

SPRINGFAIR MODA

5-8 FEBRUARY 2023 | NEC BIRMINGHAM

Meet Your Market



4 days · 4 key buying destinations

The UK's marketplace for wholesale
home, gift and fashion.

Organised by



Trade Show of the Century Award



Give your brand the exposure it deserves

More time in the spotlight? Yes, please. From independents, department stores, garden centres, online retailers, attractions and designers, your collections will get the attention they deserve from a captive audience of new buyers on the lookout for crossover opportunities.

Spark new connections at the heart of UK retail

Buyers come to Spring Fair to take home trend inspiration and industry insights from those in the know. That's where you come in. You'll have the chance to meet and spark lasting connections with a full spectrum of professionals at the heart of UK retail.

In case you missed it...

Spring Fair won the Trade Show of the Century Award at the AEO Centenary Party & Awards 2021. That's something to be part (and proud) of.



Join Curated Meetings

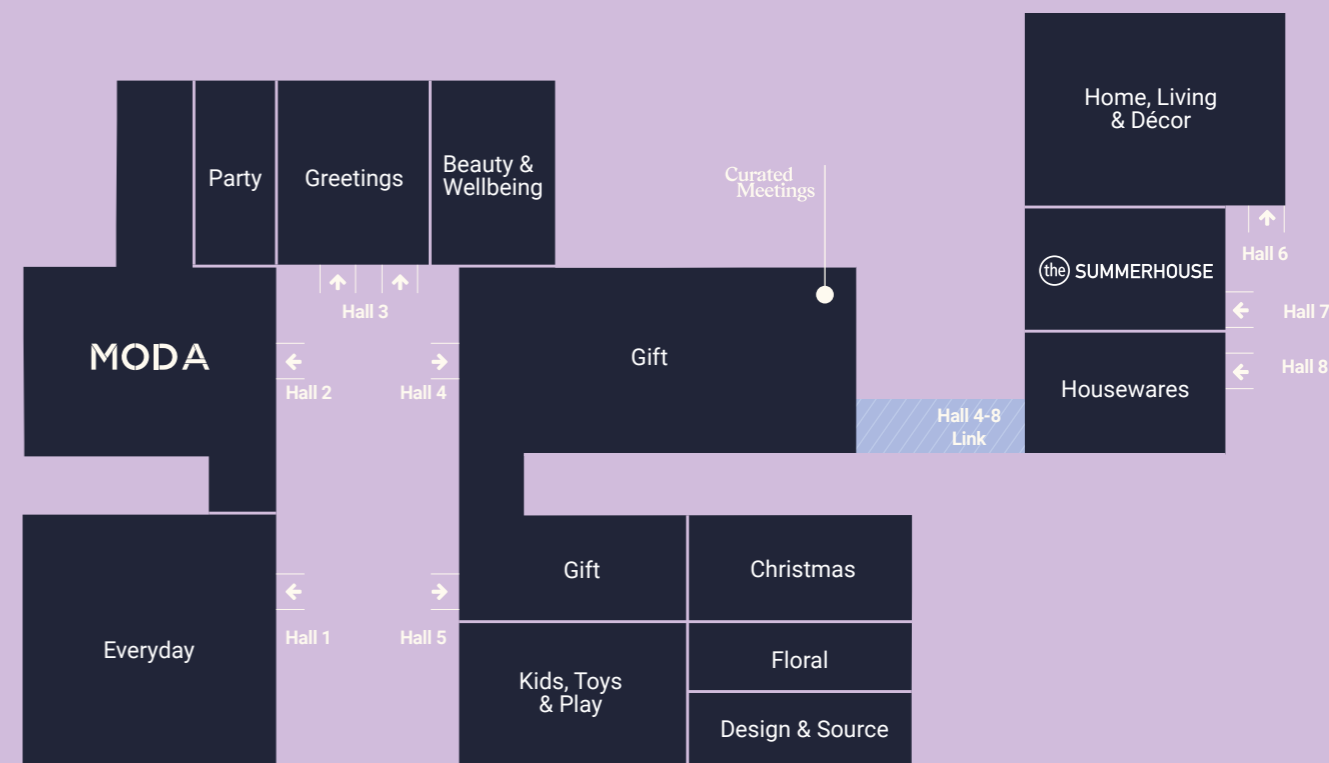
Looking to have one-to-one meetings with relevant buyers? Curated Meetings at Spring Fair gives you the opportunity to pre-arrange meetings with new buyers who can accelerate your growth. How it works is simple. Retailers choose the products they're interested in, and Curated Meetings transform those interests into short, one-to-one meetings. Meetings only happen when both buyer and supplier are keen to meet and explore new business together.



Curated Meetings speeds everything up and smooths the way. You'll meet new buyers with meaningful budget, who've already seen your products, decided they're interested, and have the authority to spend money with you. Meetings will take place in the peace and privacy of a VIP lounge at Spring Fair, where you can show off your products to them – whether you're exhibiting with us or not.

Have something to offer? Join us and together, we will make your market.

Spring Fair's layout makes it easier for people to source the products that matter most to them. To make things even simpler, the marketplace is divided into 4 key buying destinations across 18 key sectors that encompass home, gift, fashion retail, design and source. What does that mean for you? Well, buyers spend less time searching for your brand and more time seeing what you have to offer.



4 days, 4 key buying destinations

Home

The source for decorative interiors, furniture accessories and everyday items showcasing:

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

Gift

A treasure trove of gift inspiration, including:

- Beauty & Wellbeing
- Christmas
- Floral
- Gift
- Greetings & Stationery
- Kids, Toys & Play
- Party

Moda

A seasonal edit of high-end womenswear, accessories, footwear and jewellery showcasing:

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

Design & Source

Ethical and sustainable manufacturers are front and centre in this Spring Fair destination, showcasing what's possible in product design:

- Furniture and Interior Design
- Home Textile and Workwear
- Gifts and Homewares

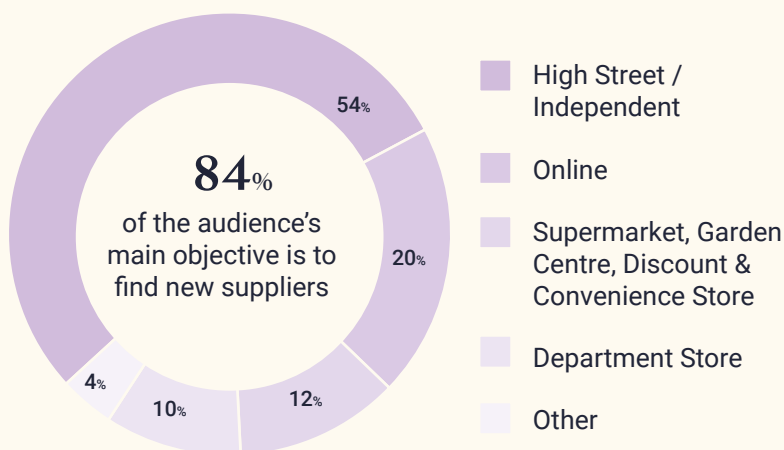
Who will you reach?

Spring 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.

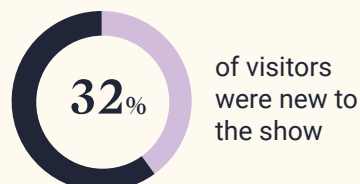
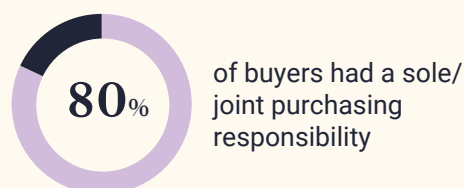
We attract more than 45,000 visitors to the NEC Birmingham, and here's a snapshot of who you could expect to see at Spring Fair 2023:

The Spring Fair visitor

Retailer breakdown



*based on Spring Fair 2020



Ready to get involved?

Ready to get involved? If you think Spring Fair could be a fit for your brand, get in touch with us at exhibitor@springfair.com and a member of the team will talk you through your options.

Follow the conversation

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