



AUTUMNFAIR

Meet your Market

1-4 SEPTEMBER 2019

NEC BIRMINGHAM
EVERYDAY SECTOR OPENS 31 AUG

Right time, on trend, in stock

Autumn Fair is the most crucial home & gift marketplace of the season, taking place at the start of the busiest and most profitable shopping time of year - the Golden Quarter.

We provide a platform for the right suppliers with thousands of UK and international retailers to discover the best new products, freshest ideas and trend-led inspiration.

Autumn Fair is where retailers go to stock up on their next best-sellers and make short orders in the lead up to Christmas, Easter and beyond.

"We've come to Autumn Fair to see the new trends. It's a great show to find new and innovative products that we've not come across before."

Elizabeth Sullivan
Product Assistant, B&Q

Meet the new movers and shakers of the marketplace

Accents & Décor

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

Beauty & Wellbeing

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

Everyday

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

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 & Stationery

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

Living

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

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.

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.

New show layout

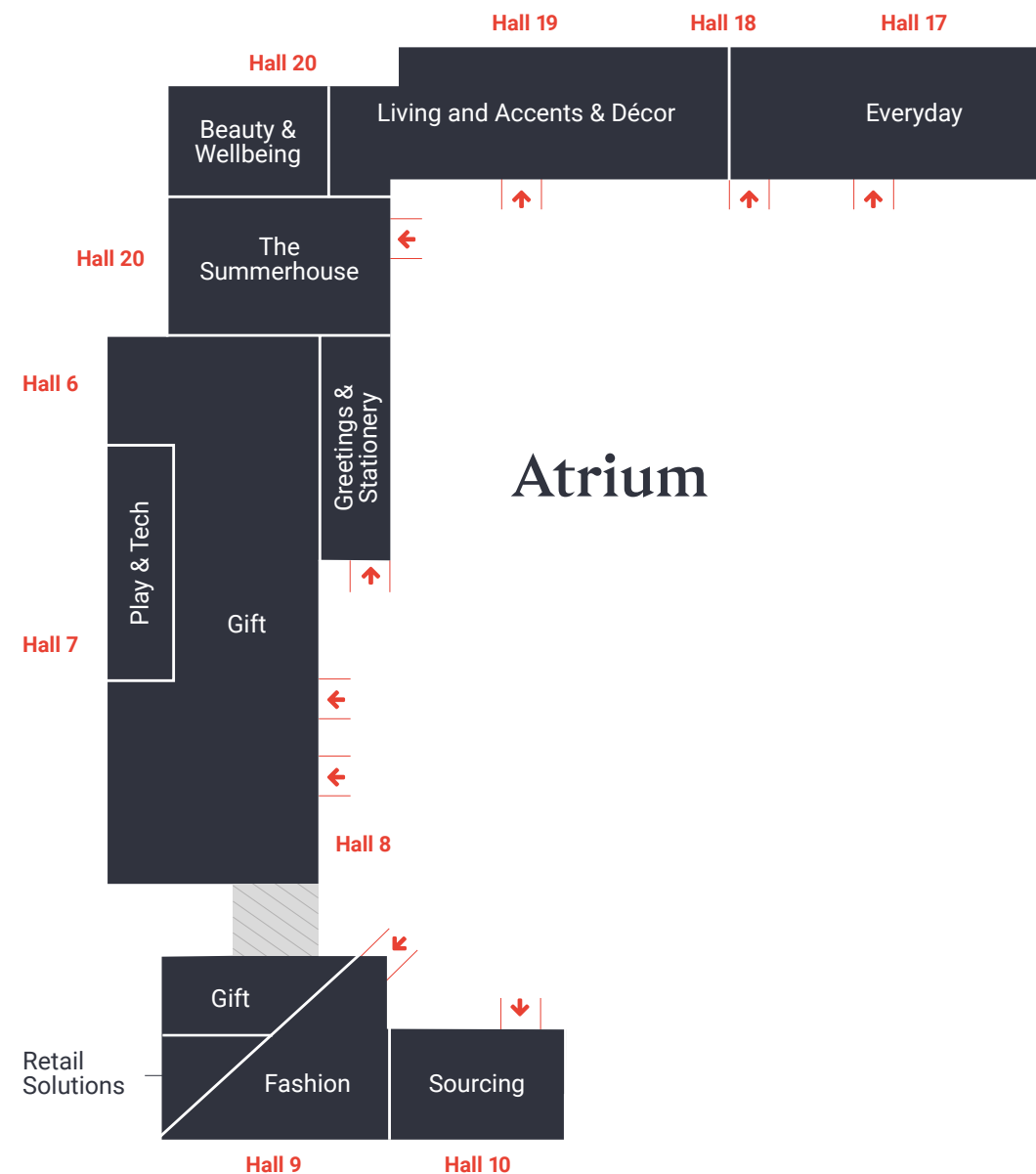
We have created a whole new exhibiting and sourcing experience for 2019 featuring a new layout, new sector and new outlook.

The re-edited Autumn Fair is designed to facilitate connections between retailers, exhibitors and marketers.

Autumn Fair is your platform for trade and sourcing.

"Autumn Fair allows me to find the right products at the right price - our customers look for things that they cannot find in the mass market and that have unique selling points."

Kathy Lee
Product Technologist, JD Williams



11 edited show sectors

Hall 6 Greetings & Stationery
Halls 6 & 7 Play & Tech
Halls 6, 7, 8 & 9 Gift
Hall 9 Fashion
Hall 9 Retail Solutions

Hall 10 Sourcing
Halls 17 & 18 Everyday
Halls 18, 19 & 20 Living and Accents & Décor
Hall 20 The Summerhouse
Hall 20 Beauty & Wellbeing

Connect with buyers

There's a range of resources available at Autumn Fair for you to take advantage of, letting both old and new customers know you're at the show.

We understand the depth of a retail world that's accessible everywhere. Our print and digital platforms help to make sure your products reflect this by maximising your exposure and extending the reach of your business to the masses.

- > Pre-event & onsite support
- > Printed collateral promotion
- > Digital promotion
- > Access to AF Product Match (AI-powered App)

"Visiting Autumn Fair is essential for Christmas buying, to see new products and to see them in the flesh, rather than on a website."

Sam O'Connor
Buying Assistant, Twycross Zoo



"Autumn Fair is a good platform for us to launch new products. It's also the perfect time of year to capture the interest of buyers who are looking for quirky gifts for Christmas, just as stores are looking to change their stock for the season."

Thomas O'Brien,
Director, Boxer Gifts

A snapshot of the audience

TOTAL AUDIENCE

22,000

retail trade visitors

77

countries from 6 continents

93%

UK

TOP 10 INTERNATIONAL COUNTRIES BY ATTENDANCE



RETAILER BREAKDOWN

High Street/Speciality



Online



Department Store



Supermarkets, Discount and Convenience Stores



VISITORS

79%

of visitors have an influence on purchasing decisions for their business

69%

of visitors did not attend any other event in the last 12 months

67%

of visitors believe Autumn Fair is crucial to their business success and are loyal/returning visitors

37%

of visitors attended Autumn Fair in 2018 for the first time

Who will you meet?

From independent
retailers to big budget
multiples, the Autumn
Fair audience is
diverse as it comes.



INDEPENDENTS

ABRAXAS
cookshop

Alligator
PEAR

between the lines

QWERKITY
Quirky and unusual gifts for everyone



DEPARTMENT STORES

DEBENHAMS

Fenwick

Harrods



SELFRIDGES & CO

ONLINE



moonpig



wayfair

MULTIPLES



OLIVER BONAS

Papurchase

GARDEN CENTRES

Dobbies
GARDEN CENTRES



Scotsdales

Wyevalle
garden
centres

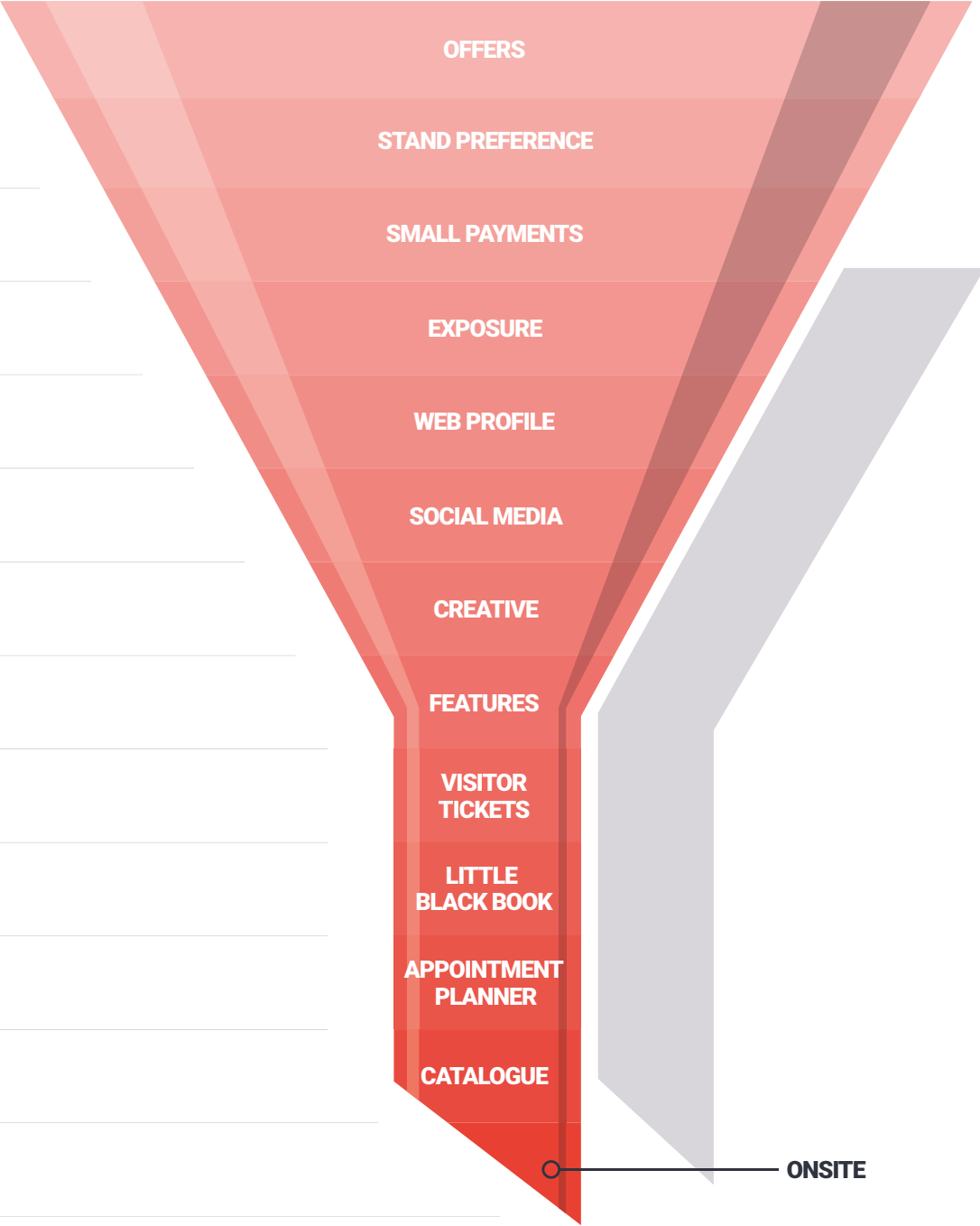
DESTINATIONS



ZSL | LONDON ZOO

The value of booking early

BENEFITS RECEIVED	
SEPT £££££	Exclusive re-book offers
	Preferred stand location over your competitors
	Smaller spread payments - if you book your stand early you can take advantage of lower spread payments
	Maximum year round marketing exposure
££££	Year-round website profile on autumnfair.com
	Opportunity for exposure through Autumn Fair social media channels including Twitter, Facebook and Instagram
	Possible exposure in the show creative used across show collateral prior to the show and onsite
£££	Opportunity to be included in the features onsite including hall entrances and trend bar
	Printed tickets for your valued customers, possible PR coverage in section-specific retail publications, and possible exposure in visitors email campaign targeting over 200,000 retailers
££	Inclusion in the Little Black Book show preview circulated to 50,000 retailers
	Access to the registered database of visitors through the AF Product Match App - search retailers and make appointments ahead of the show
	Exhibitor profiles featured in official show catalogue to be easily found, make customers feel valued with VIP nominations and avoid the 5% late booking fee
AUG £	Onsite material e.g. 'You are Here' boards and listing in the addendum of the Show Catalogue



Together, we make your market

Autumn Fair provides a showcase for the year's most sought-after products, the most innovative brands and the services that keep your business moving.

For more information contact the Autumn Fair team

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