

Connect
Discovery
New
Source

SPRINGFAIR

Where design and retail come together.

Inspired
Create
Trends
Community

We are Hyve

Hyve Group Plc is one of the world's leading organisers of international exhibitions and conferences. Our strategic vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

We believe that relationships are an essential element of business, and we're proud to be one of the world's leading organisers of international exhibitions, which enables them. We have more than 150 events taking place every year, all around the world, allowing people to meet face-to-face to discuss, develop, inspire and celebrate.

We do things the Hyve way.

Brilliant Work

Set industry benchmarks. Delivering exceptional quality, service and results every time.

Rich Connections

Connect our customers and communities in powerful ways. Making a meaningful impact on their businesses. Building lasting relationships.

Fresh Thinking

Always relevant. Restless in pursuit of the next big thing. Anticipating new challenges and possibilities before our competitors.

Collective Buzz

Treat every show and touchpoint with equal passion. Inspiring people with our enthusiasm and creativity.



Mark Shashoua
Chief Executive

A rich **70 year history**

Established in 1950, Spring Fair was first held at the NEC Birmingham in 1976, and was opened by Queen Elizabeth II. Since then, the NEC has been home to the largest marketplace for home and gift inspiration.



The Queen had said Spring Fair will “provide a magnificent setting for the display of British goods and a marketplace for the world.”

Setting **the stage**

Spring Fair 2020 has been the starting point for some of the exciting changes we’ve made to the marketplace.

We re-edited, re-imagined the entire Spring Fair show floor, encompassing Gifts and Home & Living into two distinct buying destinations that not only brought unrivalled product and trend discovery, but facilitated easier crossover buying and visitor flow to our exhibitors.

We introduced The Club Platinum, a VIP tiered loyalty programme which enables quality connections for both exhibitors and retailers. Facilitating quality connections is our aim. We help build relationships and hosted over 100 Club Platinum buyers with spending power in excess of £1mil.

2021 will **bring more**

We are re-defining Spring Fair as a retail and design festival where ideas are shared and where business deals are closed.

We’re planning to expand The Club programme to host even more Platinum members and facilitate more connections with “Pitch it”, our new speed-networking sessions between exhibitors and Club members.

We will also be bringing new buying and influencing groups from the Architect & Interior Design market, as well as the Hospitality & Destination Retail industry. All groups that have been growing at both Spring Fair and Autumn Fair in the last two editions.

What’s next, what’s new

As we reposition as the definitive retail and design festival, Spring Fair will embrace everything that’s new and changing within the home and gift markets to ensure we stay ahead of the curve for you. Always relevant. Always on.

Design & Source

After two successful editions of Sourcing at Spring Fair and Autumn Fair, we’re ready to expand this proposition, introducing additional product sectors and selling opportunities. Sourcing will become ‘Design & Source’ to incorporate more product types including tableware, lighting, textiles, surface pattern design, ceiling moulding and flooring.

JWF

The co-located Jewellery & Watch rebrands as Jewellery & Watch and Fashion (JWF) where mid-to-high end jewellery and must-have fashion pieces come together twice a year at Spring and Autumn Fair.

DIY & Home Improvement

DIY & Home Improvement returns in a brand-new location next to the Glee at Spring Fair concession. We’re bringing back the best in DIY, tools, gadgets, fittings, fixtures while its prime adjacency means an easier shopping experience for garden centre retailers, decorators and contractors.

Hotel & Hospitality Collection

Hello new Hotel & Hospitality Collection. Hospitality businesses are defined by so much more than just their location and staff – the quality or uniqueness of their furnishings, crockery or stemware can make the competitive difference. This collection will meet those needs.

Be here now

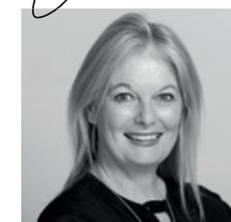
The place where design meets retail. We are a global power brand with international reach. Learn and engage, network and create unforgettable experiences. This is Spring Fair.

Charlie



Charlie Cracknell
Portfolio Director, Spring Fair

Julie Driscoll



Julie Driscoll
Regional Director, UK



Spring Fair exists to keep products on the move; filling market stalls, stores, websites, homes and lives.

We are where suppliers, retailers, manufacturers and marketers get the insights they need to stay ahead of the curve, connect with customers, touch, feel and experience products and immerse in the community – always open to opportunity and open for business.

The Spring Fair promise

On-Future

With privileged access to in-style, innovative exhibitor brands, and partnerships with trend intelligence agencies such as Colour Hive, our shows provide exclusive trend information and at-show content to the retail industry. We make sure our visitors are future-ready for retail, whatever shape it'll take.

People-Connected

We are the sector's biggest, busiest and brightest community, thrilled to connect people with mutual interests, before, at and after the fair. We get a buzz from linking experts to audiences, buyers to sellers, and everyone to each other.

Scale-Certain

The sheer scale, of people, products and places, ensures there's something for everyone, (indeed, everything for everyone). We offer the certainty that only scale can provide, so great orders are booked every single day.

Market-Fresh

Products - we're fixated on them; where they come from, where they are going and how they'll make you money along the way. It's good to see old favourites, but that alone doesn't build growth or excitement. We seek out the unexpected, the latest and the yet-to-come.

Our partners:

A1 Lighting
A1 Retail
Attire Accessories
BHETA
Bira
Btaa
Cardgains
Colour Hive
Gift Focus

Housewares Live
Progressive Greetings
Progressive Housewares
Total Licensing
The GA
The Jeweller
The NAJ
Total Art Licensing
Toy News

2021 is a truly exciting time to exhibit at Spring Fair

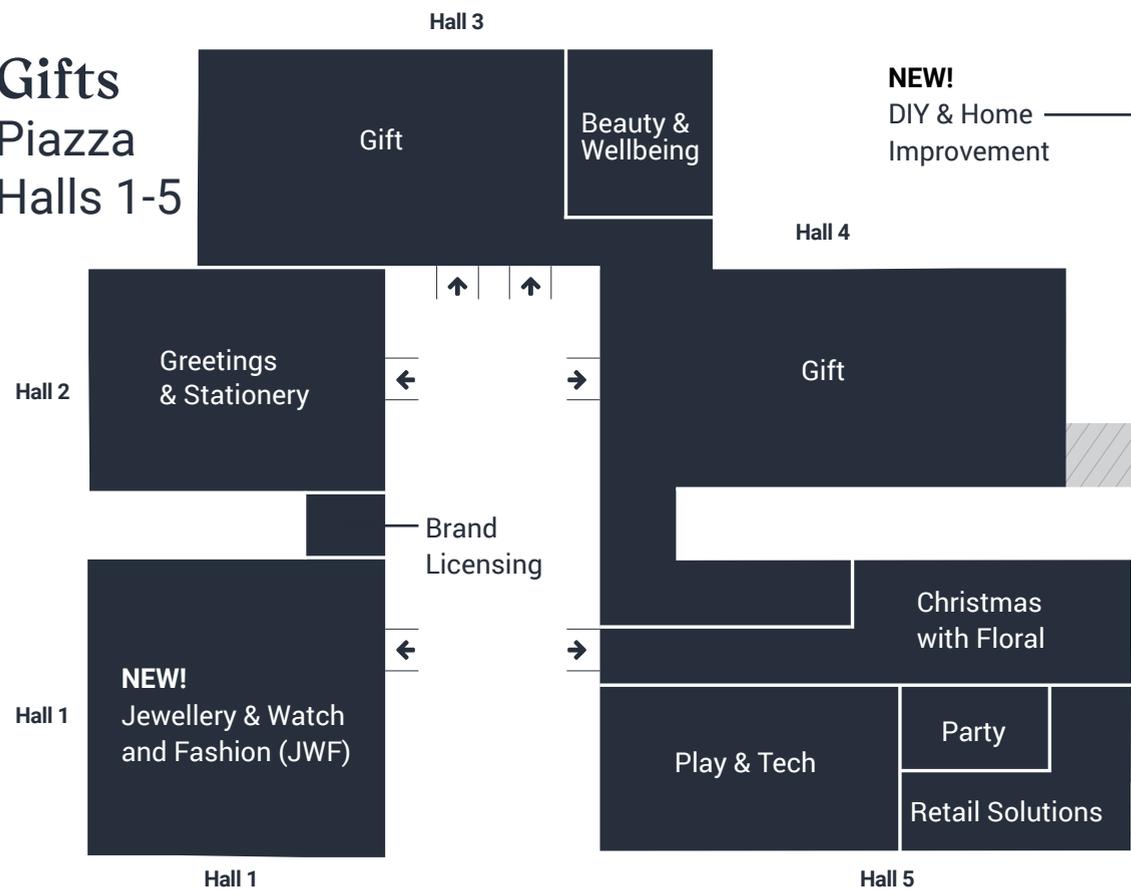
Gifts and Home & Living harmoniously co-exist as two dedicated sourcing destinations at Spring Fair.

The Gifts halls in the Piazza side of the NEC is Europe's largest showroom of gift products in the one place, while Home & Living in the Atrium

has the largest continuously laid-out offering of lifestyle, home and interior products in the UK.

This exciting new show layout makes it easier for visitors to source complementary products and in turn, generate more new leads for exhibitors.

Gifts Piazza Halls 1-5



Home & Living Atrium Halls 6-20

What's new

- > Jewellery & Watch rebrands as Jewellery & Watch and Fashion (JWF) where mid-to-high end jewellery and must-have fashion come together twice a year.
- > A newly defined sector, the Hotel & Hospitality Collection will showcase quality, unique furnishings, crockery and stemware for the hotelier visitor.
- > Design & Source will now showcase even more design-led materials and products including textiles, surface pattern design and flooring.

Gifts

The largest source of gift inspiration in one destination.

Beauty & Wellbeing

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

Christmas with Floral

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

Gift

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

Greetings & Stationery

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

"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

NEW!

Jewellery & Watch and Fashion

Jewellery & Watch rebrands to Jewellery & Watch and Fashion (JWF), offering the largest European selection of precious jewellery and fashion accessories to retailers twice a year.

Party

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

Play & Tech

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



Key exhibitors

Absolute Fireworks
Baylis & Harding
Boardman Bros
Bomb Cosmetics
Brakeburn
Cardgains
Chickidee Homewares
D&X
Enesco

Fallen Fruits
Gift Republic
Heathcote & Ivory
Joe Davies
Lesser & Pavey
Lund London
LV Clothing
Palmer Agencies
Pioneer Europe Limited

Powder Designs
Premier Halloween
Sass & Belle
Something Different
Sophie Allport
Tilley & Grace
Yankee Candle

Home & Living

The source for decorative interiors, furniture accessories and everyday items

Cook & Dine

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

DIY & Home Improvement

The best in DIY, tools, gadgets, fittings and fixtures perfectly aligned with Glee at Spring Fair.

Everyday

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

Floral with Christmas

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

Glee at Spring Fair

Bringing a variety of specialist garden and outdoor living exhibitors to the show.

Hotel & Hospitality Collection

Unique and stylish furnishings, crockery, stemware and interior accessories that make the competitive difference.

Home, Living & Décor

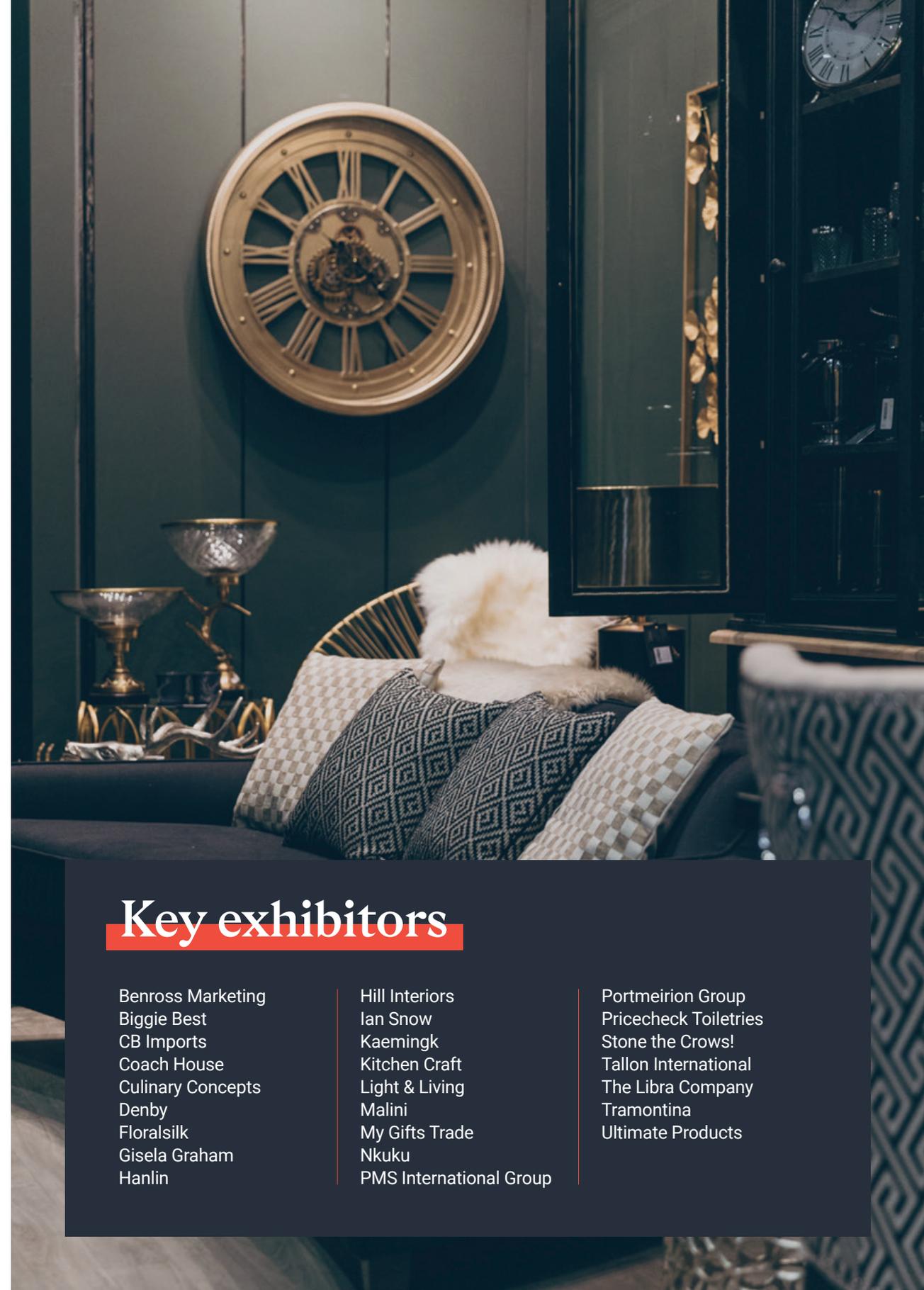
On-trend furniture, stylish textiles, home accessories and the finishing touches for all interiors.

The Summerhouse

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

"We've exhibited at Spring Fair for the best part of a decade. It's the show that's on everyone's calendars; there's great footfall, great travel links for attendees and it's where we meet all our local, regional, national and international customers."

Katie Mann
Marketing, Heaven Sends



Key exhibitors

Benross Marketing
Biggie Best
CB Imports
Coach House
Culinary Concepts
Denby
Floralsilk
Gisela Graham
Hanlin

Hill Interiors
Ian Snow
Kaemingk
Kitchen Craft
Light & Living
Malini
My Gifts Trade
Nkuku
PMS International Group

Portmeirion Group
Pricecheck Toiletries
Stone the Crows!
Tallon International
The Libra Company
Tramontina
Ultimate Products

Design & Source at SPRINGFAIR

A showcase of what's possible in product design

We're ready and excited to expand Sourcing after two successful editions at Spring Fair and Autumn Fair. Sourcing will become 'Design & Source' to incorporate more product types including tableware, lighting, textiles, surface pattern design, ceiling moulding and flooring.

With the introduction of additional product sectors and selling opportunities, the refreshed sector will continue to be the trend-driven destination to meet the best makers and manufacturers across fabricating countries including Europe, Asia, Africa and South America.

A highly transactional, high ROI retail platform for manufacturers and makers, Design & Source brings the world to the UK. It is an easier, cheaper and more effective sourcing platform for visitors by cutting out the hassle of travelling overseas.

Design & Source in Hall 18 will also inspire and spark creativity with trend forecasts by Color Hive, the official trend partner for Spring Fair that look out 24 months, while a dedicated theatre space will bring to life colours and textures through thought-provoking installations and talks.



Retail Solutions

Drive your business forward

Retail Solutions is a unique offering within Spring Fair. Located in Hall 5, this is where you'll find services and solutions across logistics, payment, shop fittings, software and consultancy to help retailers optimise or even improve their day to day.

It's everything needed to help set a business apart and succeed.



Inspire and Inform

Content at Spring Fair

Whilst the primary purpose for any visitor is to source at Spring Fair, did you know over 7,000+ visitors visited at least one of our content sessions?

Spring Fair represents one of the few opportunities for retailers to access inspiring personal stories from retail leaders, alongside peer-to-peer case studies and educational sessions that offer practical guidance on how they can buy smarter and sell more.

Buyers that attend Spring Fair tell us content is delivering a clear return on time for them. For a growing number who value the industry leading seminar content, it is making a clear case to their own business as to why they should spend an extra day at the show.

Our content sessions gives them not only practical tips to go back to their business with, but extra time to meet our exhibitors, and find their next best seller at the show.



Why exhibit

Join the all-encompassing sourcing marketplace for home and gift.

We offer certainty that only scale can provide. Encompassing 15 carefully edited show sectors, we showcase only, most-wanted products, launches and inspiration that over 2,500 UK and international exhibitors have to offer.

Be a part of the largest gathering of home and gift suppliers. This is where you'll meet new customers, new collaborators and forge new relationships!

The perfect platform for brand exposure

With a community of 220,000, we're the platform to get your brand noticed and to meet with retail buyers that can put your products in some of the biggest (and most selective) stores in the world.

Meet new customers across 5 days

Spring Fair attracts over 50,000+ visitors across five days. As a destination for thousands of independents, multiples, online retailers and department stores, this is where you'll meet with a full spectrum of home and gift as well as interior designers, hotel and hospitality professionals.



Facilitating quality connections



the Club

The Club is our brand-new tiered VIP programme designed to attract a higher quality of buyers to the show and facilitate significant sales opportunities for exhibitors. We have a dedicated team, specifically tasked to contact and invite key buyers to ensure quality connections take place at Spring Fair.

- > Platinum members of The Club are International and UK buyers holding a spending power of over £1million.
- > Platinum members receive the support of our newly formed, dedicated team to arrange meetings with relevant suppliers. They are also on hand to help visitors navigate the show making it easier for buyers to find and connect with suppliers and brands.

Pitch it

A brand-new speed networking opportunity to increase exhibitors' return on time and investment. Pitch it sessions will enable Spring Fair exhibitors to connect with up to 20 pre-qualified buyers in the space of an hour, creating new selling opportunities directly with keen buyers.

Each buyer will be pre-qualified to ensure they are relevant to your business. Sessions run daily during Spring Fair at the Club Lounges.

"The speed networking sessions were fantastic! It felt a lot more productive the suppliers coming to us. It is a lot easier for both the vendor and buyer. I was also able to see products that I may not have seen."

Andre Harris, Photobox,
The Club Platinum member

Who will you meet?

We attract over 50,000+ visitors to the show, here is just a snapshot of the home & gift professionals you could expect to see at Spring Fair 2021.

TOTAL VISITOR AUDIENCE

50,000+

SPRING FAIR EXHIBITORS

2,500

106

countries from 6 continents

90%

UK, 10% International

36

countries represented

600+

new exhibitors in 2019

TOP 10 VISITOR COUNTRIES (EXCLUDING UK & IRELAND)



81%

of buyers placed or looking to place orders as a result of attending



84%

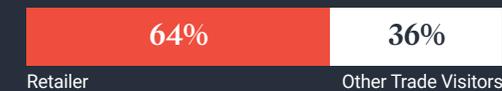
of visitors had purchasing responsibility for their business



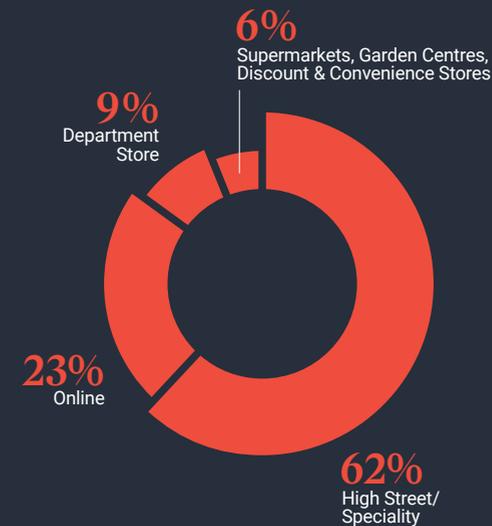
80%

of the audience's main objective is to find new suppliers

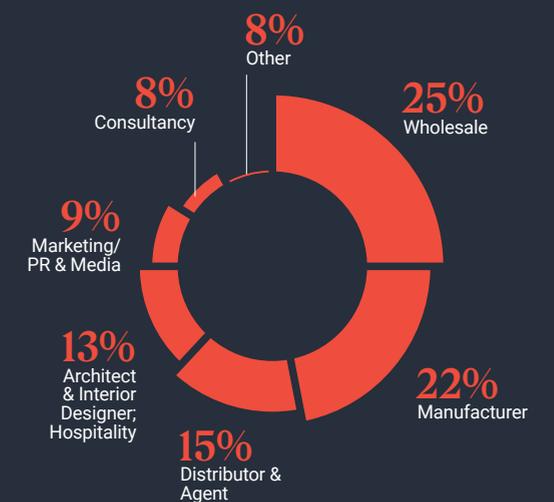
AUDIENCE BREAKDOWN



RETAILER BREAKDOWN



OTHER TRADE VISITORS BREAKDOWN



The Spring Fair Visitor

INDEPENDENTS

ABRAXAS
cookshop

Alligator
OPPEAR

BOROUGH KITCHEN
The Artisan Kitchen & More

THE HOLE SP OF
BRUAR

HOUSE CARDS

something
Special

DEPARTMENT STORES

Fenwick

Harrods

JOHN
LEWIS
& PARTNERS

PRINTEMPS

SELFRIDGES & CO

ONLINE

amazon

ASOS
Multi-brand fashion online

FIREBOX

NOT ON
THE HIGH
STREET

MARKETPLACE

wayfair

MULTIPLES

Argos

JY

LAURA ASHLEY

ocado
The online supermarket

OLIVER BONAS

scribblers

GARDEN CENTRES

BLUE DIAMOND

Dobbies
GARDEN CENTRES

Malvern

Scotsdales

SQUIRES
GARDEN CENTRES

DESTINATIONS

CenterParcs

MERLIN
ENTERTAINMENTS

National
Trust

NATURAL
HISTORY
MUSEUM

ZSL | LONDON ZOO



TOTAL VISITOR AUDIENCE

50,000+

80%

of the audience's main objective is to find new suppliers

81%

of buyers placed or looking to place orders as a result of attending

84%

of visitors had purchasing responsibility for their business

Your 2021 tools to equip your **success**

Make Spring Fair work for your business

Year-round promotion on your behalf is what you get as just one of the key benefits of joining Spring Fair. Putting your brand in front of thousands of UK and international buyers is what we do – at the show, before and after. Benefit from our industry-leading, multi-channel marketing campaigns and social reach.

Digital promotion

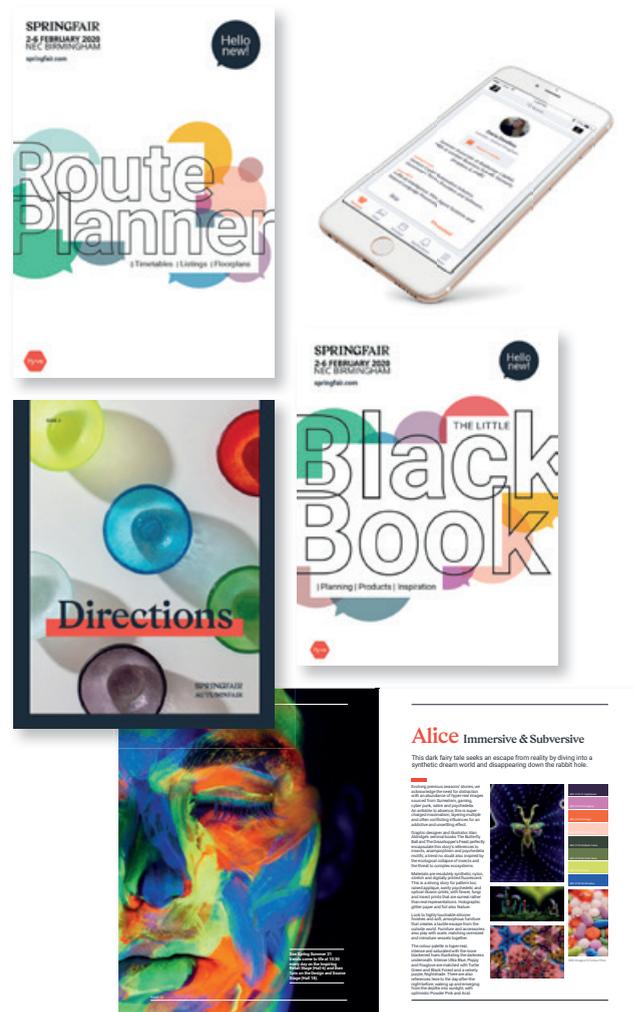
- > Dedicated exhibitor profile
- > Social Media support
- > Regular email promotion to 300,000+ industry professionals
- > Suite of digital banners to promote your presence at Spring Fair on your web and social media channels
- > The Spring Fair Match platform

Pre-event & Onsite support

- > Printed and digital invitations for you to invite your contacts to visit you at the show
- > Supportive, insightful newsletters on exhibiting best practice
- > PR support from our dedicated PR Agency – helping spread the word about your products & presence
- > One-on-one assistance from our dedicated support team

Print*

- > Listing in the Little Black Book which is distributed to over 55,000 industry professionals
- > A profile in the official Spring Fair Show Guide
- > Listing in the A-Z Guide [difference to show guide]



*Inclusion subject to securing stand presence and print guidelines.



Exhibitors who carry out a pre-show marketing campaign increase the quality of the audience to their stand by 46%.

Source: Study by Deloitte & Touche commissioned by CEIR (The Centre of Exhibition Industry Research)

What our exhibitors say

“Spring Fair is excellent for us! We can showcase all our new ranges in one place and create ‘room settings’ on our stand to inspire new existing customers.”

Gemma Pike
Area Sales Manager,
Voyage Decoration Ltd

“We launched 100 new products at Spring Fair, which were very well received, and we have had lots of orders placed. It’s very well attended and offers lots of breadth and depth of products for home and gift sectors.”

Elaine Anderson
Sales Manager,
Bluebone

“This year we’ve completely refreshed our stand as well as launched thousands of new products for this season. This year has been busy with consistent footfall. We’ve improved our sales from last year with a lot of interest in the new lines as well.”

Lucy Lynch
Brand Manager,
Kitchencraft



Digital reach

497,381

website users

2,505,002

website page views

707,238

exhibitor profile views



Social media

7mil

cross-channel account reach

60,000+

cross-channel followership

100,000+

engagements annually
cross channel

Spring Fair Match



Your new way to do business

Spring Fair Match is a free digital matchmaking service to get tailored recommendations of the most relevant buyers to meet at the show, giving you a higher return on your time.

We're the only retail trade show in the UK with an invested digital platform that takes the work out of networking through intelligent matchmaking.

Showcase your business

Spring Fair Match is an additional platform to boost your company profile and products, helping you to gain more leads and meetings throughout the show.

Your brand and products in front of 50,000+ visitors

Discover your leads as visitors are connected with your brand based on specific interests. Ensure your company profile is up to date on the Exhibitor Zone to have maximum visibility.

Chat with potential customers

Book meetings and have reminders sent to you to help plan and manage your show.

Empower your sales team

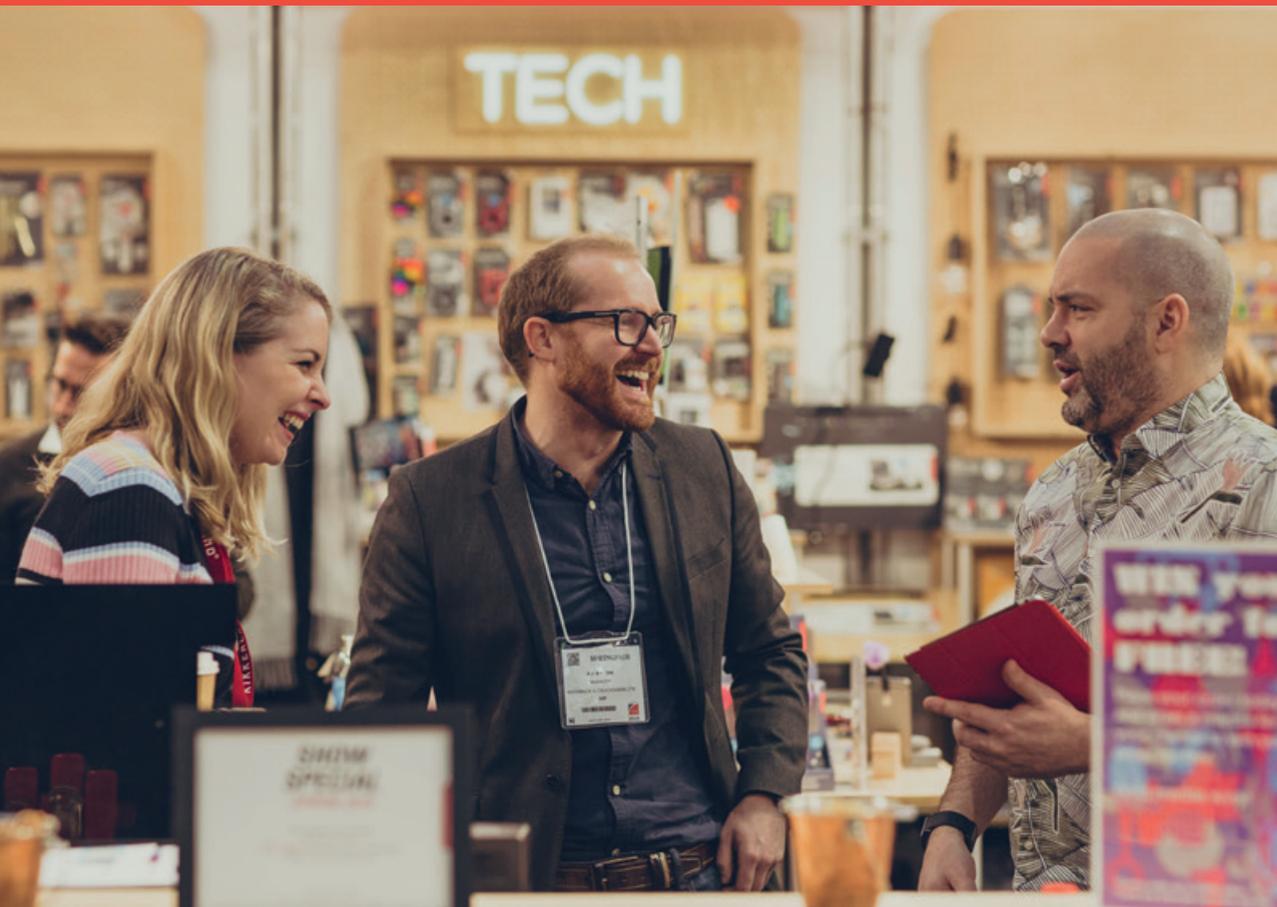
This platform enables the possibility of greater revenue by making it easier than ever to manage leads and meetings.

Interactive map

Visitors can quickly find your stand using the platform's interactive map.

Book speed networking sessions

'Pitch it' is a brand-new speed networking opportunity enabling you to connect with up to 20 pre-qualified buyers, all in the space of an hour. Bookings take place on the app.



Success Stories

Hill Interiors

With over 40 years in the industry, Yorkshire-based Hill Interiors has been part of Spring Fair for the last 25 years. The company views the show as an essential part of their sales and marketing strategy, using it to continuously build on their UK and international customer base with 140 new accounts signed in 2017 alone.

Winning new customers

Hill Interiors use Spring Fair to meet new prospects with the aim to develop them into successful long-term partnerships.

Launching new products

Hill Interiors use the opportunity to educate new and existing customers about the company's high quality, unique and varied product range.

"Spring Fair is the right place at the right time for us to launch new products and attract new customers. It works every year and is a show we rely on to build our business."

Julian Potter

General Manager, Hill Interiors

Showing industry expertise

An educated, professional team demonstrate Hill Interiors in-depth knowledge of the UK market, helping customers identify major sales opportunities through their room-merchandising techniques.

Castelbel

Established in 1999, Castelbel has grown from specialising in the manufacture of premium private label soaps to designing and developing its own collections which today are under the brand names, Castelbel and Portus Cale. Following the decision to exhibit at Spring Fair 2018 for the first time in a few years, the Castelbel team took full advantage of the opportunity.

Spring Fair is a key platform

Castabel and Portus Cale use the trade show to increase the number of UK retailers stocking the collections and identify potential new customers for their private label soap manufacturing business.

Pre-show promotion wins

Castabel and Portus Cale have a policy of making full use of the marketing tools that Spring Fair offers. From keeping their profile up-to-date on the website, participation in the Catalogue and regular email and social media use to motivate visitors to their stand.

Time for market feedback

Spring Fair is an important place to gain customer input on new products and many product variations have been launched based on customer comments gathered at Spring Fair.

"Our products inspire an emotional response and touching them and smelling the scents means many people fall in love with them, and when they do we know we have a customer for life."

Ana Tavares

Marketing & Events Officer, Castelbel

For more success stories, visit: springfair.com/success-stories

SPRINGFAIR

7-11 FEBRUARY 2021

NEC BIRMINGHAM
EVERYDAY SECTOR OPENS 6 FEB

Together, we make your market

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

For more information

springfair.com