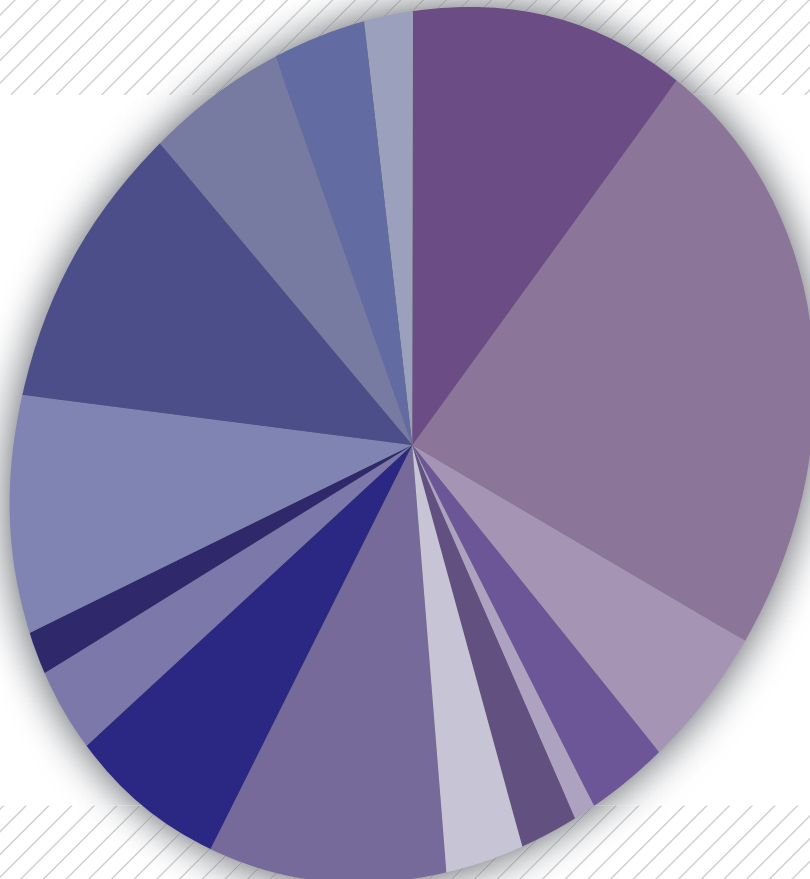
WHO VISITS? THE RIGHT PEOPLE.

TOTALLY DIY, TOTALLY TOOLS and TOTALLY SECURE attract serious buyers from every type of independent and multiple outlet in the UK, along with wholesalers & distributors, importers & exporters and dealers from over 50 countries.

There simply isn't a better way to meet this audience face-to-face.



BUYER PROFILES:



Builders' Merchant	11.5%
DIY / Hardware Store	23.1%
DIY Superstore	5.0%
Garden Centre / Nursery	3.1%
Grocery / Department Store	0.9%
Hire Shop	2.1%
Home Decoration Store	3.3%
Importer / Agent	9.6%
Mail Order / Online	6.7%
Press / Media	3.3%
Timber Merchant	1.7%
Tool Specialist	8.9%
Wholesaler / Cash & Carry	10.2%
Locksmith / Lock Specialist	5.3%
Automotive After Market	3.4%
Security Product Reseller	1.9%

2011 BUYERS: JUST A SAMPLE OF SOME OF THE RESELLERS VISITING THE 2011 SHOW

BUILDERS MERCHANTS

Bloomsbury Building Supplies
Builders Depot
Bussens and Parkin
David Cover & Son
E H Smith Builders Merchants
E Hussey & Sons
Howdens Joinery
J P Corry
Jackson Building Centres
Kent Blaxill & Co
Morgans of Ruthin
Nu-Line Builders Merchants
Ridgeons
Saints Builders Merchants
Selco Builders Warehouse
T Brooker & Sons
Timberstore
Travis Perkins
Unimer

DIY / HARDWARE STORES

A J Fixings Wholesale
Abbassi DIY Home and Garden Centre
Abbotts Home & Garden
Ace Mica Hardware
Amalgamated Hardware
A-Z Electrical & Hardware
Bunces Home Hardware
Cash Save
Castle DIY
Crumlin Decor
David Mann
Decomate
Eltham DIY
F W Metcalfe & Sons
Goring Hardware
Hall's Mica Hardware
Handymans Hardware & DIY
Handymans Mica Hardware
Homeflair (DIY)
Isaac Lord
Kennedy's Mica Hardware
London DIY Centre
Ludlow Homecare
McDougalls Home Hardware Oban
MICA UK
Nixons Hardware
Northiam DIY
Oadby DIY
Pease of Garforth
Robert Dyas
Sheppards DIY
Sherwood Mica Hardware
SS Hardware & DIY
Storeys Hardware
Tarporely DIY
Teed Tools & DIY
The Tool Shop
Thorpes of Gosforth
Towcester Home Mica Hardware
W Hurst & Son
Wincanton DIY

DIY SUPERSTORE

Ace Hardware International
B&Q
BauMax
Focus DIY
Gardiner Sons
Green DIY
Homebase
Taskers
Trago Mills
Wickes

GARDEN CENTRE / NURSERY

Alfords Garden Centre
Barnplants Garden Centre
Blackdown Garden Centre
Bourne Garden Centre
Caerphilly Garden Centre
Connacht Gold Co op
Downham Country Garden Store
Downtown Garden Centre
FR Cathcart Home & Garden
Garthowen Garden Centre
Godleigh Gardens
Gordale Garden Centre
Grasmere Garden Centre
Haddenham Garden Centre
Highgrove Garden Centre
Hillier Garden Centres
Klondyke Group
Mill Race Garden Centre
Monkton Elm Garden Centre
RHS Enterprises
Woodlands Garden Centre

GROCERY / DEPARTMENT STORES

Aldi Stores
ASDA Stores
Bentalls
Fenwicks
John Lewis
Lincolnshire Co-Op
Midlands Co-Op
Morrisons
Next
Sainsburys
Tesco
TK Maxx
Trading 4U
Wilkinson

HIRE SHOP

A E Dowdeswell Plant Hire
Gem Tool Hire & Sales
Hodgson Tool Hire
HSS Hire Shops
Pershore Hire Centre
Pink Plant Hire
Rapid Hire Centres
Speedy Hire
Spey Valley Hire Centre
T & T Plant Hire

HOME DECORATION STORE

Brewers
Castle Paints
Decoron Wallpapers
Designer Colours
Glenwood Paint Supplies
Llandovery Decor Centre
Marble Arch Paints
Palmer's of Chiswick
Rabart Decorators Merchants
S&S Home Supplies
Taskers
W J Gardner (Cardiff)

MAIL ORDER / ONLINE

Bamford Trading (UK)
BIGDUG
Coopers of Stortford
CPC
H C Slingsby
Ideal Shopping Direct
Ironmongery Direct
Llandovery Decor Centre
Plumbworld

QVC Handel GmbH
Screwfix Direct
Sealants and Tools Direct
The Ultimate Gardener
Timscrib Reader Offers
Tool Trader Direct
Tool World
Toolbuzz
Tools Direct 2 You
ValueUKCom

TIMBER MERCHANT

Acelane Timber
Alscot Timber
Arnold Laver Co
ASC Timber Supplies
E Conway & Sons (Timber Sales)
Greenford Timber
Lawsons (Whetstone)
Mid-Sussex Timber
Pontrilas Timber & Builders Merchants
Southern Timber
Swansea Timber & Ply
Timberstore

TOOL SPECIALIST

AJS TOOLS
Anglian Tool Agency
Baudains Trade Supplies
Belton & Slade
Chislehurst Supply Co
Crusader Tools
D & M Tools
Henri Picard & Frere
Impress Tools
Kingdom Tools
London Tools
Proops Brothers
RS Industrial Services
RSL Tools
S & L Tools
Target Tools
The Tool Shop
The Toolshed
Tool Lodge
Tool World
Toolbox
Toolcity
Toolmonkey
Tools & Threads
Tools Direct 2 You
Total Tools
Transtools
Worcester Tools & Fixings

WHOLESALE / CASH & CARRY

Bright Acres Services
Dargan Tools
Decco
Decco - Stuart & McIntosh
F S B (Wholesale)
Frackeltons
Garrison Dales
Hafele UK
Harrison & Clough
J B Key Co
London Decorators Merchants
Nigel Wall Tools
Owlett-Jaton
PE O'Brien & Sons
Philip Margetts
Rodo
S J Dixon & Son
Stax Trade Centres
THS Tools

Toolbank
Toolbank Curtis Holt Northern
Tools Plus (Jersey)
WFSborder
WML Industrial Holdings

LOCKSMITH / LOCK SPECIALIST

A&Y Locksmiths
Brinnick Locksmiths And Security
Burfords Locksmiths
Devon & Cornwall Locksmiths
DNC Security
Flintoft Ironmongers
Home Guard
Home Secure
Key Solutions
Keyed In Security Services
Keyman Locksmiths
Lock Services
Pinnacle Locks
Security Hardware
Simply Safes
Spiller Architectural Ironmongery
Stanleys Security
The Keybar NW
Thornhill Security

AUTOMOTIVE AFTERMARKET

AES Banbury
Autopro Midlands
AW Automotive
Clampco UK
Darren Bithell Tools
David Shiel Motor Factors
G-Force Motorsport
Halfords
M J Motor Services
Matts Autoparts
Socket To Me
The Garage Langley Mill
Van-line

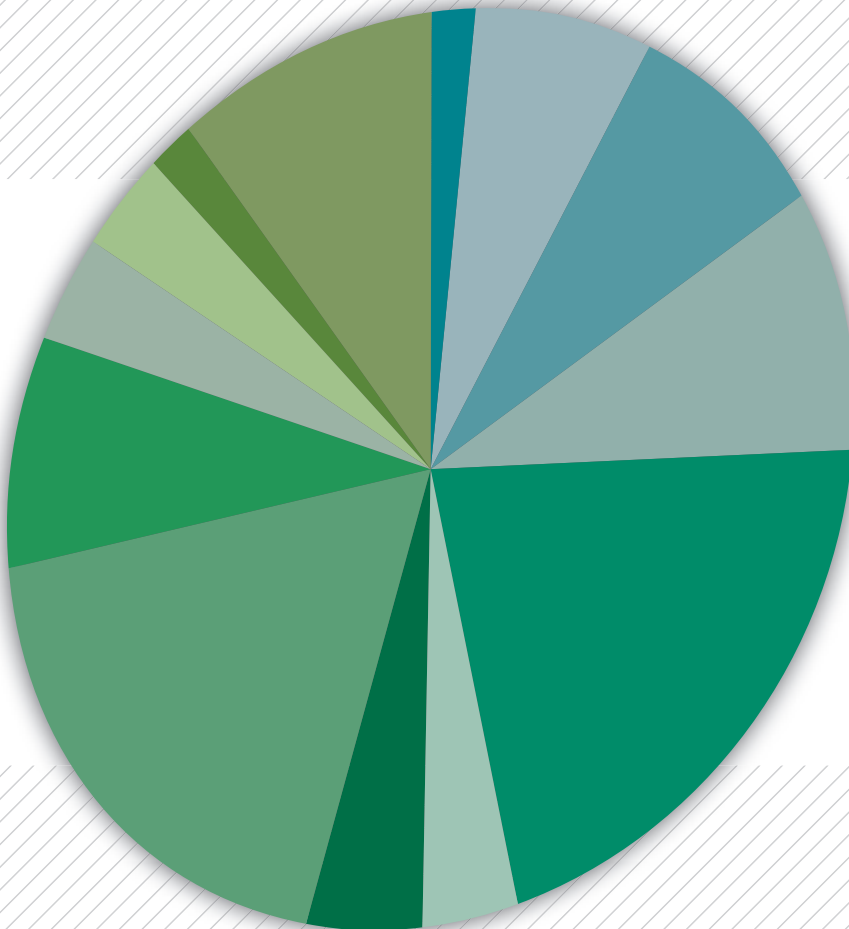
SECURITY PRODUCT RESELLER

AIM
Appliance Repairs and Maintenance
Castle Security
Electro Replacement
Home Secure
Kamco
Root3
Safe and Reliable Solutions
SAS co
Security Hardware
Spectrum Access Control Solutions

MULTIPLE RETAILERS

F W Myhill & Son
First Motorway Services
Halfords
Homestyle
Jacksons of Saintfield
Kitchen Kapers
Lakeland
Lincoln Co-Op Society
Midlands Co-operative
OD STORES
Regal Trading (UK)
Robert Dyas
Ryman
Sainsburys
Trading 4u
Welcome Break
Wilkinson

GEOGRAPHIC PROFILES



■	NORTHERN	1.7%
■	YORKSHIRE & HUMBERSIDE	7.1%
■	NORTH WEST	8.4%
■	EAST MIDLANDS	9.2%
■	MIDLAND	20.3%
■	EAST ANGLIA	3.6%
■	LONDON	4.6%
■	SOUTH EAST	18.9%
■	SOUTH WEST	8.0%
■	WALES	3.5%
■	SCOTLAND	3.4%
■	NORTHERN IRELAND	1.8%
■	OVERSEAS	9.5%

OVERSEAS VISITORS CAME FROM...

AUSTRALIA	FRANCE	JORDAN	ROMANIA
AUSTRIA	GERMANY	KOREA (SOUTH)	RUSSIA
BELGIUM	GHANA	LATVIA	SAUDI ARABIA
BULGARIA	GIBRALTAR	LIBYA	SINGAPORE
CANADA	GREECE	LITHUANIA	SLOVAKIA
CHINA	HONG KONG	MALTA	SLOVENIA
CROATIA	ICELAND	MAURITIUS	SPAIN
CYPRUS	INDIA	NETHERLANDS	SWEDEN
CZECH REPUBLIC	IRAN	NEW ZEALAND	SWITZERLAND
DENMARK	IRELAND	NIGERIA	TURKEY
EGYPT	ISRAEL	NORWAY	UNITED ARAB EMIRATES
ESTONIA	ITALY	POLAND	USA
FINLAND	JAPAN	PORTUGAL	

WHY EXHIBIT? THE RESEARCH:

Independent research among visiting retailers and resellers to the 2011 show carried out by Questback (April 2011) shows us that you should exhibit to sell more products, get more leads and protect your market share as...

86%

of visitors found their visit and experience at the show to be worthwhile / satisfied / very satisfied.

78%

of visitors' main objective for visiting was to find and meet new and alternative suppliers and products.

54%

of visitors have placed / will place orders as a result of their visit to the show with both existing and new suppliers



“

Liberon had a very successful show this year at Totally DIY. The Cafe Liberon theme was extremely popular with visitors and we were delighted to have raised £123 for the Rainy Day Trust in exchange for free coffees and teas. On the business front, we met many valued customers and spoke to a good number of potential new customers that we look forward to following up in the coming months.

Elaine Edmondson, Marketing Manager, Liberon

We had an excellent show. We received several new retailer enquiries, particularly on the Sunday. Paul Andrews, our Product Manager for DIY also found the show very worthwhile. There was a good range of stands with a combination of the major brands and some very interesting first time exhibitors.

Martin Elliott, Managing Director, Home Hardware

The 2011 Totally DIY Show has been a great success for our company regarding new business. We were so busy, none of our staff of four, sometimes five, were able to leave the stand for lunch on any of the three days, and we were still dealing with excellent quality enquiries all the way up to 5pm on the last day.

Wyn Rees, Managing Director, Bulk Hardware

”

2011 VITAL STATISTICS

2011 SHOW SPECIFICS

SHOW TITLE	Totally DIY: Totally Tools: Totally Secure
DATES	6.7.8. February 2011
EXHIBIT FLOOR SPACE	5404 sq metres
EXHIBIT OPEN TO	Trade Only
MAIN PRODUCT GROUPS	Decorative, Hardware, Tools, Home Improvement, Security, Bathroom, Garden & Outdoors, Electrical, Plumbing
ATTENDANCE	6116
FREQUENCY OF SHOW	Annual

2011 EXHIBITOR PROFILE

TOTAL EXHIBITORS	140
FOREIGN EXHIBITORS	13 (9%)
DOMESTIC EXHIBITORS	127 (91%)
TOP EXHIBITING COUNTRIES	UK, Germany, Ireland, France, Spain, USA, Belgium, Netherlands

2011 ATTENDEE PROFILE

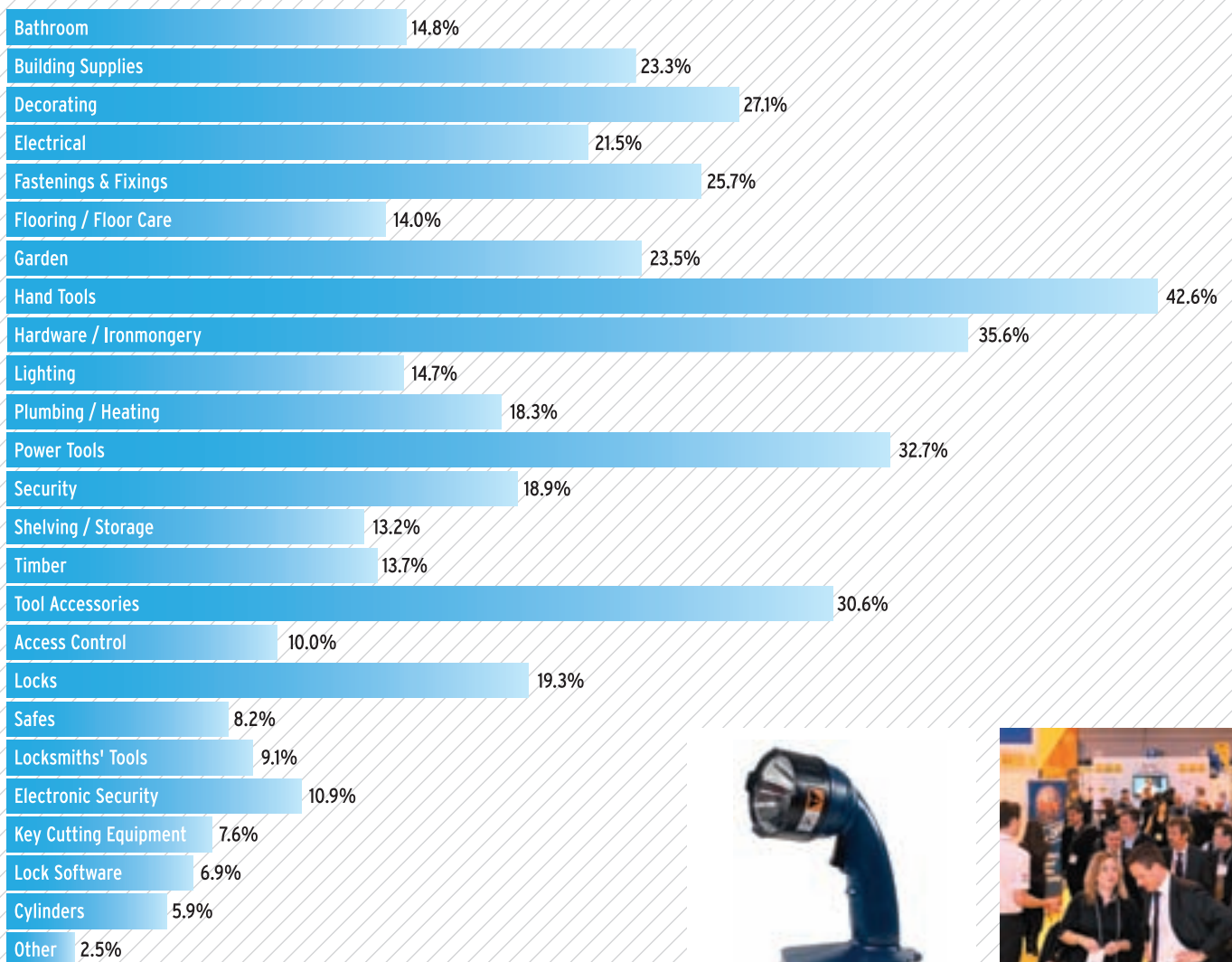
TOTAL ATTENDEES	6116
OVERSEAS ATTENDEES	581 (9.5%)
DOMESTIC ATTENDEES	5535 (90.5%)
TOP ATTENDING COUNTRIES	United Kingdom, Ireland, Netherlands, Germany, France, Cyprus, Japan, Italy, Malta, USA, Poland, Sweden, Spain, Australia, Belgium, Canada

“It’s been very good. We have had a lot of interest in the products and in all of our ranges. We have seen an improvement on last year and it’s definitely something we’d like to do every year. We have had people saying we’re not even in their particular industry but they loved our stand. One woman said she just had to have a tin of Mythic paint in her shop window!”

Matt James, Managing Director, M-Ports



PRODUCT INTERESTS: WHAT VISITORS TELL US THEY'RE MOST INTERESTED IN*



*Multiple choice question so figures add up to more than 100%



Being a first time exhibitor to Totally DIY we have been pleased with the feedback we have received from both existing and potentially new customers. From the number of leads we achieved at the show we are confident of gaining new customers whilst also increasing sales to existing customers with our new product ranges. We look forward to seeing you next year.

Ian Dunnaker, A. Perry Hinges

RIGHT PRICE. IT DOESN'T COST TO EXHIBIT, IT PAYS!

Exhibiting at Totally DIY, Totally Tools and Totally Secure couldn't be simpler or more cost-effective.

Our all-inclusive package is designed to make life as easy as possible for exhibitors and the cost includes many benefits which many organisers charge for as extras. We are committed to helping make your participation in the show a complete success and an enjoyable experience.



READY-TO-OCCUPY, SHELL SCHEME

Your Shell Scheme stand package price includes all of the following:

- White Octanorm walls
- Meeting table and chairs
- Name Board and fascia
- Carpeting
- 3 amp x 500w switched socket incl. power
- Lighting

£265 per square metre, plus VAT.

Here are some examples of stands and prices, others are available:

9m ² :	£2,385
15m ² :	£3,975
20m ² :	£5,300

SELF BUILD - SPACE ONLY STAND

£210 per square metre, plus VAT.

FOR MORE INFORMATION CONTACT:

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e p.grinsell@hgluk.com

PRICES

The price for this 3 day show also includes all the following marketing and PR support and at-show services:

PRE-SHOW

- Hyperlink from the exhibition website to your own website
- Visitor tickets and letter stickers
- Online Exhibitor Manual and Publicity Guide
- Inclusion in pre-show publicity and Show Preview
- Organiser mailing to your top 100 customers and prospects
- Hotel booking service and discounted accommodation

AT-SHOW

- Stand cleaning
- Security
- Free entry in Show Preview and Catalogue
- 'New for 2012' showcards for your stand
- Inclusion in New Products Area (where qualified)
- Free parking

2012 STAND RESERVATION FORM

THIS FORM DOES NOT COMMIT YOU TO EXHIBIT. A CONTRACT WILL BE SENT TO YOU SEPARATELY ONCE THE STAND SPACE HAS BEEN AGREED.

WE WISH TO RESERVE: m²

Space Only Shell Scheme

PREFERRED POSITION IS:

1. Stand No
2. Stand No
3. Stand No
4. Stand No

COMMENTS:

.....

.....

Name Job Title

Company

Address

..... Postcode

Telephone Fax

Website

E-mail

RETURN BY FAX OR EMAIL TO:

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TOTALLY

DIY•TOOLS•SECURE•2012



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