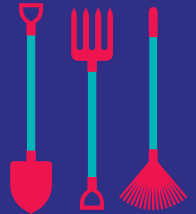
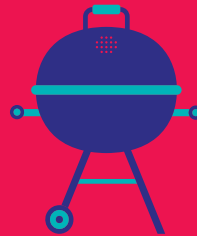


glee 2024

10-12 SEPTEMBER
NEC BIRMINGHAM



FIFTY YEAR
ANNIVERSARY

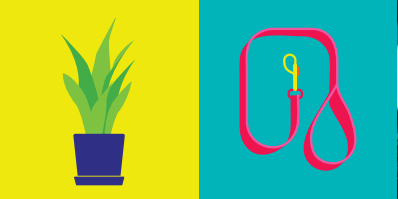
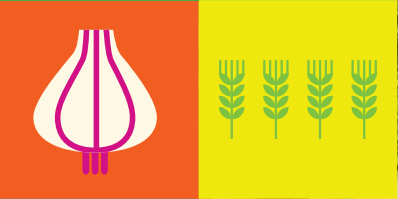


The International
Festival for Garden,
Leisure and Pet

gleebirmingham.com

Supported by





“

First time here, very impressed with everything I've seen and how well presented everything is too. I will definitely be placing some orders later and will definitely come back again.

- NIAM ALI, BUYER, CAMDEN GARDEN CENTRE



“

Plenty of new products and ideas, good catch up with suppliers. Spacious lay out plenty to see as always.

- ANDREW LLOYD, CATEGORY MANAGER, BLUE DIAMOND GARDEN CENTRE



About Glee

For 50 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 10 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 10-12 September 2024, 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 2024, visit gleebirmingham.com/why-exhibit



“

Beautifully laid out, walking around looking at all the amazing stands. Placed several orders and have been amazed by the quality of products.

- ROB FURY, BUYER, GREEN DIY UCKFIELD



Show features



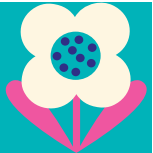
THE STAGE



NEW PRODUCT SHOWCASE



BUYERS POWER LIST



FUTURE PLANTS



GLEE FIRST



INTERNATIONAL BUYERS' CENTRE



TALENT STORE



GREEN HEART



FIRE, GRILL & CHILL



GIVING AT GLEE



BUYERS' LOUNGE



GIMA BUSINESS VILLAGE



Visitor profile

51

Glee 2023 attracted visitors from 51 countries

Top 5 countries



£1m

11% of visitors have placed or are planning to place orders over £1m as a result of attending Glee

75%

of visitors' main objective was to discover or purchase products, services and solutions

75%

of visitors have placed or are planning to place an order of at least £10,000 as a result of attending Glee 2023

65%

of Glee 2023 visitors were new for this year

Source: Glee Visitor Statistics 2023 - Power BI



Visitor interest by sector

Total interest, audience selected one primary interest plus multiple secondary interests.
Source:
 Glee Visitor Statistics 2023 - 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:



“

Large amount of new suppliers which is what is needed, fresh new ideas and lots of inspiration. Look forward to coming to the show each year.

- JOHN HOUSTON,
 MANAGING DIRECTOR,
 HOUSTON STORES



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
- 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

64,765

unique visitors

377,459

page views

747K

total impressions in search results, with 17.4k clicks

Exhibitor profile stats

196,853

Page views on exhibitor list and profiles

56

seconds average time per page

3.56

average pages per session

Glee social stats

17k

total followers

114

pieces of PR coverage

107.9k

PR audience

*1st February to 31 July 2023

“

Extremely beneficial show for our business, great to touch base with suppliers and look at new options too. Well laid out show, easy to find your way around. A definite “must come to show”.

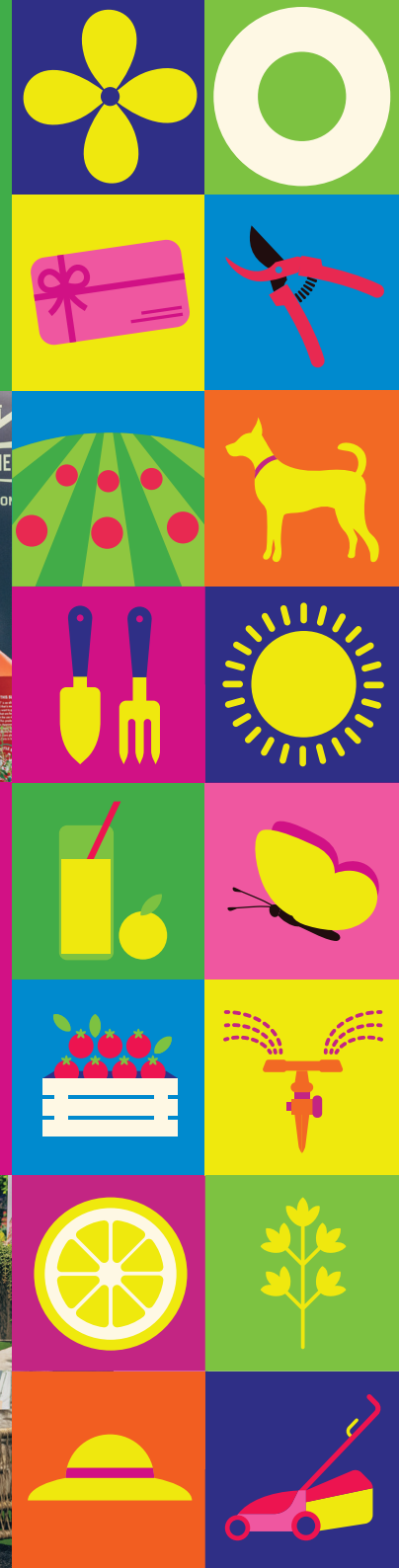
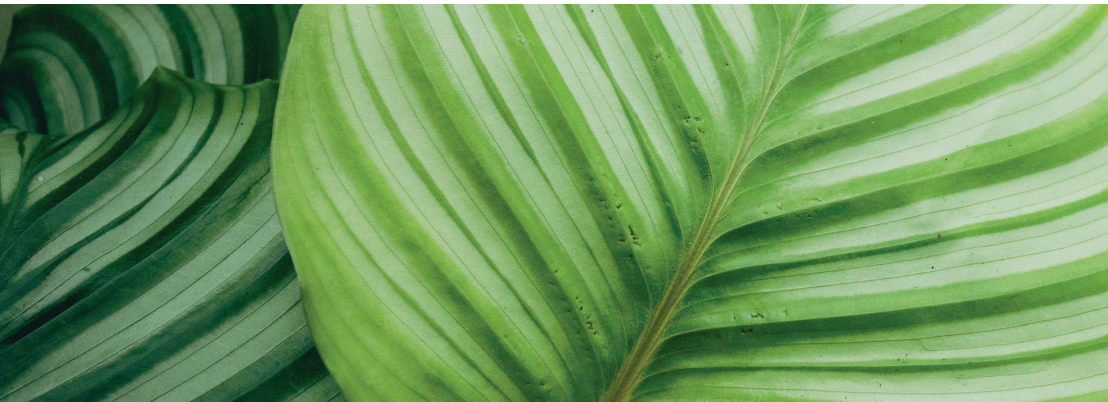
- MARK DUDDLESTON, BUYER,
NOYCE GARDEN CENTRE



“

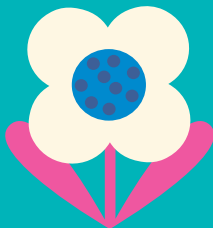
Really varied array of suppliers. Lots of new, exciting products. Enjoy coming each year, a must for a buyer as it's great to see all our suppliers in one place. Everyone is so friendly. Really love the new innovation part.

- RACHAEL JACKS, BUYER, DOBBIES GARDEN CENTRE



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Get in contact

Email sales@gleebirmingham.com for enquiries.

Daniel Mcalpin

Head of Retention

E: daniel.mcalpin@gleebirmingham.com

T: +44(0)20 3545 9786

James Kenton

Sales Manager for Home,

Gift & Clothing, DIY and PAW

E: james.kenton@gleebirmingham.com

T: +44(0)20 3545 9796

Licia Viscito

Sales Manager for Outdoor Entertaining
and Landscaping & Garden Decoration

E: licia.viscito@gleebirmingham.com

T: +44(0)20 3545 9752

Antonia Miall

Account Manager for Retail
Services and Experiences

E: antonia.miall@gleebirmingham.com

T: +44(0)203 545 9875

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