glee

6-8 SEPT 2027

NEC BIRMINGHAM

Exhibitor Brochure

Book your stand for 2027

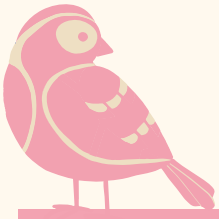


Exhibit at Glee 2027

Three days on the show floor put you in front of the garden centres and retailers who place the orders. Dobbies, Blue Diamond, Hillier and Squire's Garden Centres attend alongside Argos, B&Q and Wayfair, plus hundreds of independents, farm shops and online retailers sourcing their ranges for the year ahead.

This is where existing accounts grow and new ones open. Reconnect face to face with the buyers already stocking you, put your new lines in front of the ones who aren't, and leave with orders on the stand.

- Meet buyers actively looking to place orders, not just browse.
- Grow your existing accounts and win new stockists in one trip.
- Launch new products where the industry is watching, with the New Product Showcase and Awards.
- Build the relationships that bring buyers back to you next season.
- Secure pre-arranged 10-minute meetings with leading UK and international buyers through the GIMA and Gardenex Hosted Meetings programmes.



> We had a fantastic experience exhibiting at Glee. The response was extremely positive, with strong interest from retailers, buyers and other show attendees. Winning the New Product Showcase was a real highlight and made an already successful show even more memorable.
>
> – NIGHTLARK



7,900+

purchase-ready buyers

118

countries represented

82%

have purchasing power



Get seen before they reach your stand

Sponsorship puts your brand in front of every buyer on site, not just the ones who find you. Ask the team about availability
for 2027.

- Lanyards
- Stage sponsorship
- Registration areas
- Water coolers
- VIP bags
- Floor tiles
- Hanging banners



Buyers who mean business

Glee attracts buyers who come with a clear mission – and the budget to match. Meet everyone from independent garden centres seeking their next bestseller to national retailers planning seasonal ranges.





NEC BIRMINGHAM

glee & AUTUMNFAIR

together again in 2027

Co-located with Autumn Fair, Glee gives exhibitors access to a combined audience of 23,600+ buyers across garden, home, gift and fashion. Exhibit once, reach two markets. Buyers have an even better reason to make the trip, and you get in front of categories you wouldn't normally meet at a garden retail show alone.



23,600+

combined buyers with Autumn Fair

10,000+

products sourced on the floor

83%

combined audience with purchasing power

£20bn

combined buyer spending power

130+

countries represented

Buyer interests by sector



5,033 Garden Care



3,831 Landscaping & Garden Decoration



3,167 Home, Gift & Clothing & Home & Garden Improvement



2,641 Plants



1,941 Outdoor Entertaining



1,458 Retail Experiences & Services



1,144 Food Hall & Food & Beverage



1,136 Pet Products



1,067 Sourcing

Buyer interest figures include both primary and secondary interests selected during registration. Buyers could select more than one sector for secondary interests.

Buyers who attend Glee

Garden centres & destinations

BLUE DIAMOND

dobbies garden centres

Notcutts GARDEN INSPIRATION SINCE 1897

bents

HASKINS

SQUIRES GARDEN CENTRES

Hillier

Longacres GARDEN CENTRES

Webbs

Baytree Nurseries and Garden Centre

Multiples, online & international

Argos

Sainsbury's

b&m

Dunelm

wayfair.co.uk

NEXT

TESCO

B&Q

SCREWFIX

Wickes

QVC

home bargains

Hubo

Woodie's

Book your stand

Scan to discuss stand options, pricing and how to secure your place at Glee 2027.

CONTACT US

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