

SPRINGFAIR 6-9 February 2022  
NEC Birmingham

# Getting Featured in Spring Fair Marketing

# Making you the star of our show

## **This year we want to make you the star of the show.**

Your inspiring, unique and on-trend products are the reason buyers have been coming to Spring Fair for over 70 years.

We want to feature your imagery in our emails, social media content, content marketing, and PR campaigns to our buying community.

We are asking each of our exhibitors to send us a small selection of 'Hero' images. Those beautiful shots of your new ranges, that will make a buyer want to stock your product.

You will be credited for your image when we use it, and where practical we will link this image to your profile, pushing buyers to you. By sending us your image you are confirming that you are happy for us to use this image in our marketing campaigns.

All we need is for you to send them to ASAP, and at the latest, to us by Friday the 16<sup>th</sup> December.

We are planning now, so the sooner we see your image, the sooner we can ensure you are seen.







# What are we looking for?

## **What's a hero image?**

These are images that are shot more as lifestyle shots as opposed to products on a white background that are commonly used in catalogues. The images on the next page are all examples of lifestyle images. These images often help buyers look for complimentary products for their range or give inspiration to the virtual merchandising in their stores.

## **How many images can we send you?**

No more than 5 images please. These must be as high in resolution as possible ( at least 300 dpi and ideally in JPEG format) , if we have the opportunity to use these in printed materials then we will need print quality images

## **Will my image be used?**

We will aim to use all suitable images. Over the next few months, we will be using unique imagery in our social, email and content marketing. We will also be drawing on your images for our trend directory directions, which will be sent to buyers with the Little Black Book. All images are selected by our editor whose role is to ensure you, and our show, are visually represented in the right way.

## **Will any other supplier be able to see my image when I submit?**

No. When you submit an image to us it its automatically stored in our internal storage. It does not go onto your e-zone/public profile, and only our marketing team will be able to access your image.



# Image Examples



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# How to take a great picture

**You don't need to be a professional to take a great picture.**

**You also don't need a professional camera to take a great image.**

**Whilst its always preferable to have professionally styled lifestyle images, a good camera phone, and a little imagination, will often work wonders.**

**There are some great resources out there but this shopify [blog](#) on how to take great product pictures is a great starting place.**

**Lifestyle imagery is all about telling a story, it conveys how your product could be styled in store, or how it could be used at home. This is also a great [blog](#) from tailwind explaining the value of lifestyle imagery.**

**Great imagery is about capturing a feeling, story or sparking the imagination of the retailers you want to stock your product.**



# Upload links

**Click on your sector link to send us images.**

**Important – Before you send us imagery please name your images as your company name – for example Spring Fair 1, Spring Fair 2 etc. If you would like to submit a word doc with any range details related to the imagery, please also ensure your company name is in this file name too.**

[Beauty & Wellbeing](#)

[Christmas](#)

[Everyday](#)

[Floral](#)

[Gift](#)

[Greetings & Stationery](#)

[Home, Living, Décor](#)

[Housewares](#)

[MODA - Jewellery & Watch Edit](#)

[MODA – Womenswear](#)

[MODA - Fashion Accessories](#)

[MODA - Footwear](#)

[Party](#)

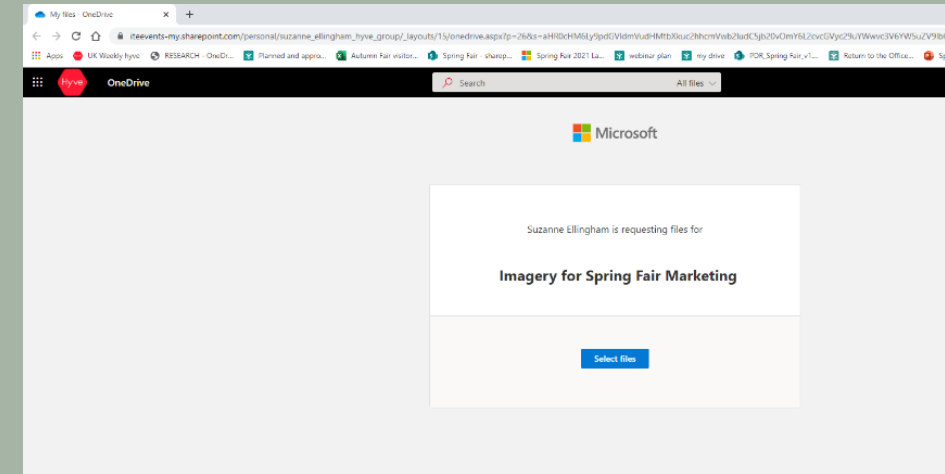
[Design & Source](#)

[The Summerhouse](#)

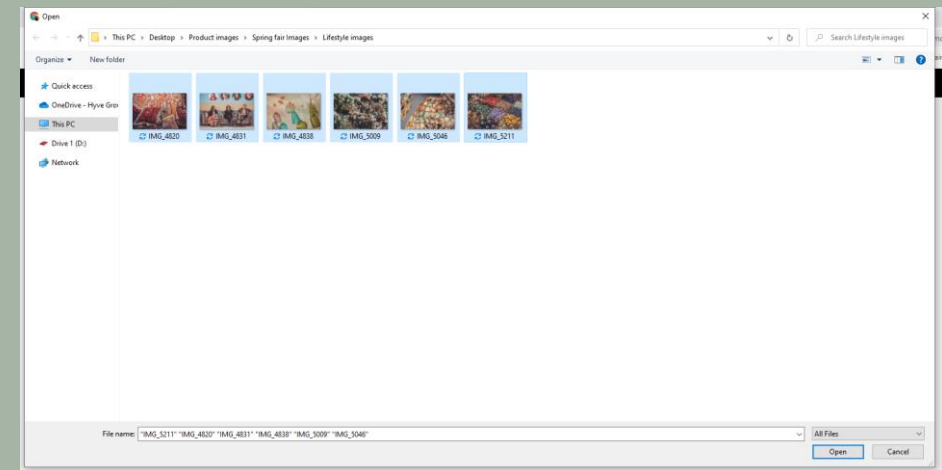
[Kids, Toys & Play](#)

# How to upload

1. Click on your sector link and you will see a screen inviting you to send files to us.



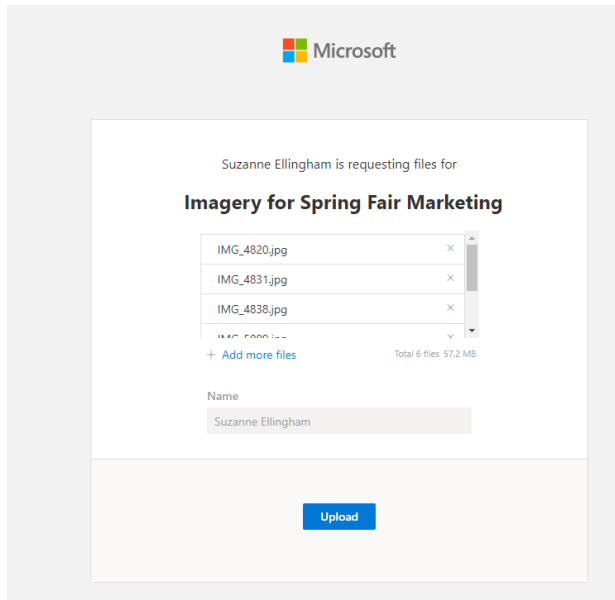
2. Navigate to where you have your images stored and select the images you want to send to us. Then click 'open' to submit.



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# How to upload

3. You'll see this screen with the image names. Then click upload



Microsoft

Suzanne Ellingham is requesting files for

**Imagery for Spring Fair Marketing**

IMG_4820.jpg	x
IMG_4831.jpg	x
IMG_4838.jpg	x
...	...

+ Add more files

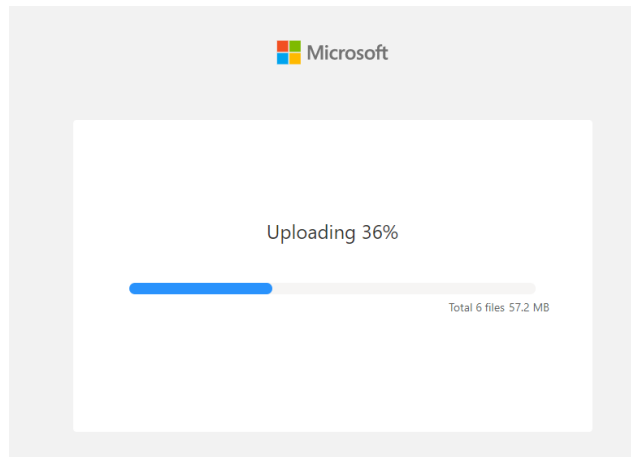
Total 6 files 57.2 MB

Name

Suzanne Ellingham

Upload

4. You'll see a progress bar

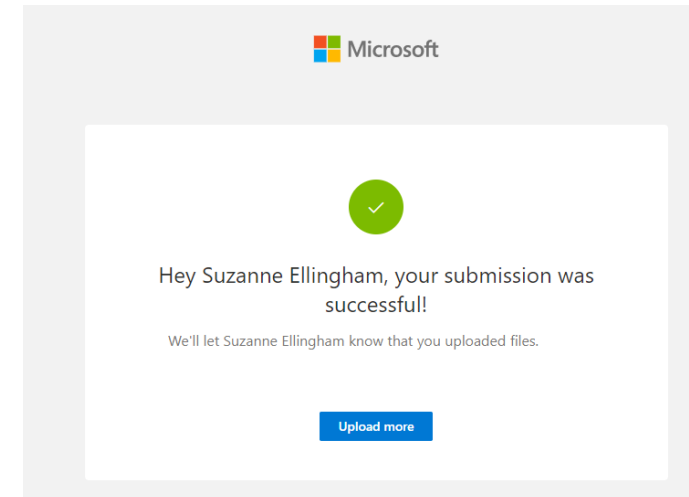


Microsoft

Uploading 36%

Total 6 files 57.2 MB

5. Then a confirmation that we have received your images



Microsoft

Hey Suzanne Ellingham, your submission was successful!

We'll let Suzanne Ellingham know that you uploaded files.

Upload more

Should you have any problems with this process please get in touch

<https://www.springfair.com/exhibit/get-in-touch>

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