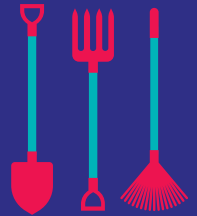
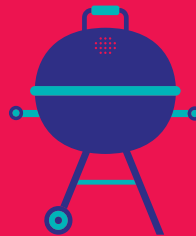
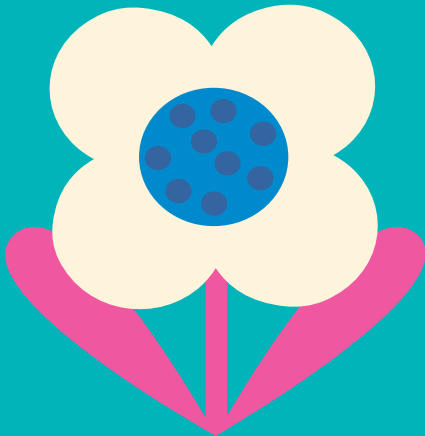


# glee

16-18 SEPT 2025  
NEC BIRMINGHAM

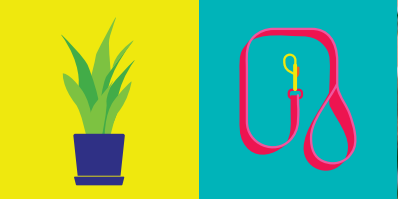
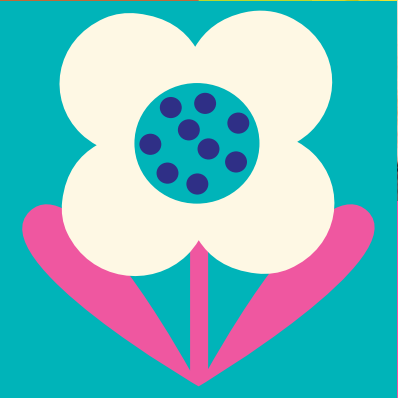
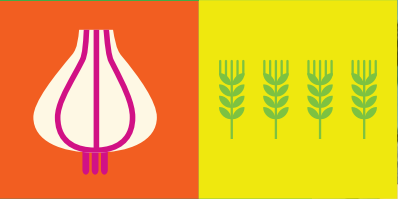


The International  
Festival for Garden,  
Leisure and Pet

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

Supported by





“

This is our first time here and it's our first year owning a garden centre. We have found it useful to see current and upcoming trends and suppliers. So far we have placed an order and we will be back again for the next couple of days.

**TRISHA HOWARD, BUYER, DODDINGTON NURSERIES**



“

We always come to Glee. I've been to the show 49 times and I buy for 49 garden centres! Great to see lots of new products in one place. I mainly visit to look for small companies and niche new products that I wouldn't have necessarily found if we weren't here.

**DAVID DANNING, CATEGORY MANAGER, BLUE DIAMOND GARDEN CENTRE**



# About Glee

For over fifty years, Glee has nurtured the art of garden retail to become the UK's leading garden and outdoor living trade show. As the central hub for the garden industry, Glee gives exhibitors an essential opportunity to connect with key buyers.

Known as the destination for discovery, Glee hosts thousands of products across eight show sectors, attracting influential visitors from garden centres, multiples, independents and online retailers. Whether you're looking to nurture existing relationships or grow new ones, Glee gives you a unique platform to meet and network with the entire industry, face-to-face.

Our show is carefully curated to put you in the best position to be discovered by the buyers that matter most to your business. It's the perfect platform to launch new products, discuss ideas and increase brand awareness. From exhibitor toolkits to the new product showcase, our awards and initiatives are designed to celebrate and promote your brand!

Held at the NEC Birmingham from 16-18 September 2025, Glee brings the UK and international markets together under one roof to showcase exciting brands, innovative products and valuable insights. Find out more about exhibiting at Glee 2025, visit

[gleebirmingham.com/why-exhibit](http://gleebirmingham.com/why-exhibit)



“

I've been coming to Glee for almost 40 years! Glee is our main show for non-plant materials. I've seen all of our main suppliers, found some different products and placed an order today.

**NEIL GRANT, MANAGING DIRECTOR, FERNDALE GARDEN CENTRE**



# Show features



THE STAGE



TALENT STORE



NEW PRODUCT SHOWCASE



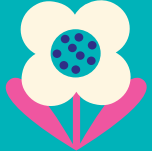
GREEN HEART



NEW PRODUCT SHOWCASE AWARDS



FIRE, GRILL & CHILL



FUTURE PLANTS



GIVING AT GLEE



GLEE FIRST



BUYERS LOUNGE



INTERNATIONAL BUYERS CENTRE



GIMA BUSINESS VILLAGE



# Visitor profile

50

Glee 2024 attracted visitors from 51 countries

Top 5 countries



85%

of visitors said that coming to Glee is important for their business

75%

of visitors are planning to return to Glee in 2025

75%

of attendees had sole or joint purchasing responsibility

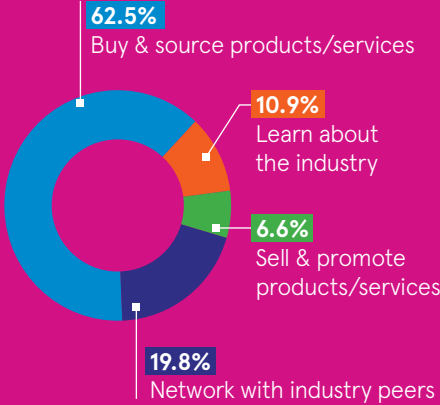
70%

of our audience had purchasing power of over 100k to 5million +

60%

of visitors had previously attended the show

Top reasons for attending Glee:



Source: Glee Visitor Statistics 2024 - Power BI



# Visitor interest by sector

Total interest, audience selected one primary interest plus multiple secondary interests.  
**Source:**  
 Glee Visitor Statistics 2024 - 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, DIY and pet retailers, online retailers, builders merchants, supermarkets and destinations.

## Garden centres & destinations:



“

I've been to Glee three times before to get a general overview of what's at the show. My team and I talk about what we've seen after the show and we've arranged several meetings.

**CHRIS NORRIS, SENIOR BUYING MANAGER, ASDA**





## Department stores & multiples:



## Online retailers:



## International retailers:



## Pet & DIY retailers:



# The Glee exhibitor toolkit

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!

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 Toolkit 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
- Visitor invites to enable you to invite the buyers you want to see at Glee
- PR coverage
- Social media support
- An online exhibitor profile, promoting your brand, products and ranges
- Exhibitor workshops
- 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

**99,003**

unique visitors

**425,024**

page views

**2,329,567**

total impressions from visitor promotion across all channels

## Exhibitor profile stats

**209,821**

Page views on exhibitor list and profiles

**59**

seconds average time per page

**8.1**

average pages per session

## Glee social stats

**18k**

total followers

**80**

pieces of PR coverage

**107.9k**

PR audience

Across Instagram, LinkedIn, Facebook and X



“

I've come to Glee to explore our range of products in store. We've picked up three new suppliers and have already placed orders at the show.

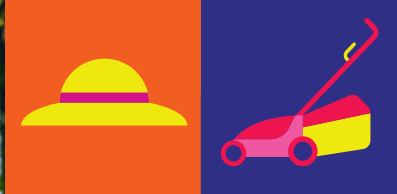
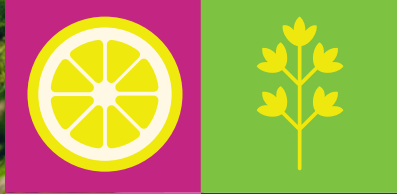
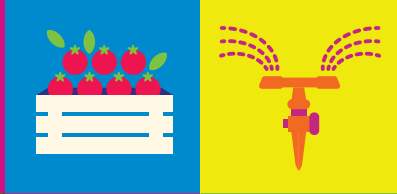
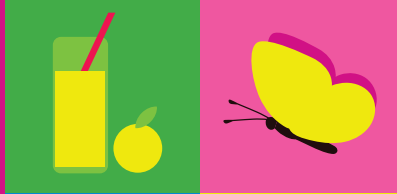
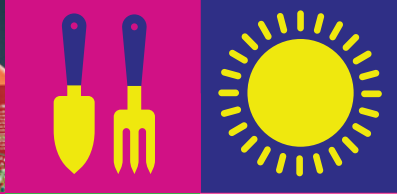
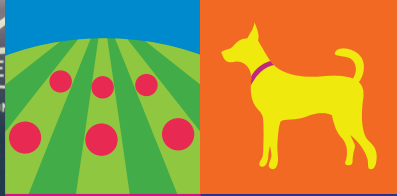
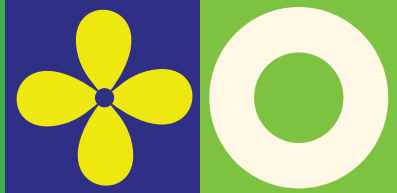
**ALICE PATTERSON, DIRECTOR OF OPERATIONS, WIDMER FEEDS**



“

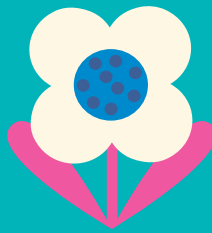
We have visited several times in the last ten years. We come to Glee knowing what we want and come specifically to look for new suppliers that we haven't yet placed orders with yet.

**LLOYD MITCHELL, TWIGS NURSERIES**



# glee

16-18 SEPT 2025  
NEC BIRMINGHAM



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