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Earls Court  
London  
22—25 Sept 2011

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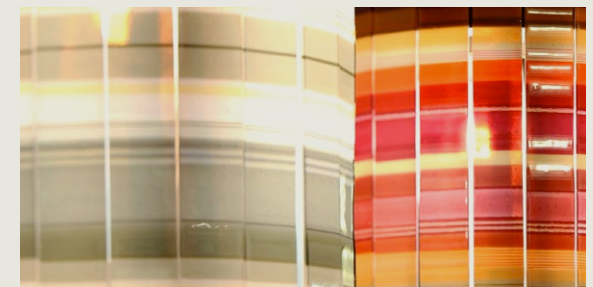
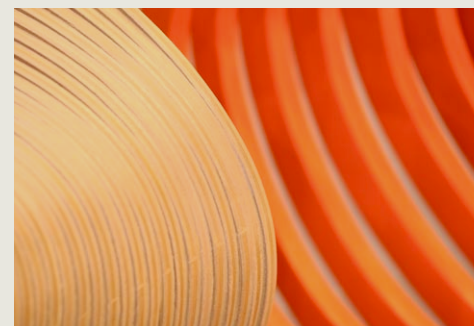
100%**design**<sup>®</sup>  
100%**futures**<sup>®</sup>  
100%**materials**<sup>®</sup>

*be.* 100%**design**<sup>®</sup>

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[100percentdesign.co.uk](http://100percentdesign.co.uk)

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# 2010 Show Review

**100% Design** encapsulates the best of contemporary interior design. It features world-class interiors show 100% Design, architectural and interior materials exhibition **100% Materials** and emerging talent showcase **100% Futures**. With a global appeal and its status as Britain's most influential contemporary interiors show, 100% Design is the ultimate UK forum for major international and UK brands.

Bursting at the seams with new launches and events, the 2010 show was the vibrant London hub it promised to be and held its own with its distinct mix of serious design and playful innovation.

## Attendance

### Unique visitors

**21,380**



### Trade attendance

**20,073**



### Public attendance

**1,741\***



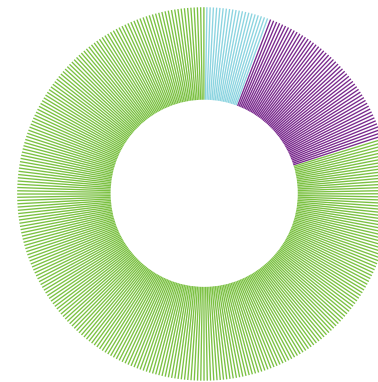
### Press attendance

**1,307**



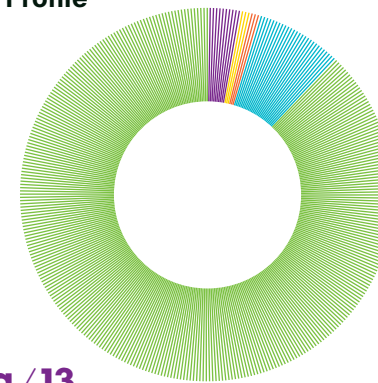
\* Not included in ABC audit

## Visitor Country Profile



**UK / 79.9%**  
**Europe / 14.6%**  
**Rest of the World / 5.5%**

## Exhibitor Country Profile



**Europe / 389**  
**Asia / 33**  
**South America / 13**  
**Oceania / 4**  
**North America / 4**

## Visitors Testimonials

**"Returning a year after our hugely successful launch was not only fantastic for business but also great for gaining the attention of the press on a global scale."**

Sean Dare  
 Dare Studio

**"The perfect place to reach our target groups: architects and interior designers."**

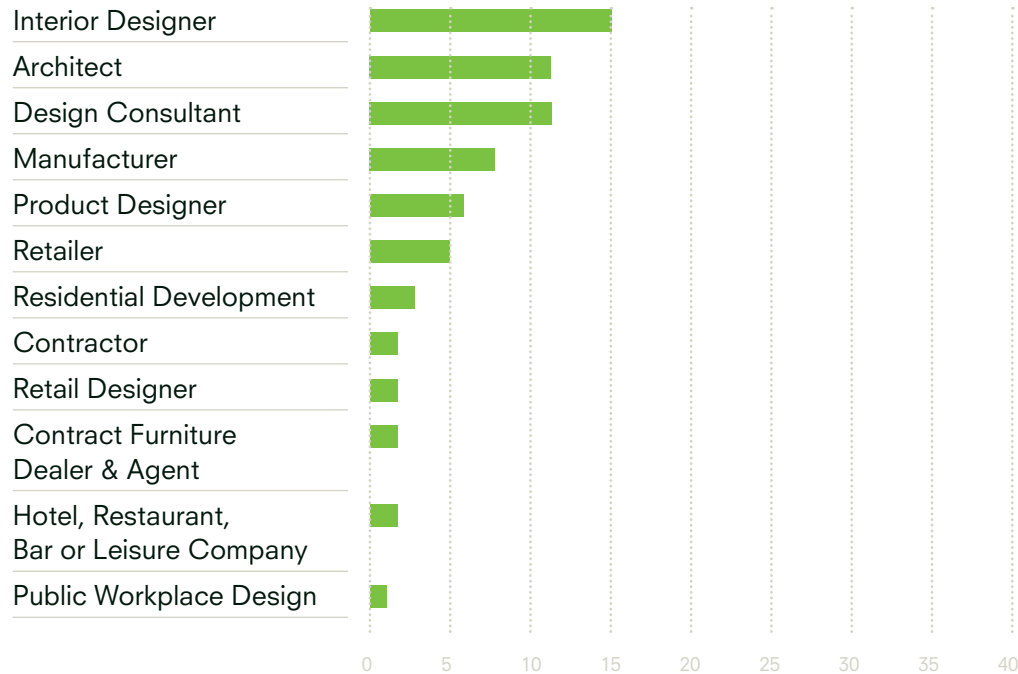
Ann Debosschere  
 Limited Edition Carpets

## 2010 Show Review

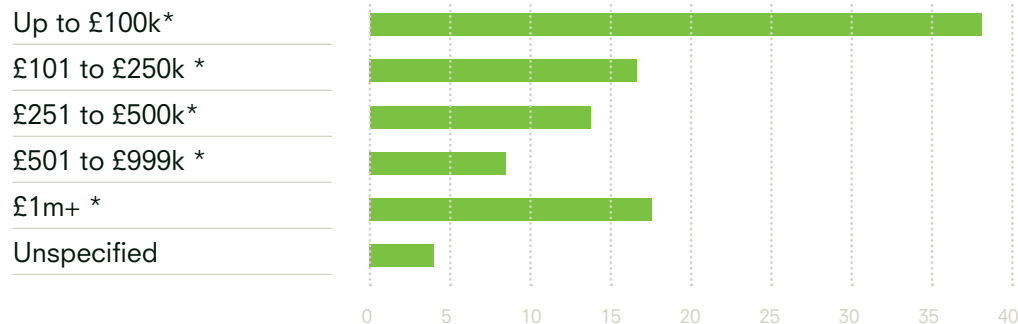
### Facts and figures

London is an acknowledged global hub for specification, especially for high-end hospitality and commercial projects in the UK, Middle East, Far East and China. Over 20,000 international design professionals (including interior designers, architects and retailers) visit 100% Design annually to find inspiration for live projects and actively source product for schemes.

#### Visitors Company activity (%)



#### Visitors: Budget Responsibility (%)



\* In Residential Interiors, Corporate, Hospitality, Healthcare, Education, Retail, Museum and Education

#### Visitors: Product interest

Product	Total	Product	Total
Lighting – Architectural	29%	Wall Finishes and Coatings	16%
Lighting – Decorative	28%	Intelligent Building	16%
Accessories	26%	Rugs and Carpets	15%
Materials – Glass	26%	Mirrors	15%
Chairs	26%	Stools	15%
Materials – Fabrics	26%	Tables – Occasional / Side / Low	15%
Materials – Natural	24%	Outdoor	14%
Bathrooms	23%	Benches and Ottomans	14%
Materials – Metals	23%	Office	14%
Materials – Solid Surface	21%	Flooring – Jointless	13%
Armchairs / Lounge Chairs	21%	Electrical Systems & Switches	13%
Materials – Laminates	20%	Screens	13%
Materials – Plastics	20%	Modular Systems	13%
Kitchens	20%	Home Office	12%
Sofas	20%	Stairs	12%
Materials – Ceramics	20%	Heating Systems / Radiators	12%
Textiles and Fabrics	19%	Acoustics and Insulation	12%
Storage & Shelving	18%	Daybeds	11%
Beds and Bedroom Furniture	18%	Ceiling Systems	11%
Flooring – Wood and Laminates	18%	Retail / Exhibition	11%
Tables – Dining	18%	Internal Windows and Doors	11%
Desks	18%	Partition Systems	10%
Flooring – Tiling	17%	Kids' Furniture	10%
Materials – Nano-materials	17%	Public Seating	8%
Wall & Ceiling Finishes	17%	Entrance Area / Entrance Control	8%
Paints / Coatings / Treatments	16%	Auditorium / Stadium Seating	4%
Cabinets	16%	Way Finding	4%
Flooring – Flexible	16%		

# 02 / Architects at 100% Design

## 100% Design brings architects to you. Meet over 2,400 architects at 100% Design, over 1,000 of them have budgets over £1 million!

### Visitor numbers

#### Architectural practices

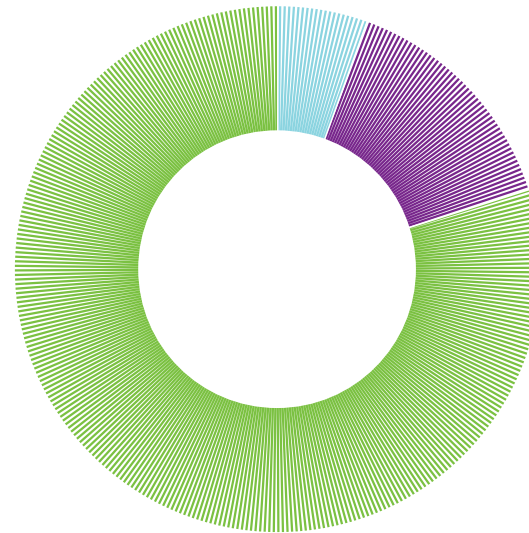
# 2,482

# 44

Practices out of the AJ100 Top 50 attended such as **BDP, Foster & Partners, Atkins, Capita, Aedas, PRP, Broadway Malyan, Sheppard Robson**

Other Practices include **Scott Brownrigg, 3D Reid, PRP Architects, Nightingale Associates, RMJM, Feilden, Clegg Bradley Studios.**

### Country Profile – Visiting Architects



**UK / 83.5%**  
**Europe / 11.69%**  
**Rest of the World / 4.81%**

### Testimonials

“The response has been fantastic. We had over 400 enquiries over the four day event from interior designers, architects and property developers.”

**Nick Kershaw**  
Managing Director, NY Timber  
(UK Distributor for Dennebos Flooring)

“Up-beat and positive, inspiring and uplifting – I thought 100% Design was really fantastic this year. I particularly enjoyed exploring the international pavilions and the diverse products by small independent designers and manufacturers. I only intended to visit briefly but ended up staying the whole day.”

**Matthew Kobylar**  
Senior Associate, Gensler

## 02 / Architects Facts and figures

### Media Partners & Affiliates



The Architects' Journal

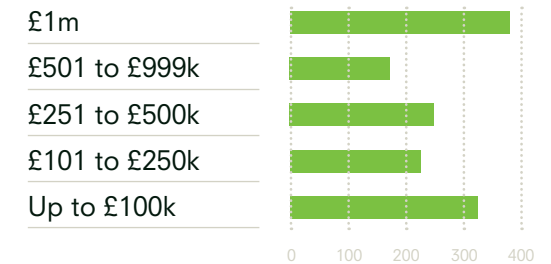
### Visitors: Architects Product Interest

Product	Total
Lighting – Architectural	59%
Materials – Glass	51%
Bathrooms	50%
Materials – Natural	45%
Materials – Metals	45%
Flooring – Wood and Laminates	42%
Materials – Solid Surface	41%
Flooring – Tiling	40%
Materials – Laminates	39%
Kitchens	39%
Materials – Fabrics	38%
Wall & Ceiling Finishes	37%
Materials – Ceramics	36%
Materials – Nano-materials	36%
Flooring – Flexible	36%
Intelligent Building	36%
Lighting – Decorative	35%
Materials – Plastics	35%
Wall Finishes and Coatings	35%
Flooring – Jointless	35%
Chairs	33%
Accessories	32%
Acoustics and Insulation	31%
Heating Systems / Radiators	30%
Ceiling Systems	29%
Armchairs / Lounge Chairs	28%
Paints / Coatings / Treatments	28%
Electrical Systems & Switches	27%
Storage & Shelving	26%

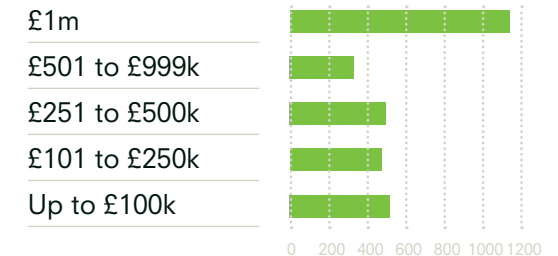
Product	Total
Stairs	26%
Internal Windows and Doors	26%
Modular Systems	25%
Sofas	24%
Beds and Bedroom Furniture	24%
Partition Systems	24%
Textiles and Fabrics	23%
Outdoor	23%
Tables – Dining	22%
Desks	22%
Office	22%
Cabinets	20%
Screens	20%
Mirrors	19%
Tables – Occasional / Side / Low	19%
Entrance Area / Entrance Control	19%
Benches and Ottomans	18%
Rugs and Carpets	17%
Stools	17%
Home Office	17%
Retail / Exhibition	16%
Public Seating	15%
Daybeds	14%
Way Finding	14%
Auditorium / Stadium Seating	11%
Kids' Furniture	10%

### Architects – Budget Responsibility (Spend/Number of Architects)

#### Residential



#### Commercial



## 03 / Interior Designers at 100% Design

Looking for high spending Interior Designers to specify your product? You will find practices who visit 100% Design are looking for exciting new products for all types of projects.

### Visitor numbers

#### Interior Design Consultants

3,352



#### Interior Design Practices

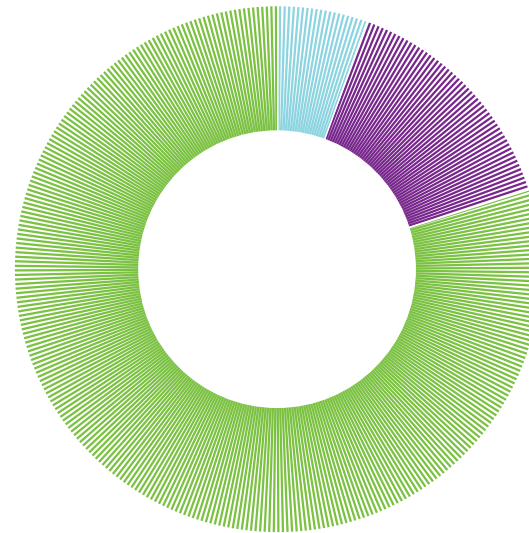
3,362



Key design consultancies from both Design Week Top 100 Consultancy survey and House & Garden directory of leading interior designers visited the show. Practices include **Imagination, Gensler, Dalziel & Pow, Checkland Kindleysides, Alidad Ltd, Blanchard, Fox Linton Associates, Benson Studios, Oliver Laws Designs, Scott Brownrigg.**



### Country Profile – Visiting Interior Designers



**UK / 83.67%**  
**Europe / 11.15%**  
**Rest of the World / 5.17%**

### Testimonials

“For me the exhibition was excellent. The content of the show was very relevant to my needs and several new contacts were made with the high calibre of brands being represented. The high standards of 100% coupled with the relevance of the companies exhibiting made the event a must for anyone in the commercial design and contract market.”

**John Churton**  
Head of Procurement,  
Checkland Kindleysides  
Design Consultants

“100% Design was great. We were able to show our full range first-hand to architects and designers we have been speaking to, make new contacts and achieve our objective of reaching key specifiers from the hotel and leisure industry.”

**Anna Hart**  
Co-Founder, MARK Product

# 03 / Interior Designers

## Facts and figures

### Media Partners & Affiliates

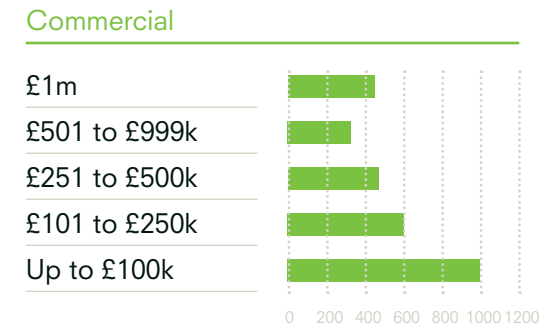
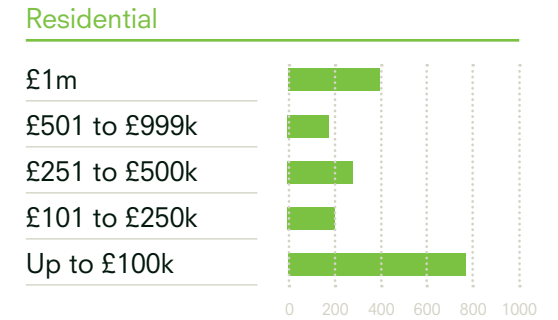


### Visitors – Interior Designers' Product Interest

Product	Total
Lighting – Architectural	61%
Materials – Glass	51%
Bathrooms	50%
Materials – Natural	45%
Materials – Metals	45%
Flooring – Wood and Laminates	42%
Materials – Solid Surface	41%
Flooring – Tiling	40%
Materials – Laminates	39%
Kitchens	39%
Materials – Fabrics	38%
Wall & Ceiling Finishes	37%
Materials – Ceramics	36%
Materials – Nano-materials	36%
Flooring – Flexible	36%
Intelligent Building	36%
Lighting – Decorative	35%
Materials – Plastics	35%
Wall Finishes and Coatings	35%
Flooring – Jointless	35%
Chairs	33%
Accessories	32%
Acoustics and Insulation	31%
Heating Systems / Radiators	30%
Ceiling Systems	29%
Armchairs / Lounge Chairs	28%
Paints / Coatings / Treatments	28%

Product	Total
Electrical Systems & Switches	27%
Storage & Shelving	26%
Stairs	26%
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Modular Systems	25%
Sofas	24%
Beds and Bedroom Furniture	24%
Partition Systems	24%
Textiles and Fabrics	23%
Outdoor	23%
Tables – Dining	22%
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Cabinets	20%
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Tables – Occasional / Side / Low	19%
Entrance Area / Entrance Control	19%
Benches and Ottomans	18%
Rugs and Carpets	17%
Stools	17%
Home Office	17%
Retail / Exhibition	16%
Public Seating	15%
Daybeds	14%
Way Finding	14%
Auditorium / Stadium Seating	11%
Kids' Furniture	10%

### Interior Designers - Budget Responsibility (Spend / Number of Interior Designers)





## 04 / Retailers at 100% Design

**100% Design attracts retailers from across the UK and internationally. High level retailers attended our 100% Select scheme including buyers from Heal's, Lollipop shoppe, Selfridges and John Lewis.**

### Visitor/Exhibitor numbers

# 1,108

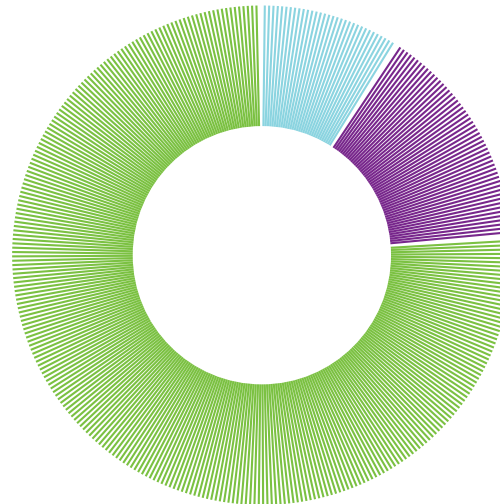
Retail companies attended  
100% Design London



A selection of high level retailers attended as part of our VIP programme these included **Aram, Conran, Heal's, John Lewis, Liberty, Mint, Selfridges, Darkroom, Innerform, Lollipop shoppe**

Other retailers include **La Rinascente, Whistles, Waitrose, Topshop, Topman, Next Plc, Mamas and Papas, Jo Malone, Hermés, Laura Ashley, Molton Brown, Zara home, The Conran Shop, The White Company, M&S, Moleta Munro, Tangram Furnishers, Snowhome, Furniture 23, Evitavonni, Habitat, Harrods, Debenhams, Viaduct, Skandium, House of Fraser, Paul smith and Laura Ashley**

### Country Profile – Visiting Interior Designers



**UK / 76%**  
**Europe / 15%**  
**Rest of the World / 9%**



## 04 / Retailers at 100% Design

### Testimonials

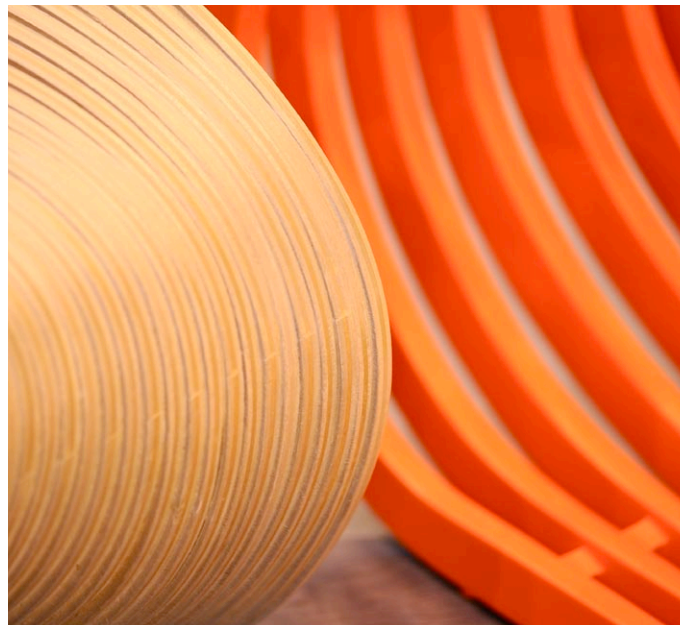
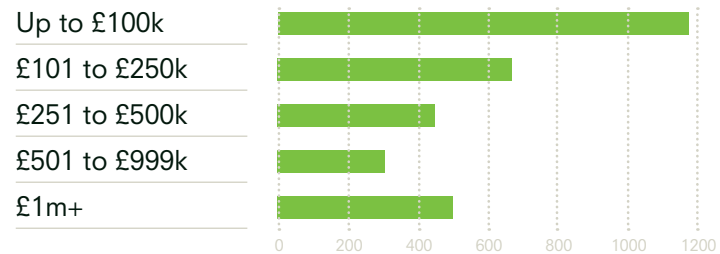
**"We made some excellent contacts at 100% Design, resulting in our products being specified for ongoing projects. We also met an established international retailer who we will begin working with in spring of 2011; this will be our entry to the North American market. In addition, we received a lot of UK and International press for our Vessel series, which we launched at the show."**

**Ryan Malone,**  
decode, London

**"We come to 100% Design every year; it is a great place to spot trends and meet new designers. We are always looking for new products, and already have our eye on some designers from the 2010 show."**

**Tim Ely**  
Senior Furniture Buyer, Heal's

### Purchasing Power (Number of retailers)



# 05 / Press at 100% Design

## Reach the media

Want to enhance your company's profile? 100% Design's outstanding global press coverage from newspapers to specialist and professional titles offers unrivalled opportunities to promote your products. In addition, nearly 1,500 press attend the show from the UK and internationally, they are keen to meet exhibitors and see new products.

### Attendance

Number of press attended  
100% Design 2010:

**1,307**

Campaign value of over:

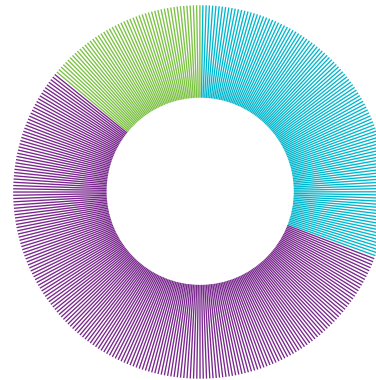
**£4.25 Million**

The overall PR reach for  
100% Design 2010 exceeded:

**£72.5 Million**

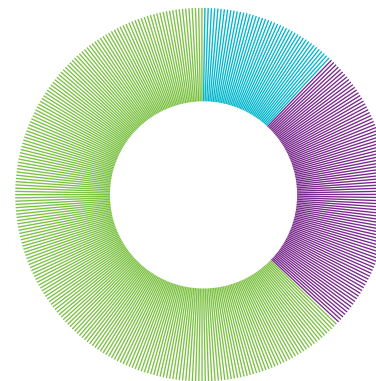
### Breakdown of Press coverage:

1. Consumer
2. Trade
3. Web



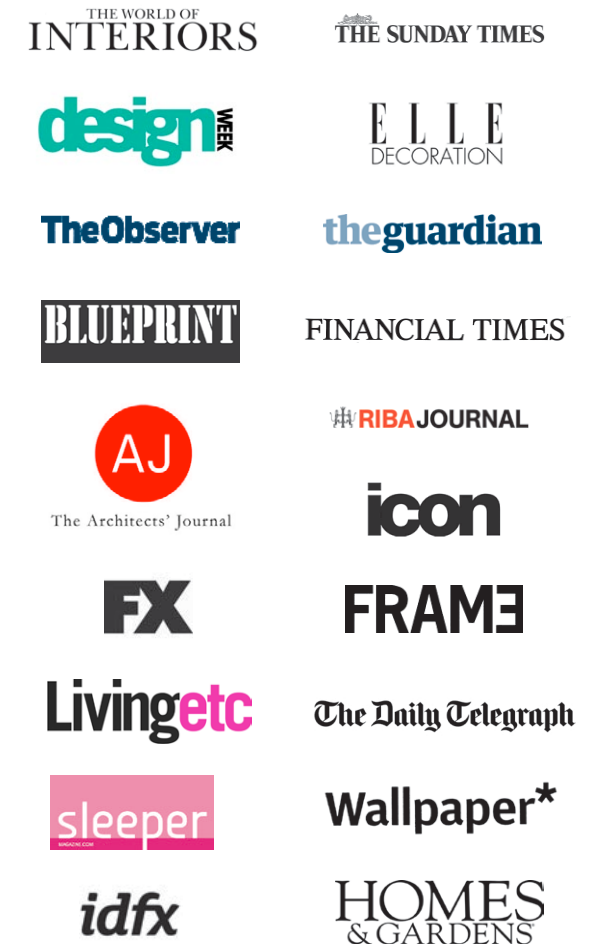
### Country Profile

- UK / 63%
- Europe / 25%
- Rest of the World / 12%



### Press coverage titles include:

<http://www.100percentdesign.co.uk/press>



## 06 / Marketing

### How we promote 100% Design

#### Online

Over

# 270,000

Unique visitors



Social Media campaign

# 16,100

followers



despoke (100% Design blog)

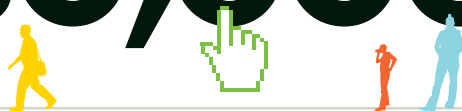
# 120,641

Unique visitors



monthly e-newsletter to database of

# 80,000



Online advertising through leading industry websites ensuring 100% Design reached target audience



#### Direct Marketing

Distribution of over

# 300,000

visitor leaflets inserted into trade publications and mailed to previous visitors and prospects

## Telemarketing campaign to key prospects

# 1,000

Personalised visitor leaflets to architects and interior designers

#### Advertising

High-profile campaign with over 40 titles, international and domestic including magazines such as **Wallpaper, The World of Interiors, Blueprint, FX, idFX, Frame, Mark, AJ, RIBA Journal, Building, Building Design, Sleeper.**

#### Press

100% Design employs a specialist PR consultancy to co-ordinate all UK and international press activity in magazines, newspapers, broadcast and online media.

From news stories and preview features to interviews and reviews, Industry Publicity achieves extensive press coverage for 100% Design and its exhibitors in some of the design world's most influential titles.

## 06 / Marketing Initiatives for 2011

### Maximise your time with 100% Connect

Contact and arrange meetings with new and existing customers via the 100% Design website ensuring you are using your time effectively. 100% Connect is available to all exhibitors giving you an opportunity to contact registered visitors. You can pinpoint visitors, send messages and arrange appointments.

### Bigger and better VIP Programme

Meet the top 100 companies from the retail, interior design and architectural industries through our tailored VIP programme ensuring that they don't miss anyone and their specifying needs are met.

### Promote your presence at 100% Design

Personally invite your database of potential clients to visit you at 100% Design through our new personalised electronic visitor leaflet. The leaflet will give them information about the show and a floorplan highlighting your location.

### Promote your products

Publicise your new product launches to a database of 80,000 through our monthly e-newsletter.

### Increased marketing reach

100% Design will be increasing its international marketing reach by working with government bodies such as UK Trade & Investment and relevant media partners, increasing international visitors and opening up new territories such as Brazil.



## 07 / Rates

Booking your stand at 100% Design brings you more than just floor space - connect with architects and interior designers, and meet retailers and manufacturers at 100% Design. Maximise your marketing budget and explore our sponsorship and event marketing opportunities.

### Stand costs for 100% Design and 100% Materials 2011

	Option 1 - Shell Scheme*	Option 2 - Space Only†
<b>Suitable for stands size</b> Cost per Sqm (not inc. VAT at 17.5%)	<b>Under 24m<sup>2</sup></b>	<b>Over 24m<sup>2</sup></b>
<b>Sept 27th 2010 to May 1st 2011</b>	<b>£327</b>	<b>£295</b>
<b>May 2nd to Sept 22nd 2011</b>	<b>£340</b>	<b>£300</b>
<b>Registration fee</b>	<b>£300</b>	<b>£300</b>
<b>Insurance</b>	<b>£115</b>	<b>£115</b>

### Stand costs for 100% Futures

	Option 1 - Shell Scheme*	Option 2 - Space Only†
<b>Suitable for stands size</b>	<b>Under 24m<sup>2</sup></b>	<b>Over 24m<sup>2</sup></b>
<b>Cost (excluding VAT @ 20%) until 22 sept 2011</b>	<b>£165 (per m<sup>2</sup>)</b>	<b>£138 (per m<sup>2</sup>)</b>
<b>Insurance</b>	<b>£115</b>	<b>£115</b>

\* Shell Scheme stands are constructed from traditional wooden shell.

† A space on the floor marked out in chalk for you to build your own stand.

### Stand costs for 100% Futures

#### Increase your presence

A number of sponsorships are offered as exceptional marketing opportunities for both specific and broad audiences. Unprecedented visibility can be gained through key sponsorships with a number of these able to be tailored to meet your specific requirements.

#### Sponsorship provides you with:

- Opportunities for massive exposure to your key target audience
- A unique chance to build brand awareness
- Opportunities to enhance your products / services
- An unparalleled, extensive branding campaign - UK and International
- Gain unprecedented media interest and coverage

Take advantage of our sponsorship and event marketing opportunities to set yourself apart from your competition.

Contact Samantha Davidson on **+44 (0) 20 8910 7724**  
[samantha.davidson@reedexpo.co.uk](mailto:samantha.davidson@reedexpo.co.uk)



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**be.100%design<sup>®</sup>**

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**Earls Court  
London  
22—25 Sept 2011**

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**100%design<sup>®</sup>  
100%futures<sup>®</sup>  
100%materials<sup>®</sup>**