

AUTUMNFAIR

3-6 September 2023 NEC Birmingham

New for 2023

Connect
@ AUTUMNFAIR



Right time,
On trend,
In stock.

Organised by



The retail marketplace, reinvigorated.

Autumn Fair is the season's UK leading marketplace for home, gift, fashion and sourcing – we have been a trusted platform for the past 30 years.

What can you expect?

Autumn Fair is a must-attend event for buyers to source new products, new ideas, new suppliers and their next best-sellers. We offer a treasure trove of inspiration for gifting all year, offering products for commercial spikes such as Christmas, Valentine's Day, Mother's Day, Easter and other key occasions.

Our visitor profile includes:

- Independents
- Boutiques
- Department stores
- Destinations/Attractions
- Supermarkets
- Garden centres
- Online retailers
- Interior designers
- Contractors
- Hospitality professionals

"Sunday was our biggest day at a trade show, ever. It's the best we've seen in 16 years! Our team didn't stop writing orders and at one point we had two customers writing their own orders, right until the show closed!"

Claire Williams
Co-Founder & Co-Owner, Paper Salad

Connect
@ AUTUMNFAIR



All New for 2023: Introducing Connect @ Autumn Fair

Connect @ Autumn Fair is our new, large scale meetings programme that will completely transform our trade show format to help suppliers create even more leads and opportunities in an incredibly efficient and effective way via facilitated meetings.

Connect @ Autumn Fair will take lead generation at Autumn Fair to a whole new level in 2023, connecting 3,000+ buyers with all 600+ Autumn Fair suppliers for 6,000+ high value meetings. All meetings are double-opt in (both people want to meet each other), held at suppliers' stands and are scheduled based on each individual availability.

Get the maximum ROI from Autumn Fair 2023 and get business done.

Want to find out more? Head to page 12.

Show sectors

Autumn Fair encompasses 4 key buying destinations, Home, Gift, Moda and Source Home & Gift.

Retailers visit these destinations for all-new products and hidden gems that will surprise and excite their customers.

Put a spotlight on your brand this season.

"There is too much beautiful stuff which you need to see! Some suppliers here I have a trade account with anyway, but it is good to get a better look at what products are like in person at Autumn Fair."

Gemma Watson
Design Director, Yana Studios



4 key buying destinations

Home



Gift



MODA



Source HOME & GIFT



Home

The destination for the most sought-after interiors, home décor, furniture, lighting, outdoor living and statement pieces. Where home, inspiration and trends come alive. Home sectors include:

- Everyday
- Housewares
- Home, Living & Décor
- The Summerhouse

Gift

A treasure trove where gift inspiration, vibrancy and celebration come together. Our Gift destination sectors are:

- Beauty & Wellbeing
- Gift
- Greetings & Stationery
- Kids, Toys & Play



MODA

The ultimate fashion destination at Autumn Fair. MODA is the place to discover the latest trends, new designers and must-have looks that will adorn the seasons ahead. MODA sectors include:

- Womenswear
 - Footwear
 - Jewellery & Watch
 - Fashion Accessories
-



Source

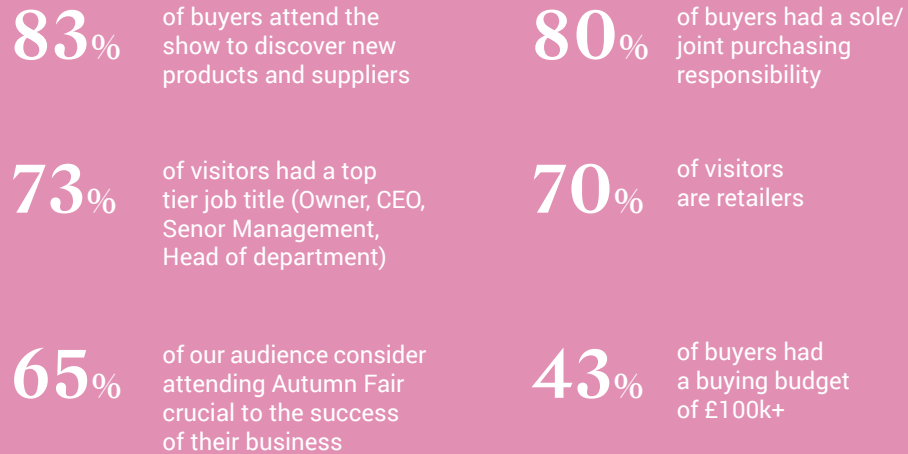
HOME & GIFT

Bringing the international manufacturing market to the UK, along with ethical and sustainable suppliers from all over the world to one unique destination. Source Home & Gift is a showcase of what's possible in product design, white and private label. Our sectors include:

- Furniture & Home Design
 - Home, Textiles & Workwear
 - Gift & Homewares
-

Who will you reach?

Autumn Fair is designed to gather and guide brands, manufacturers and retailers on their journeys to future success – whatever that might look like. It's an event for exciting products, fresh ideas, curious minds and those looking for something a little different.



*Stats as of Autumn Fair 2021



The Autumn Fair visitor profile

INDEPENDENTS

ABRAXAS
cookshop

Alligator
PEAR

BOROUGH KITCHEN
Better Tools. Better Cooking.

THE HOUSE OF
BRUAR

PAMELA SHIFFER
DESIGNER 1973

Special

DEPARTMENT STORES

Fenwick

Harrods

JOHN
LEWIS
A PARTNER

morleys

SELFRIDGES&CO

ONLINE

amazon

ASOS
discover fashion online

boohoo

moonpig

HOT ON
THE HIGH
STREET

THE HUT GROUP

wayfair

MULTIPLES

ANTHROPOLOGIE

Argos

JY

M&S
EST. 1884

OLIVER BONAS

scribbler

GARDEN CENTRES

BLUE DIAMOND

Dobbies
GARDEN CENTRES

Notcutts

RHS
Inspiring everyone to grow

SQUIRES
GARDEN CENTRES

DESTINATIONS

CenterParcs

MERLIN
ENTERTAINMENTS

National
Trust

NATURAL
HISTORY
MUSEUM

ZSL | LONDON ZOO

Connect

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Connect @ Autumn Fair will take lead generation to a whole new level in 2023, connecting 3,000+ buyers with all 600+ Autumn Fair suppliers for 6,000+ high value meetings. All meetings are double opt-in (both people want to meet each other), held at suppliers' stands and are scheduled based on your individual availability.

Connect @ Autumn Fair will transform how the retail community connect and do business via facilitated meetings. Suppliers can create leads, orders and opportunities in an incredibly efficient and effective way, while buyers can discover new brands and products their businesses need.

Did you know? Connect @ Autumn Fair is powered by the leading meetings tech company that developed and operates the largest meetings programmes for retail events in the US – yes, we're talking about ShopTalk and GroceryShop!

"Connect @ Autumn Fair is the evolution of the trade show model that the retail industry needs. Exhibitors will be able to find and meet more interested buyers more easily, creating more opportunities and ultimately doing more business! Being able to fully promote their product ranges, price points and delivery times before the event in the Connect @ Autumn Fair platform and pre-schedule meetings with buyers they want to meet is a step change in helping exhibitors and buyers get the most out of Autumn Fair. I believe that this is what the industry has been missing."

Sarah Ward, CEO of the Giftware Association

As a participant in Connect @ Autumn Fair, you'll:

- Get double opt-in 15-minute introductory meetings at your stand with buyers who want to meet you (we've completed tens of thousands of meetings and, trust us, 15 minutes is the right amount of time).
- Enhance your onsite presence by using the Connect @ Autumn Fair technology to access a larger pool of buyers you want to target.
- Continue your introductory conversations by requesting follow-up meetings within the Connect @ Autumn Fair app. You can download your meetings summary, including any notes taken and contact details for everyone you've met.
- Proactively find and pre-schedule meetings with potential buyers, rather than waiting for buyers to randomly find you and come to your stand.

Connect @ Autumn Fair is a great way to:

- Meet prospective customers and generate qualified leads.
- Re-engage with existing contacts to identify new sales opportunities to work together.
- Launch and showcase your new season's products to 3,000+ buyers.



Should you participate in Connect @ Autumn Fair?

Every supplier exhibiting at Autumn Fair is automatically enrolled in Connect @ Autumn Fair (you'll thank us later!). Meetings are scheduled based on mutual interest levels and availability, meaning you only meet buyers who want to meet you and learn about your products.

Suppliers from across home, gift and fashion (and everything in between)

will participate in Connect @ Autumn Fair, representing thousands of new and established brands and tens of thousands of products.

A limited number of additional Connect @ Autumn Fair sponsorship opportunities are also available, contact connect@autumnfair.com for more information.

3,000+ buyers from across retail are joining Connect @ Autumn Fair, including:

- | | | |
|--|--------------------------------|------------------------------------|
| • Independent Gift Store/
Boutique | • Department Store | • Bookshop |
| • Home/Furniture
Retailer | • Destinations/
Attractions | • Independent Fashion
Boutique |
| • Lifestyle Store | • Discount Retailer | • Wholesale/distribution |
| • Garden Centre | • Toy/Childrens Gift
Store | • Interior Design/
Architecture |
| • Jewellery Store | • Farm Shop | • Hospitality |
| • High St Fashion/
Fashion Retailer | • Supermarket | • Importer/Exporter |
| | • Pharmacy/Chemist | |

"Connect @ Autumn Fair is a game changing new meetings programme crafted to fundamentally shift the future of buying and sourcing within the retail industry and represents the biggest change to Autumn Fair in its 30-year history.

The meetings programme will supply extensive information on each supplier from country of origin and sustainability credentials through to price points and minimum order values enabling retailers to pre-select meetings with companies whose products most suit their buying needs. The pre-scheduled double opt-in meetings enable suppliers to generate extremely high value qualified leads. This tangible return on time and return on investment is globally unique and reinforces Autumn Fair's market leading seasonal event status."

Julie Driscoll, Divisional Managing Director, Hyve Group



Connect @AUTUMNFAIR



How does it work?

Connect @ Autumn Fair participants from your organisation will follow a simple process in the 4 weeks leading up to Autumn Fair to schedule and confirm meetings. Then, when you're at the show, you'll have your meetings at your stand! It's that easy!



Connect @ Autumn Fair in 5 steps:

- Complete your profile and tell us your availability.
- Select buyers and request to meet.
- Opt in to new meeting requests you receive from buyers.
- Accept your meetings.
- Come 3-6 September 2023, it's time to Connect @ Autumn Fair and attend your meetings!



Scan the QR code to find out more about Connect @ Autumn Fair.

Connect

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Contact the Autumn Fair team
exhibitor@autumnfair.com

Follow the conversation    

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