

**SPRING**  
**FAIR**

5-9 FEBRUARY 2017  
NEC BIRMINGHAM UK

# A SERIOUSLY GOOD SHOW.

SECURE YOUR PLACE TODAY AT THE  
UK'S NO.1 GIFT & HOME TRADE EVENT.

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VOLUME SECTOR OPENS 4 FEBRUARY  
[WWW.SPRINGFAIR.COM](http://WWW.SPRINGFAIR.COM)



“Spring Fair has never been more essential. With retailers constantly diversifying to offer a point of difference, they’re always on the lookout for something new. Something seriously original. Every retailer, from independents to department stores, will be in attendance looking for that next best seller and innovative new supplier to help them compete in the ever-evolving retail environment. Join us to give your business the best possible chance; to meet these buyers and build lucrative new partnerships.”

**NICK DAVISON**  
PORTFOLIO DIRECTOR FOR SPRING FAIR



# DISCOVER THE SPRING FAIR DIFFERENCE. IT'S SERIOUSLY GOOD.

Get ready to network and do business with some of the most influential, passionate and forward-thinking people in the industry. During the event, you'll be taking orders, gaining leads and promoting your business nonstop. Pre, during and after the event, we work tirelessly to help you get your products noticed by the entire industry. **That's the Spring Fair difference.**

With 14 carefully curated show sectors, we'll make sure you're perfectly positioned to meet the most relevant audience.

- > Body & Bath
- > Children's Gifts, Toys & Gadgets
- > Christmas Gifts, Floral & Seasonal Decorations
- > Contemporary Gift
- > Fashion, Jewellery, Accessories & Luggage
- > Volume Gift & Home
- > Greetings & Gift
- > Home
- > Gift
- > Retail Solutions
- > The Summerhouse
- > Kitchen, Dining & Housewares
- > The Party Show
- > Licensed Gifts
- > **DIY & Home Improvement - NEW FOR 2017!**  
Don't miss the DIY Awards!



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# CONNECTING YOU WITH THE RIGHT PEOPLE, AT THE RIGHT TIME.

Setting the stage for the UK's key retail trade event every year is something that we know how to do well. Meet big-budget retail buyers from multiples, independents and online and build long-standing partnerships that grow well into the future. No wonder Spring Fair attracts the UK's most powerful gift buying audience. **Again. And again.**

## RELEVANCE

89%

OF VISITORS ATTENDED  
SPRING FAIR TO LOOK FOR  
NEW SUPPLIERS

## ORDERS

88%

OF VISITORS PLACED AN ORDER  
AT OR AS A RESULT OF SPRING  
FAIR 2016

## PURCHASING POWER

80%

OF VISITORS HAVE SOLE OR JOINT  
PURCHASING RESPONSIBILITY

Source: Visitor survey, Spring Fair 2016





"Spring Fair is always our best trade show of the year, and 2016 broke all records in terms of orders taken and new customers."

**MARTIN ELLIS,**  
MARKETING MANAGER, BRONTE BY MOON

Products of Tutti & Co



# WHO WILL YOU MEET?

Here are just a handful of the top independent retailers, online retailers and big-budget multiple buyers you can expect to meet at Spring Fair 2017.



# INCREDIBLE EXPOSURE FOR YOUR PRODUCTS.

As soon as you're on board, we'll start promoting your products to our extensive, quality database of UK and international buyers via email, web, social, print and much more. Most importantly, we'll do this nonstop - before, during and after the show. And it's all included as part of Spring Fair's industry-leading multichannel marketing campaign.

## THE SPRING FAIR REACH:



2,100,000  
IMPRESSIONS ON TWITTER

657,000  
REACH ON FACEBOOK

13,200  
ENGAGEMENTS ON INSTAGRAM

Source: Spring Fair campaign, Sept – Feb 2016

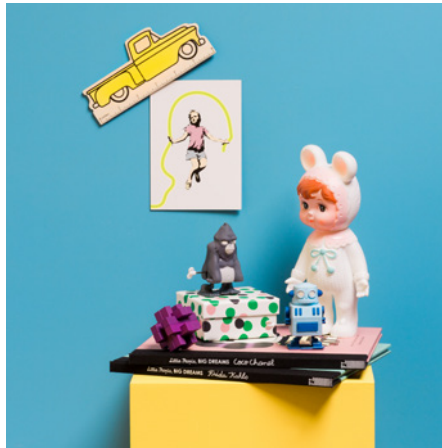
465,337  
WEBSITE USERS

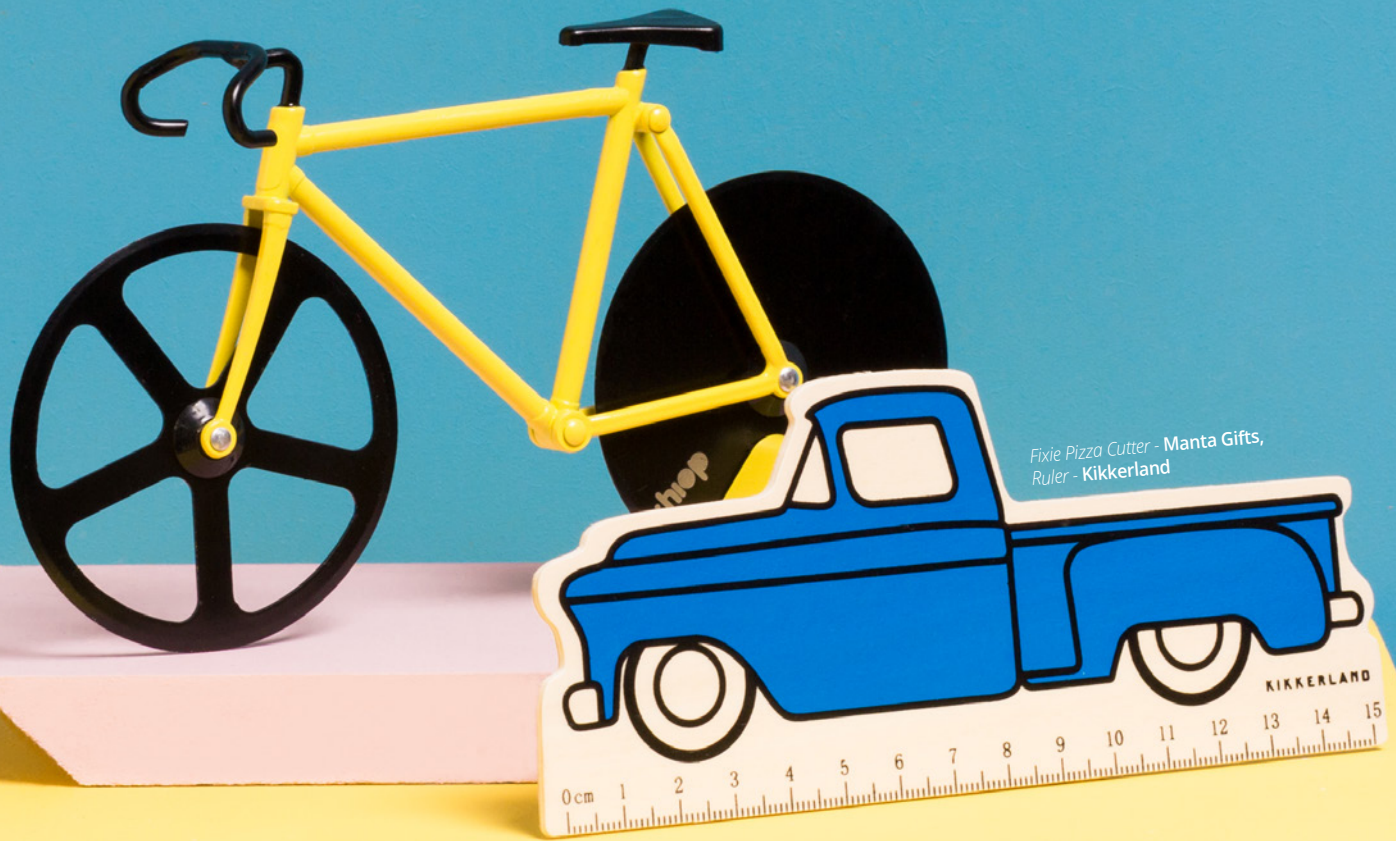
3,520,000  
WEBSITE PAGE VISITS

362,833  
EXHIBITOR LIST VISITS

Source: Spring Fair campaign 2016, Feb 2015 - Feb 2016







“Spring Fair is essential. The convenience of so many suppliers under one roof means you can research the trends, meet with current suppliers to review ranges and source new contacts and collections in just a few days. I make it a key date in my calendar each year to decide on the strategy for the season.”

**CONNA POWLES**  
BUYING DIRECTOR, HASKINS GARDEN CENTRES

# THE EXHIBITION THAT WORKS FOR YOU. **AND THEN SOME...**

We'll work with you every step of the way to promote you to all the right audiences and provide invaluable insights that that'll help you to boost your business.



## ONLINE PROMOTION

- > Personalised **social media posts**
- > Chance to feature in the **Product Focus & Post-Show Review**
- > **Regular email promotion** to 180,000 industry professionals
- > **Dedicated exhibitor profile** on our brand new website

## PRINT

- > **Print advertising** in key publications
- > Chance to feature in **The Contemporary Capsule** - our flagship magazine
- > A profile in the **Official Show Catalogue** - our comprehensive reference tool
- > **The Party Show magazine**
- > Listing in the **A-Z Guide**
- > Listing in the **Little Black Book** - our most requested publication with distribution to over 180,000 industry professionals

## PRE-EVENT AND ONSITE SUPPORT

- > **Buyer insight** to help you improve your onsite presence
- > **Printed invitations** to send to your contacts
- > **One-on-one assistance** from our dedicated support team
- > **Insightful newsletters** and exhibitor manuals
- > **Invitations to industry events**
- > Complimentary **exhibitor masterclasses**

# ENHANCE YOUR EXPERIENCE WITH OUR SPONSORS AND PARTNERS. A SERIOUSLY GOOD BUNCH OF PEOPLE.

We're proud to collaborate with renowned Home & Gift industry associations, media partners and sponsors to achieve the best show we possibly can. Thanks to the support of the entire industry, Spring Fair has gone from strength to strength.



AkzoNobel

ATTIRE  
*Accessories*



bira  
the voice of independent retailers



DIY  
WEEK

DIY  
AWARDS 2017



Garden Centre Retail

Gift | Coast | Home

giftfocus  
MAGAZINE



home  
hardware

HTA

JDA

max publishing

MTN



Stax  
TRADING CENTRE



TOTAL Art Licensing

TOTAL  
BRAND  
LICENSING

TOTAL  
LICENSING

ToyNews

U B E R

WGSN

Westie Mug - Gillian Kyle, Purse & Wallet - Santoro, Wooden Duck - DCUK,  
Soap & Candle - The Somerset Toiletry Company





# A SERIOUSLY GOOD SUCCESS STORY. **IB LAURSEN.**

From a single shop established in 1972, Ib Laursen has developed into one of Scandinavia's biggest wholesalers of home and garden décor. They have been using Spring Fair as a major part of their strategy for growing their brand presence and sales in the UK.

## LAUNCHING THE BRAND

Ib Laursen use Spring Fair to educate the market about their Scandinavian approach to gift and garden products while showcasing new products, designs and colours.

## CREATING NEW RELATIONSHIPS

They open new conversations with a wide and diverse mix of premier UK retailers to develop a strong market presence.

## BUILDING EMOTIONAL INVOLVEMENT

Customers can touch and feel the products and this encourages them to order on the stand. Through emotional engagement with them, the brand can build long term partnerships.

“Our first show at Spring Fair opened at 9am and at 9:15 we signed a new stockist. Amazing. We had not expected such a great start and it's continued because we now have almost 300 UK stockists.”

**PETER LAURSEN, DIRECTOR**  
IB LAURSEN

“The support we’ve had from the show has been better than any other show we do and we’ve exhibited around the world. This also applies to the customer service and online promotion through social media which has been exceptional.”

**CRAIG BAKER**

FASHION JEWELLERY & ACCESSORIES | PITTARDS UK

FOR MORE INFORMATION CONTACT THE SPRING FAIR TEAM

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