



glee 2024

25-27 June
NEC BIRMINGHAM

The International
Festival for Garden,
Leisure and Pet

gleebirmingham.com

Supported by



About Glee

For 49 years, Glee has been nurturing the art of garden retail to become the UK's leading premium garden and outdoor living trade show. Glee brings the British, European and international markets together under one roof, showcasing the most exciting brands, innovative products and valuable insights in garden retail.

Glee 2024 will be unlike any other in its history, as we unearth our ground-breaking new meetings programme, **Connect @ Glee**.

Connect @ Glee will revolutionise the way suppliers generate new leads, network and do business. For the first time, you can view the profiles of garden, outdoor living, home & gift and pet buyers prior to Glee and proactively select who you want to meet at the show.

You can then pre-arrange as many 15-minute, introductory meetings as you like (based on mutual interest and availability), rather than leaving it to chance for buyers to approach you first. All meetings take place on your own stand so buyers can view, touch and ask you questions about your products in person.

To find out more, visit gleebirmingham.com/connect



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The quality of visitor is incredibly high with key buyers and decision makers ready to place orders, source new innovation, and expand their supplier network. There's no other event that enables us to showcase our offering in this way.

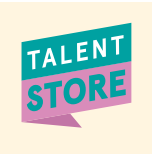
- CRAIG HALL, DECO-PAK



Show features



THE STAGE



TALENT STORE



NEW PRODUCT
SHOWCASE



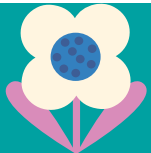
GREEN
HEART



BUYERS
POWER LIST



FIRE, GRILL &
CHILL



FUTURE
PLANTS



GIVING
AT GLEE



INNOVATORS
ZONE



GIMA BUSINESS
VILLAGE



INTERNATIONAL BUYERS' CENTRE



BUYERS'
LOUNGE

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.



Source Garden

Source Garden brings the world's top manufacturers to Glee to help you develop and source your own ranges in a responsible and ethical way.



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

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

41

Glee 2022 attracted visitors from 41 countries

Top 5 countries



70%

had joint or sole purchasing responsibility

84%

visitor satisfaction rate

72%

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

£1m

31.5% of visitors have a budget of over £1m

62%

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

62%

of visitors have placed or are planning to place an order as a result of attending Glee 2022

55%

of visitors have attended Glee previously

Source: Glee Visitor Statistics 2022 - Power BI



Visitor interest by sector

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

Source:
Glee Visitor Statistics
2022 - Power BI.





2195

Garden
Decoration



282

Pet Health



1322

Bird Care



782

Pet Accessories



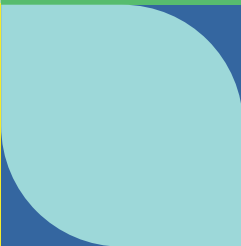
1204

Indoor &
Outdoor Lighting



2039

Garden Tools &
Equipment



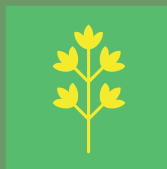
370

Other



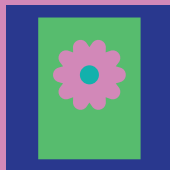
641

Cooking & Dining



819

Seasonal
Decorations

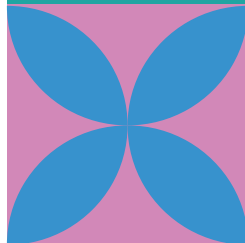


1054

Gifts, Greetings
& Souvenirs

1852

Plants,
Pots & Planters



560

Retail Services &
Shop Fitting



379

Catering and Bar
Equipment & Supplies

Who will you meet?

Glee attracts highly transactional, quality buyers and visitors from multiples and independent garden centres, high street and department stores, DIY and pet retailers, online retailers, builders merchants, supermarkets and destinations.

Garden Centres & Destinations:

Barton Grange
GARDEN CENTRE

Welcome to
Baytree
a world of gardening

bents

BLUE DIAMOND®

British
Garden Centres
Keeping Britain Growing

dobbies
garden centres

Millier

HASKINS
for garden pleasure

Hilltop
garden centre

Longacres

National
Trust

Notcutts
GARDEN INSPIRATION SINCE 1897

Oaktree

Riverside

RHS
Inspiring everyone to grow

Smith's
GARDEN CENTRE

SQUIRES
GARDEN CENTRES

GardenSite

Primrose.co.uk

flowerland
HOME and GARDEN

“

We need to go to shows to see what is new and we always make a point of visiting the New Product Showcase while we're here. We have placed a few orders already but there are many more suppliers we still want to see.

– ROBIN MERCER,
HILLMOUNT GARDEN CENTRES



Department Stores & Multiples:



Online Retailers:



International Retailers:



Pet & DIY Retailers:

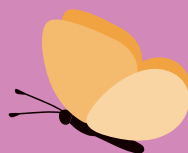


The Glee Exhibitor Tool Kit

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 the buyers you want to see at Glee
- News and PR coverage
- Social media support
- An online exhibitor profile, promoting your brand, products and ranges
- Exhibitor workshops
- Listing on the Glee show 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

40,788

unique visitors

243,174

page views

International stats

43%

website traffic is from outside the UK

Exhibitor Profile stats

80,323

total profile views

1.69

sessions per user

3.51

pages per session

Glee Social stats

1.54M+

impressions

798K+

reach

12K+

total followers

*1st February to 31st July 2022



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