

glee

Garden and outdoor living expo

14-16 September 2021
NEC Birmingham

gleebirmingham.com



Welcome to Hyve

Glee, the premium garden & outdoor living trade expo, is organised by Hyve Group plc, one of the world's top organisers of 120 market leading international exhibitions and conferences across Europe, Asia, Africa and South America.

We create content-driven, must-attend events delivering an outstanding experience and return on investment for our customers.

1,400

Colleagues

120+

Events

14

Countries

17

Offices

Our global team has a presence across 19 offices around the world.



The UK retail market

The UK garden centre retail market has been shaped by its resilience to many factors but continues to grow and innovate.

The garden products sector remains a sizeable and an important part of UK consumer spending that is estimated to be worth £5.7 billion according to the 2017 Garden Market Analysis Report.

AMA Research say that this will grow by two per cent per annum between 2018-2022.

Over the years, Glee has also diversified its offering to become the destination for the entire garden and outdoor living industry where professionals can discuss the newest trends, discover the latest innovations and grow their business.

2% per annum

Growth of UK garden products market 2018-2022

£5.7 billion

Value of UK garden products sector 2017



About Glee

The future of retail is green. For more than 45 years, Glee has been nurturing the art of garden retail and has become the premium destination for garden and outdoor living inspiration, bringing the British, European and international markets together to the UK.

Glee provides a unique access to the latest products, trends and industry insights, providing one platform for the entire supply chain where independents, multiple retailers, garden centres, landscape designers and builders merchants come to source new inspiration.

7800+

visitors including
revisits

500+

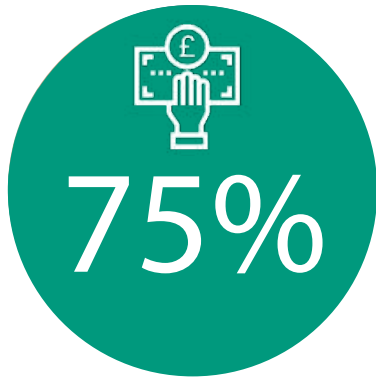
exhibitors

6600+

unique attendees



A powerful buying audience



have sole or joint purchasing responsibility



visitors are from the UK



combined annual budget among Glee buyers



of visitors are C-suite professionals



of visitors are brand new to Glee

Top 20 buyer countries (excluding UK & Ireland)



Who will you meet?

Glee attracts highly transactional, quality buyers and visitors from multiples and independent garden centres, high street and department stores, online retailers, supermarkets and destinations.

Garden Centres & Destinations:



Department Stores & Multiples:



THE
CONRAN
SHOP

HOMEBASE



Kingfisher



Sainsbury's

Stax
TRADE CENTRES

TESCO



wilko

Online Retailers:

amazon

CROCUS

ebay



wayfair

International Retailers:

TRUFFAUT

BRICO
MARCHE

HARRY
GOEMANS
GARDEN CENTRE



Sectors

Glee hosts over 550 exhibitors across 8 show sectors, including the brand-new Hardware & Tools. Whether you're a new start-up, or an established big brand, we've got a spot just for you.



Food & Catering

This sector offers a range of catering and kitchen solutions such as coffee machines and industrial ovens, all the way through to consumable items.



Garden Care

Offering an extensive range of core garden maintenance and grow-your-own goods, products range from fertilisers and chemicals to hedge trimmers and watering cans.



Hardware & Tools

A complete home improvement offering, showcasing a wide range of products from power and hand tools to paints and hardware.



Home, Gift & Clothing

This tailored sector features an array of garden gift and product ideas, from candles to greeting cards, it attracts buyers looking to diversify their offerings.



Landscaping & Garden Decoration

Packed with design and inspiration, this core show sector features products that transform landscapes and range from decorative pots to paving and timber products.



Outdoor Entertaining

This sector is the perfect fit for brands showcasing exciting and unique outdoor entertaining ideas such as fire pits, BBQ's and outdoor furniture.



Plants

Showcasing an extensive range of plants, trees and shrubs from UK and International suppliers, this sector welcomes exhibitors of all sizes.



Retail Experience & Services

Forward-thinking, practical and innovative, this show sector offers a range of services such as store fittings and technology solutions for retail businesses.

Top product interests

Top 20 Primary Product Interests

- 1 Gardern Sundries
- 2 Flowers, Plants & Planting
- 3 Garden Decorations
- 4 Garden Tools & Equipment
- 5 Garden Furniture
- 6 Outdoor Living & Leisure
- 7 Pet Products
- 8 Hard & Soft Landscape
- 9 Gifts, Greetings & Souvenirs
- 10 Garden Buildings & Structures
- 11 Bird Care
- 12 DIY
- 13 Retail Services
- 14 Home Décor and Textiles
- 15 Cooking & Dining
- 16 Water Gardening
- 17 Indoor & Outdoor Lighting
- 18 Catering and Bar Equipment & Supplies
- 19 Clothing & Footwear
- 20 Seasonal Decorations

Top 20 Secondary Product Interests

- 1 Garden Tools & Equipment
- 2 Garden Decoration
- 3 Garden Sundries
- 4 Garden Furniture
- 5 Outdoor Living & Leisure
- 6 Bird Care
- 7 Flowers, Plants & Planting
- 8 Garden Buildings & Structures
- 9 Gifts, Greetings & Souvenirs
- 10 Indoor & Outdoor Lighting
- 11 Pet Products
- 12 DIY
- 13 Retail Services
- 14 Hard & Soft Landscaping
- 15 Home Décor and Textiles
- 16 Seasonal Decorations
- 17 Water Gardening
- 18 Clothing & Footwear
- 19 Cooking & Dining
- 20 Catering and Bar Equipment & Supplies

“We had record breaking numbers of visitors on our stand, with an excellent response to new lines. Our new categories were a huge success, with interest coming from a wide range of top buyers.”

SCOTT THOMAS
MANAGING DIRECTOR, IVYLINE

“Glee is a chance for us to break into a bigger market and most of the people who visited our stand have been garden centre buyers and people making large orders which has been great.”

SAM RANKIN
MAKER, STRAYSPARKS

How Glee can help

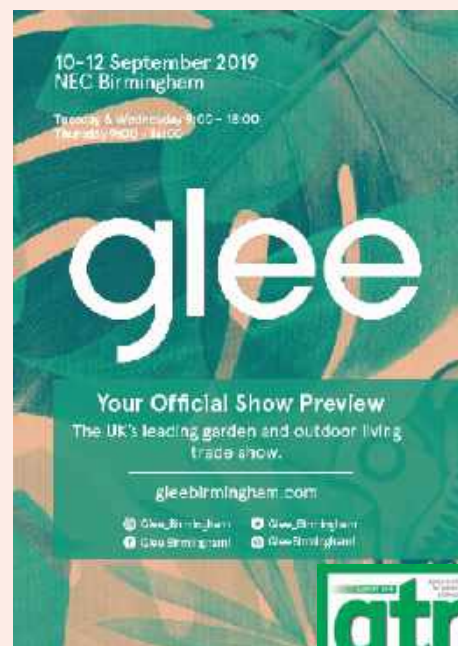
When you sign up for Glee you don't just get a stand, you get year-round support through our multi-channel marketing campaign. At Glee, we strive to ensure you get as much exposure, promotion and presence as possible, and to all the right audiences. And the best thing...it all starts the minute you sign up!

The Glee Exhibitor Tool-kit

We want to ensure our exhibitors have enough time to prepare for Glee, no matter when you sign up. Therefore, we've created an essential Exhibitor Tool-kit to ensure you have a variety of valuable tools to help increase your return on investment.

Tool-kit includes:

- > A gallery of banners, logos and email signatures to promote your presence
- > Personalised printed visitor invites, to enable you to invite your VIP buyers you want to see at Glee
- > News and PR coverage
- > Social media support
- > An online exhibitor profile, promoting your brand, products and ranges
- > A personal profile in the Glee show preview and catalogue so visitors can plan their visit to your stand before and during the show
- > Exhibitor workshops
- > Access to GIMA Buyer Connect
- > Glee Connect matchmaking platform and app
- > Entry into the New Product Showcase



Our digital reach

At Glee, we have a dynamic team of digital experts working round the clock yearly, to ensure your brand gets the promotion it deserves across our community of followers. But don't just take our word for it, the results speak for themselves...



86,125

Facebook reach



146,900

Twitter impressions



454,760+

Web page views



160,780+

Web exhibitor views



Making the most out of Glee



New Product Showcase

One of Glee's most inspirational features, this is the place for retailers to see the most innovative, unique and commercial products at Glee.

Display your products at no extra cost and be in with a chance of winning a New Product Showcase Award.

"As a first-time exhibitor at Glee it has been a really successful experience. During the show, we had lots of orders placed and we have a great selection of leads to follow-up with."

CHARLOTTE BEATY
OWNER, NATURAL GROWER



Innovators Zone

This specifically designed area welcomes brand-new, start-up companies looking to break into the gardening sector.

It's the perfect platform to help you establish your brand in the garden retail industry.



International and UK Buyers Connect

Organised and managed by key show partners, Buyers Connect are networking events that give exhibitors the opportunity to meet key industry professionals, start conversations and connect with influential brands.



Representing Garden Industry Suppliers



Get in contact

Email sales@gleebirmingham.com for enquiries.

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Supported by:

