

ptsb
**IDEAL
HOME
SHOW**

Invest in Your Home

RDS
SIMMONSCOURT

16TH – 18TH OCTOBER 2026 and 23RD – 25TH APRIL 2027

HIGHLIGHTS FROM RECENT SHOWS

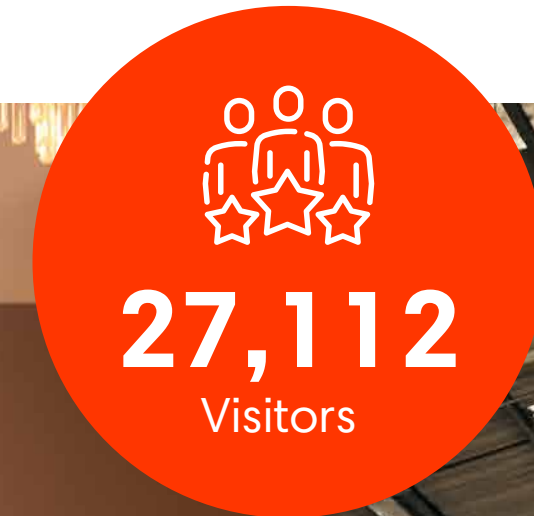


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ABOUT THE SHOW

PTSB Ideal Home Show

For more than 30 years, the PTSB Ideal Home Show has been **Ireland's leading home improvement and interiors event**, connecting brands with a highly engaged audience of homeowners actively planning, renovating and investing in their homes.



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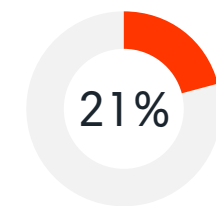
ABOUT THE SHOW

Supported by a powerful multi-channel marketing campaign that delivers millions of consumer impressions across PR, digital and social media, the show offers brands a unique opportunity to engage directly with decision-makers, build awareness and drive measurable business results.

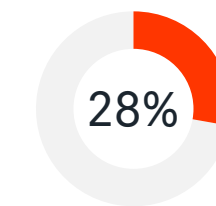


Stats from visitor exit survey

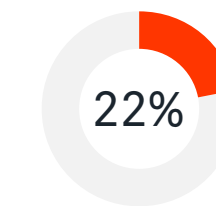
How did you hear about the Show?



Newspaper & radio ads

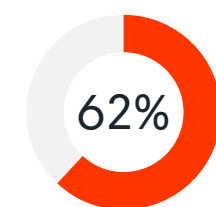


Social media & online advert

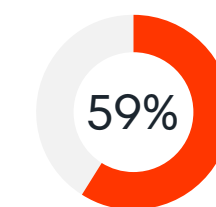


Email from organiser

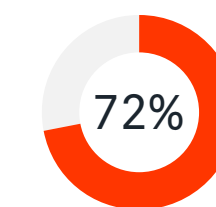
Visitor top demographics:



Female



Age 35-54



ABC1 Economic group



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ABOUT THE SHOW



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EXHIBITOR TESTIMONIALS



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”

We come back each year for a reason. It's the best show for reaching our customers.

Derek Byrne
Prestige by Fleetwood

”

Great for networking with future clients, interior designers, architects and other vendors.

Mike Higgins
Diamond Furniture

”

Great event. Very well organised and a brilliant way to meet homeowners.

Michael O'Connor
Leaf 2 Leaf Landscapes

”

We gain a lot of business from the Ideal Home Show both in the retrofit and new build market.

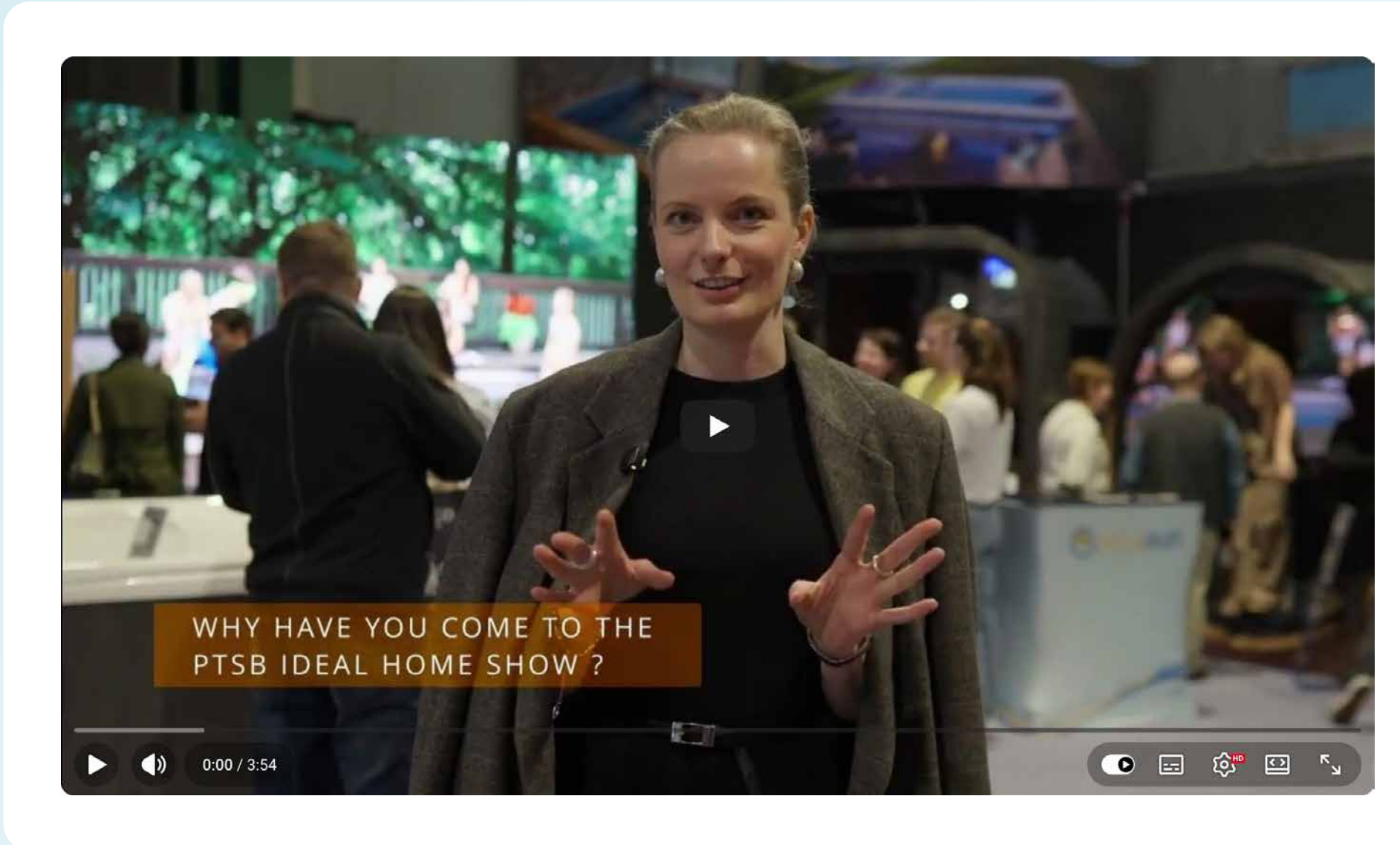
Shane Toye
Mitsubishi Electric Ecodan



VISITOR TESTIMONIALS



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”
Really enjoyed the talks from Dunnes and Fleetwood.

”
Very informative, great atmosphere!

”
Plenty of brochures, loads to see. Great show!

”
Great to see small companies and brands. Always great show to attend.

”
Great selection of Irish companies, loads of inspiration.

SPONSORS & MEDIA PARTNERS

SPONSORS:



MEDIA PARTNERS:

THE IRISH TIMES



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SPONSORSHIP OPPORTUNITIES

Tailor-made Sponsorship Packages & Branding Opportunities

are currently available for the following areas within the PTSB Ideal Home Show.

Bespoke packages to suit your brands budget and requirements.



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**HOME
INTERIORS
FAIR**

Show




**BUILD &
EXTEND
ZONE**

Show




**HOME
ACCESSORIES
& LIFESTYLE**

Show




**SMART HOME
TECH &
ENTERTAINMENT**

Show




**DRIVE
ELECTRIC**

Show




**HEALTH &
WELLBEING
PAVILION**

Show

STAND SPACE COSTS

Space Rental Costs

Space up to 9 sq. m

€315 per sq metre

Space 10 to 18 sq. m

€300 per sq metre

Space 19 to 36 sq. m

€285 per sq metre

Space over 36 sq. m

€270 per sq metre

Stand Fitting Costs

OPTION 1:

Full Stand Fitting

€50 per sq metre (Plus 23% VAT)



OPTION 1

OPTION 2:

Hard Panel, Painted Stand Fitting

(Mandatory in the Home Interiors Fair)

€75 per sq metre (Plus 23% VAT)



OPTION 2



The stand fitting package includes dividing walls, 2 spot lights, carpet and company name sign is mandatory on all stands up to 10 sq metres and on all perimeter stands.

SPONSORSHIP ENQUIRY

Partnering with the PTSB Ideal Home Show offers a unique opportunity to connect with homeowners, renovators, and home improvement enthusiasts across Ireland.

Sponsorship provides extensive brand exposure before, during, and after the event through integrated marketing, PR, digital campaigns, onsite branding, and feature partnerships.

BENEFITS OF SPONSORSHIP



Increased brand visibility and awareness



Access to a highly targeted audience



Enhanced credibility and industry positioning



Valuable lead generation and networking opportunities



Custom sponsorship packages across show features, theatres, zones, and visitor experiences

Get in touch to discuss tailored sponsorship opportunities and partnership packages for upcoming PTSB Ideal Home Show events.



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16th-18th October 2026

23rd-25th April 2027

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