

SPRINGFAIR

Re-edited

2-6 FEBRUARY 2020
NEC BIRMINGHAM
EVERYDAY SECTOR OPENS 1 FEB



Discover the new Spring Fair

Trading is what we do. But we go so much further than a trade show. Spring Fair is the centre of the UK retail market, facilitating connections between retailers, exhibitors and marketers. With a new show layout and modernised product sectors to encourage even more opportunities, leads and connections, the UK's largest marketplace for product discovery is open.

"Spring Fair gives us the opportunity to showcase our newest products and display our ranges in a creative way that inspires buyers."

Anna Price
Head of Design, Hotchpotch

Gifts

The largest source of gift inspiration in the UK

Beauty & Wellbeing

Lavish the senses and relax the mind with products that pamper, groom, spritz and energise.

Christmas

Set the festive season alight with trend-led decorations, breathtaking trees, sparkling lighting and joyous gifts.

Fashion

The season's latest style essentials and accessories from clothing to bags and jewellery.

Gift

From bestsellers, on-trend designs, unique and personalised gifts, the art of giving starts here.

Greetings & Gift

A celebration of pen, paper and partyware, make it an occasion to remember.

Play & Tech

Where must-have toys, gadgets and big imaginations come together - let the games begin.

Retail Solutions

Everything needed for a successful business to run, from services to solutions.

The Party Show

All the makings of a true celebration, from captivating balloons and party favours to the most imaginative dress-up costumes.

Home & Living

The source for decorative interiors, furniture, accessories & everyday items

Accents & Décor

Stylish textiles, on-trend home accessories and the finishing touches for all interiors.

Cook & Dine

The latest cook, bake, table and barware, plus kitchen essentials that bring fresh inspiration to the home.

Everyday

The source for home essentials including: toiletries, electricals, pet supplies, home improvement and everyday affordable items.

Floral

Floral décor for every season. Pick from single-stemmed flowers to garlands, bouquets, artificial trees and palms, it's all in bloom.

Living

Inspired furniture pieces and decorative lighting, this is where form and function meet.

Sourcing

A brand-new platform for the best manufacturers from key sourcing regions around the world.

The Summerhouse

A hand-picked collection of on-trend gifts, interiors, lighting and lifestyle brands.



"Spring Fair offers some great buyer opportunities. We launched our new collections and found it to be really well received from existing customers and new buyers too."

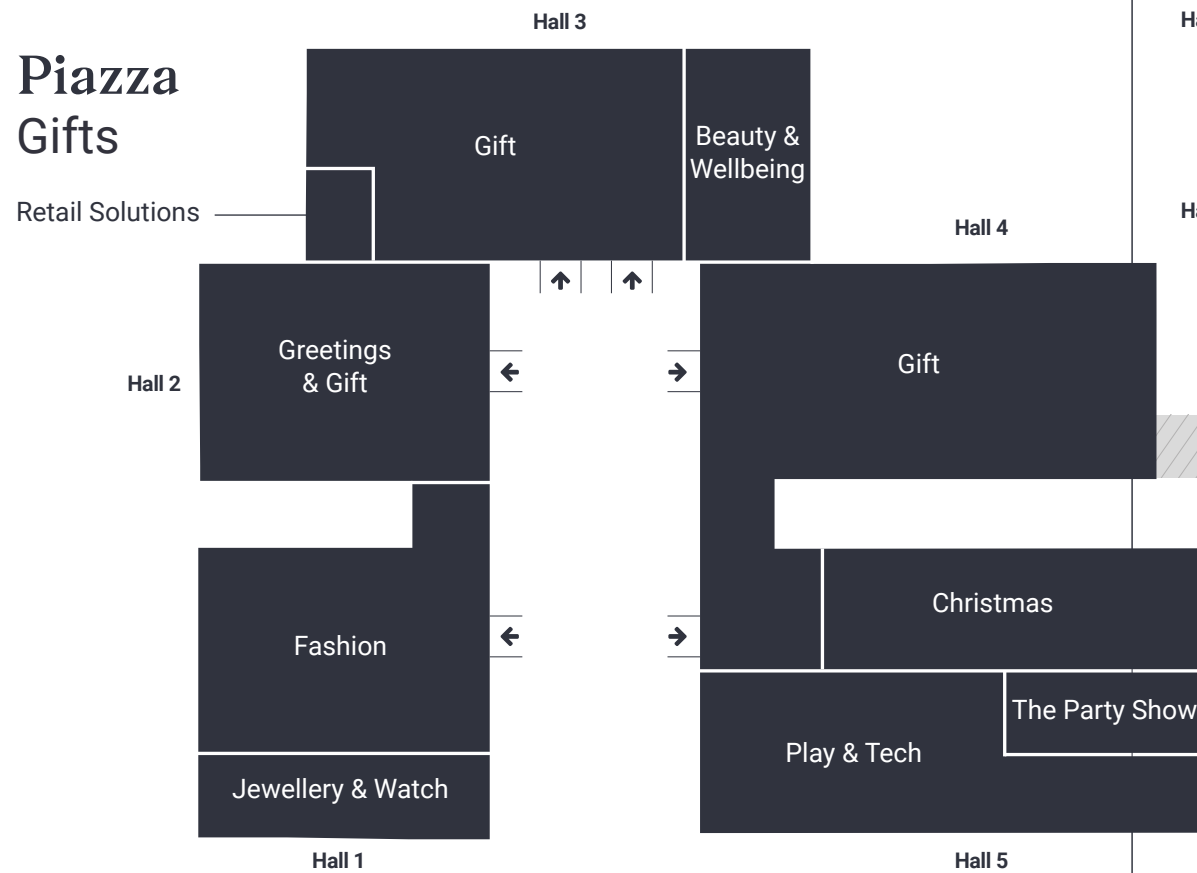
Nick Jackson
Owner, Brakeburn

A re-edited show floor

We're making changes to Spring Fair. Refreshing the look-and-feel of the show and transforming the way we source, connect and celebrate home and giftware. We've revamped the entire NEC into two sourcing destinations - Gifts and Home & Living.

We've reshuffled all sectors to give them a new home and new look, making it easier for visitors to source complementary products and in turn, generate more new leads for exhibitors.

Piazza Gifts



Atrium Home & Living

Show sector by hall

- Hall 1 Fashion and Jewellery & Watch
- Hall 2 Greetings & Gift
- Hall 3 Beauty & Wellbeing and Retail Solutions
- Halls 3 & 4 Gift
- Hall 5 Christmas, The Party Show and Play & Tech
- Halls 6 & 7 Floral and Accents & Décor
- Hall 8 Cook & Dine
- Halls 9 & 10 Everyday
- Hall 18 Sourcing
- Hall 19 & 20 Living
- Hall 20 The Summerhouse

“We use the show as a platform to showcase new ranges and collections to our existing customers, but to also start conversations with potential new customers too.”

Angeliqne Simons
Founder and CEO, Dishes & Deco



A snapshot of the audience

TOTAL AUDIENCE

56,000+

100

countries from 6 continents

91%

UK

TOP 10 VISITOR COUNTRIES (EXCLUDING UK)



RETAILER BREAKDOWN

Independent/Speciality



Online



Department Store



Supermarkets, Discount and Convenience Stores



PURCHASING RESPONSIBILITY

90%

of visitors have influence of purchasing decisions for their business

SOURCE NEW SUPPLIERS

89%

of attendees visit Spring Fair to find new suppliers

ORDER-WRITING

88%

are inspired to place orders as a result of visiting Spring Fair

CRUCIAL TO THEIR BUSINESS

75%

visitors say Spring Fair was crucial to their business

Who will you meet?

We attract over 56,000 visitors to the show, here is just a snapshot of the top retailers you could expect to see at Spring Fair 2020.



INDEPENDENTS

ABRAXAS
cookshop

Alligator
PEAR

BOROUGH KITCHEN
Better Tools. Better Cooking.

HOUSE OF CARDS

something
Special
BRAND

DEPARTMENT STORES

Fenwick

Harrods

JOHN
LEWIS
& PARTNERS

PRINTEMPS

SELFRIDGES & CO

ONLINE

ASOS
discover fashion online

FIRE BOX

NOT ON
THE HIGH
STREET
SHOP

THE HUT GROUP

wayfair

MULTIPLES

Argos

JO

LAURA ASHLEY

OLIVER BONAS

scribbler

GARDEN CENTRES

BLUE DIAMOND

Dobbies
GARDEN CENTRES

Notcutts

Scotsdales

SQUIRES
GARDEN CENTRES

DESTINATIONS

CenterParcs

MERLIN
ENTERTAINMENTS

National
Trust

NATURAL
HISTORY
MUSEUM

ZSL | LONDON ZOO

Get to know our visitors

We attract a high calibre of visitors and buyers who are on the look-out for your great products, and are unique to each of our 15 show sectors.

GIFTS

Beauty & Wellbeing

2,370+

visitors registered with a primary interest in Beauty & Wellbeing and said they envisaged spending most of their time in this sector.

Christmas

2,900+

of those who visited this sector placed an order

Fashion

78%

of visitors to the Fashion sector had sole or joint purchasing responsibility.

Gift

12,800+

visitors registered with a view of spending most of their time in the Gift sector.

Greetings & Gift

74%

of visitors to this sector had sole or joint purchasing responsibility.

Play & Tech

4,490+

visitors registered with a primary interest in Play & Tech products and said they envisaged spending most of their time in this sector.

Retail Solutions

2,177+

visitors registered with a primary interest in Retail Solutions OR said they envisaged spending most of their time in this sector.

The Party Show

60%

increase year on year in visitors registering as Party-specialist retailers.

HOME & LIVING

Accents & Décor

78%

of visitors to this sector had sole or joint purchasing responsibility.

Cook & Dine

28%

year-on-year increase in visitors with a primary interest in kitchen and dining.

Everyday

2,800+

of those who visited this sector placed an order

Floral

79%

of visitors to the Floral sector had sole or joint purchasing responsibility.

Living

16,420+

visitors registered with a primary interest and envisaged spending most of their time in the sector.

Sourcing

43%

growth in UK retail sales in 2017.

The Summerhouse

83%

have of visitors to The Summerhouse had sole or joint purchasing responsibility.

Together, we make your market

Join us to give your business
the best possible chance to build
lucrative new partnerships and to
meet buyers who are looking for
products that will make their year.

For more information contact the Spring Fair team

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