

# glee 2023

**27-29 June**  
**NEC BIRMINGHAM**

**The UK's leading garden  
and outdoor living trade show**

[gleebirmingham.com](http://gleebirmingham.com)



# About Glee

For 47 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. As the UK's leading garden and outdoor living trade show, Glee presents the most exciting brands, innovative products and inspiring garden retail insights.

Glee 2022 is set to be even better as we make history with our new June dateline. There'll be a wider pool of products to showcase, more time for planning and the exciting launch of Fire, Grill & Chill, our new outdoor demonstration area.

This is what makes Glee so much more than a trade show. We look forward to carrying these features and our June dateline over to Glee 2023. It will truly be the International Festival for Garden and Pet.

“

Glee 2021 was a fantastic trade show for Zest 4 Leisure. The event was well-run and our stand welcomed more customers than ever before. The free Glee exhibitor listing allowed us to share business updates and to communicate with new and existing customers about the developments that we've made in preparation for 2022. Zest is already looking forward to returning to Glee in June.”

– ZEST 4 LEISURE



# Glee 2021 stats

There were 320 established brands and 125 new suppliers which sparked a positive response from the retail sector as the excitement of in-person events returned. From traditional garden centres, DIY stores and farm shops to high street retailers, department stores and builders' merchants, Glee 2021 thrived.

The only way is up, that's why we can't wait to welcome you to an even bigger and better Glee 2022.

There's over 400 exhibitors and thousands more buyers signed up to visit from across the UK and international.

14-16 September  
NEC Birmingham

320  
exhibitors

125  
of which were  
brand new

8  
show  
sectors

## Show features



New Product  
Showcase



Buyers Power  
List



GIMA Business Village  
Buyers Connect  
Innovator's Seed Corn  
Fund



International Buyers'  
Centre & International  
Buyers Connect  
(Gardenex & PetQuip)



Greenfingers  
Floral Thursday



Insightful seminar  
content



Innovators  
Zone



# Sectors

We work hard to make sure our show is carefully curated to put you in the very best position to be discovered by the buyers that matter the most to your business. 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.



## 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.



## 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.



## Sourcing

Bringing the worlds top manufacturers to Glee to help you develop and source your own ranges in a responsible and ethical way. Covering a range of product lines, that will fly off the shelves.



## 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.



## 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.



## PAW

Bringing the top brands in pet care, food, accessories, supplements and more together with up-and-coming businesses, all of whom are showcasing exciting and innovative products to the industry.



## 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.



## DIY

New for 2023, the DIY sector provides customers with everything they need to spruce up their home and garden. From hand tools to power tools, fixings to coatings, there's so much you can exhibit as part of this sector.



# Visitor profile



28

Glee 2021 attracted visitors from 28 countries



73%

had joint or sole purchasing responsibility



81%

visitor satisfaction rate



85%

of visitors' main objective was to discover new products and/or suppliers



75.4%

of visitors say attending Glee was important for their business/organisation



58%

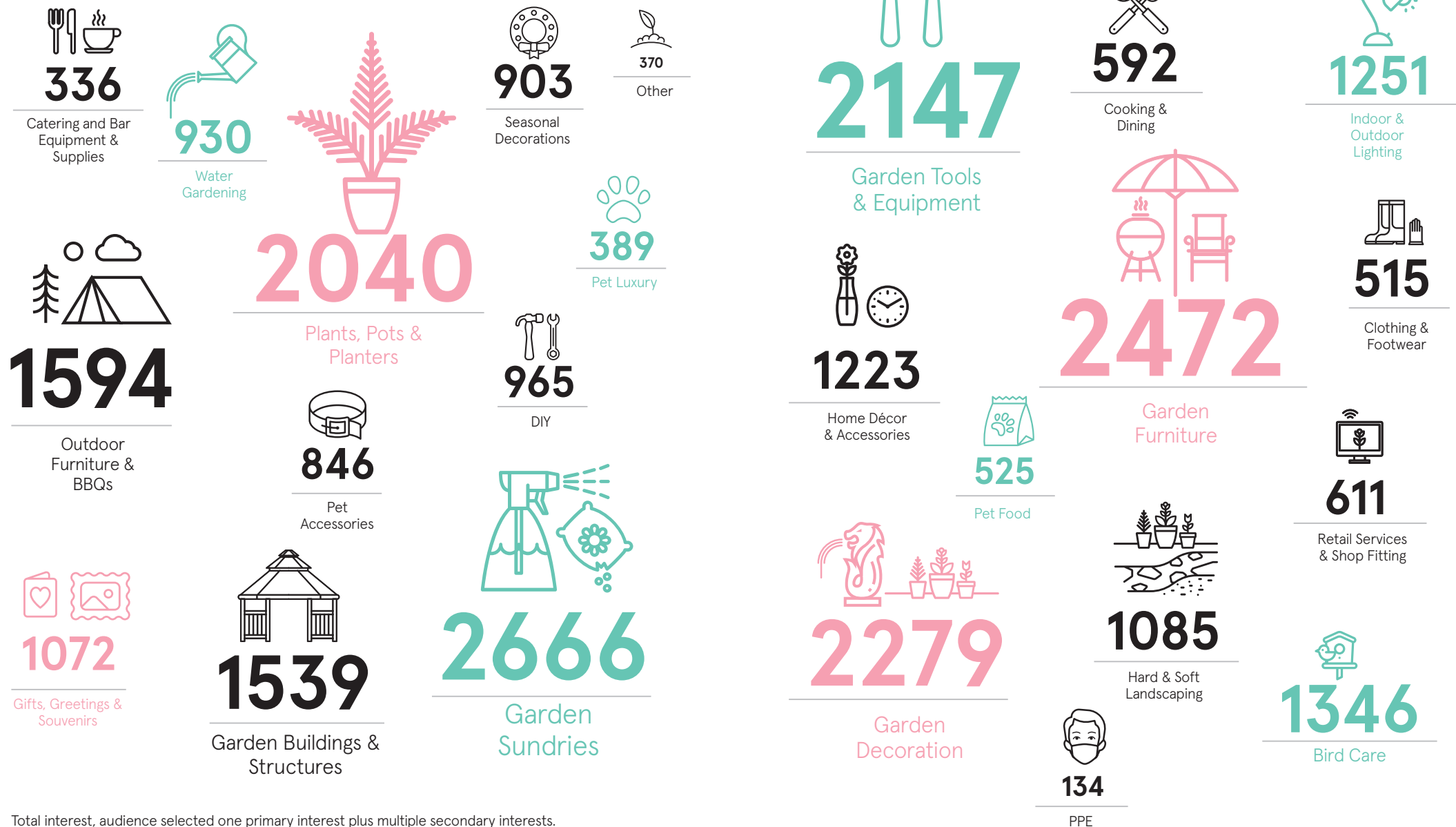
of visitors placed or expected to place an order during Glee



Source: Glee Visitor Statistics 2021 – Power BI.



# Visitor interest by sector



Total interest, audience selected one primary interest plus multiple secondary interests.

Source: Glee Visitor Statistics 2021 – Power BI.

# 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:



“

We are an independent retailer so we are always trying to source unique products to stand out from our competitors. The show this year has been really useful, we are just on our way to put in an order with a company we met this morning.

- DAVID LOACH,  
WILTON LOACH GARDEN VILLAGE



## Department Stores & Multiples:



## Online Retailers:



## International Retailers:



## Pet Retailers:



# The Glee Exhibitor Tool Kit

When you join 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.

### Includes:

- A gallery of banners, logos and email signatures to promote your presence
- Personalised 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
- Your brand in the Glee Show Preview and Show Guide so visitors can plan their visit to your stand before and during the show
- Exhibitor workshops
- Access to GIMA Buyers Connect
- Free access to the Glee Connect app
- Entry into the New Product Showcase



# Our digital reach

At Glee, we have a dynamic team of digital experts working 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...

## Glee website stats

42,632

unique visitors

292,952

page views

International stats

18.22%

website traffic is from outside the UK

## Exhibitor Profile stats

89,650

total profile views

1.85

sessions per user

3.71

pages per session

## Glee Social stats

3.04M+

impressions

1.66M+

reach

12K+

total followers

\*1st June 2021 to 31st May 2022

# Get in contact

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Email [sales@gleebirmingham.com](mailto:sales@gleebirmingham.com) for enquiries.

## Account Managers

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# glee

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