

AUTUMNFAIR

Meet Your Market

6-9 SEPTEMBER 2020
NEC BIRMINGHAM

We are Hyve

Hyve Group Plc is one of the world's leading organisers of international exhibitions and conferences, including Autumn Fair. 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

Right time, on trend, in stock

For 30 years, Autumn Fair has been Europe's most crucial home & gift marketplace of the season. Taking place at the start of the busiest and most profitable time of year – the Golden Quarter.

We provide a platform for suppliers to connect with thousands of UK and international retailers, designers, contractors and hospitality professionals on the look-out for the best new products, freshest ideas and trend-led inspiration.

Autumn Fair is where they 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



New for 2020

The Furniture Collection

A new destination for retailers, interior designers, contract buyers, hospitality professionals and architects, The Furniture Collection will provide a platform for UK and international suppliers to showcase their latest mid to high-end furniture pieces.

The Furniture Collection comes in response to strong demand and market trends. Furniture production in Europe grew to over £77 billion in 2017, accounting for around one fourth of the global furniture industry.

3/4

Visitors to Autumn Fair 2019 primary or secondary interest was in sourcing home décor, furniture, textiles or soft furnishings

Design & Source

After two successful editions of Sourcing, 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.

"We have met many customers who are interested in our products. This is the best trade show in the UK, that's why we are here."

Xiang Tian, Showbox Bamboo Ltd, Exhibitor in the Sourcing Sector

Jewellery & Watch and Fashion (JWF)

Spring Fair's 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.

By aligning fashion with jewellery we are responding to consumer trends and retailer demands. Fashion stores are buying higher end jewellery, whilst jewellers are now looking to offer fashion accessories, JWF will cater perfectly for these needs.

14,000+

trade professionals visit J&W and Spring Fair with an interest in Jewellery

8,000+

trade professionals visit J&W and Spring Fair with an interest in Fashion

We will bring these audiences together twice a year at JWF.



The show floor

Autumn Fair is your platform for trade and sourcing, designed to facilitate connections between retailers, designers, contractors, hospitality professionals and exhibitors.

Beauty & Wellbeing

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

Design & Source

A brand-new platform for the best manufacturers from key sourcing regions around the world.

Everyday

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

NEW!

The Furniture Collection

Located in Home, Living & Décor, this is your buying destination for large-scale furniture including beds, sofas and occasional chairs.

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.

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Home, Living & Décor

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

Play & Tech

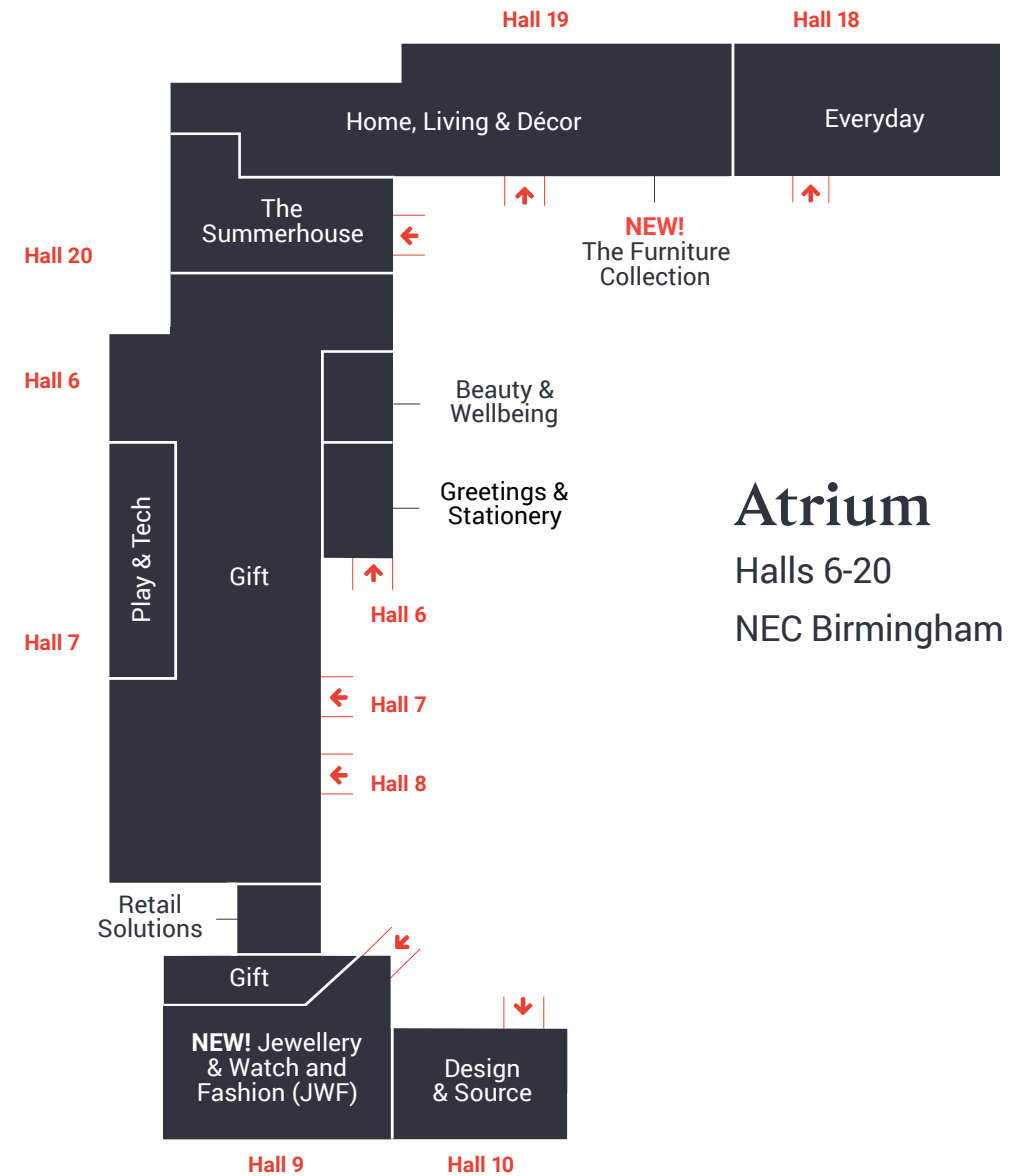
Where must-have toys, gadgets and big imaginations come together - let the games begin.

Retail Solutions

Everything needed for a successful business to run, from services to solutions.

The Summerhouse

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



Atrium
Halls 6-20
NEC Birmingham

10 edited show sectors

Hall 6 Beauty & Wellbeing

Hall 6 Greetings & Stationery

Hall 6 & 7 Play & Tech

Halls 6 to 9 & 20 Gift

Hall 9 Jewellery & Watch and Fashion

Hall 8-9 Link Retail Solutions

Hall 10 Design & Source

Halls 18 Everyday

Halls 18, 19 & 20 Home, Living & Décor

Hall 20 The Summerhouse

A snapshot of the audience

TOTAL AUDIENCE

20,000+

retail trade visitors

65

countries from 6 continents

93%

UK

RETAILER BREAKDOWN

High Street/Speciality



Online



Department Store



Garden Centre



Supermarkets, Discount or Convenience Store



TOP 10 INTERNATIONAL COUNTRIES BY ATTENDANCE



VISITORS

81%

buyers who attend the show to discover new products and suppliers

70%

retailers

7%

Interior Designers, Architect or Hospitality professionals

27%

of visitors attended Autumn Fair in 2019 for the first time

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 Autumn 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 Autumn 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 Autumn 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?

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

BEALES
SINCE 1881

Fenwick

Harrods

JOHN LEWIS
& PARTNERS

SELFRIDGES & CO

ONLINE

ASOS
discover fashion online

moonpig

THE HUT GROUP

HOT ON THE HIGH STREET
.com

wayfair

MULTIPLES

Dunelm

Hamleys

JOY

OLIVER BONAS

Papurchase

GARDEN CENTRES

Dobbies
GARDEN CENTRES

Notcutts

Scotsdales

Wyevale
garden centres

DESTINATIONS

MERLIN
ENTERTAINMENTS

National Trust

NATURAL HISTORY MUSEUM

ZSL | LONDON ZOO

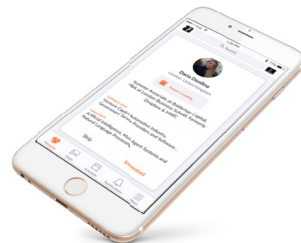
Your 2020 tools to equip your **success**

Make Autumn Fair work for your business

Year-round promotion on your behalf is what you get as just one of the key benefits of joining Autumn 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.

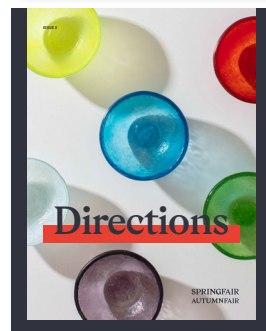
Digital promotion

- > Dedicated exhibitor profile
- > Social Media support
- > Regular email promotion to 300,000+ industry professionals*
- > Suite of digital banners to promote your presence at Autumn Fair on your web and social media channels
- > The Autumn 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, distributed to over 50,000 industry professionals
- > A profile in the official Autumn Fair Show Guide
- > Listing in the A-Z Guide [different 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)



Digital reach

266,918

website users

1,203,786

website page views

346,304

exhibitor profile views



Social media

7mil

cross-channel account reach

60,000+

cross-channel followership

100,000+

engagements annually cross channel



The value of booking early



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, contact the Autumn Fair team

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autumnfair.com