

SPRINGFAIR

2-5 FEBRUARY 2025 | NEC BIRMINGHAM

75 YEARS

75 YEARS

75 YEARS

75 YEARS

75 YEARS

Your next big opportunity

springfair.com



WHAT IS SPRING FAIR?

Spring Fair is the UK's largest retail trade show. Our legacy event brings the retail community together under one roof to trade, inspire and learn. Providing a platform for **home, gift** and **fashion** brands to meet buyers face-to-face, learn, inspire and trade. Join us in **celebrating our 75th anniversary**, a milestone event that puts your brand at the centre of the retail industry.

WHY EXHIBIT AT SPRING FAIR 2025?

Decades of experience

Backed by 75 years of retail expertise and industry knowledge we offer you a trusted platform that enables you to showcase your products to the retail industry.

Trusted by quality buyers

Spring Fair's legacy of experience attracts **38,000 buyers** from across the retail industry, so your products and collections will be discovered by an audience of purchase-ready retailers.

Reach new audiences

We grow our network each year, so you can grow your business. By curating the show with leading UK and international buyers we help growing businesses reach new audiences.

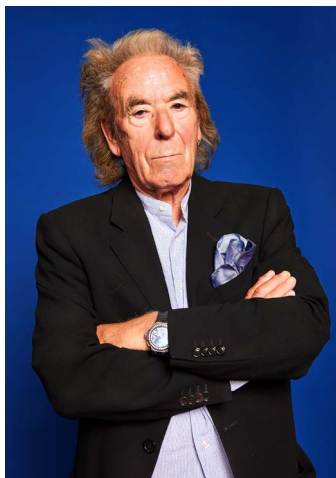
CELEBRATING 75 YEARS, THANKS TO YOU!

In honour of **Spring Fair's 75th anniversary** we're shining a light on the incredible businesses that continue to make this a successful event for the retail industry. As we embark on this milestone event and reflect on the journey we've taken together, this coming 2025 show we'll be turning our focus outwards. After all, we can't spotlight Spring Fair's 75-year history without **honouring the people who got us here.**

Here are some of the faces of Spring Fair's retail community...



Adriana Lovsey,
Membership & Marketing Manager,
Greeting Cards Association



Mike Winch,
Founder, Candelight



Stephen Spencer
Ambience Director,
Stephen Spencer + Associates

“Spring Fair is a cornerstone event for us. It’s where we showcase our new products and gauge the pulse of the market. For me, it’s the most important time of year. It’s where we meet customers and present new products”

**TIM HOLLIS, BRAND DEVELOPMENT
MANAGER, TALKING TABLES**



Sarah Ward,
CEO, Giftware Association

75 YEARS

75 YEARS

75 YEARS

75 YEARS

75 YEARS

75 YEARS

75 YEARS

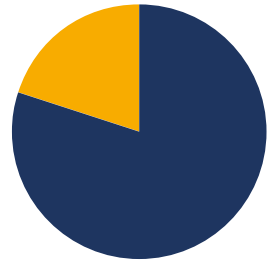
BRINGING BUYERS TO YOU

Showcase your business to purchase-ready, UK and international buyers. From independents to multiples, Spring Fair attracts **sought-after retailers** across the industry looking for products just like yours.



95%

of visitors have purchasing power



81%

buyers place or plan to place orders from attending



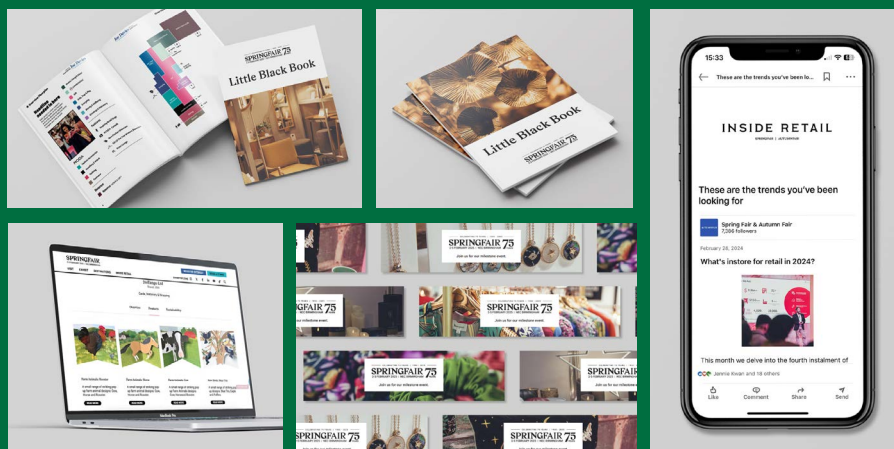
“However good the digital world is, there’s nothing like a platform like Spring Fair to go to see the product, to touch the product, to feel it, to understand the stories we’re telling through our products, and to build those relationships within the industry.”

**AYLISH ELLWOOD, TRADE MARKETING
MANAGER, ENESCO**



GROW YOUR BRAND PRESENCE

From pre-show to post-show, Spring Fair puts exhibitors front and centre from the moment you sign up. We provide marketing support through our dedicated **Exhibitor Zone** which includes toolkits, comprehensive listing and marketing assets. You can also enhance your presence through our bespoke sponsorship opportunities, social channels, website listing, Little Black Book show preview, Show Guide and so much more.



REACH MORE POTENTIAL CUSTOMERS THROUGH OUR NETWORKS

100,000+

Social media followers*

450,000

Email subscribers*

97,000+

Website visitors*

*Accurate as of January 2024

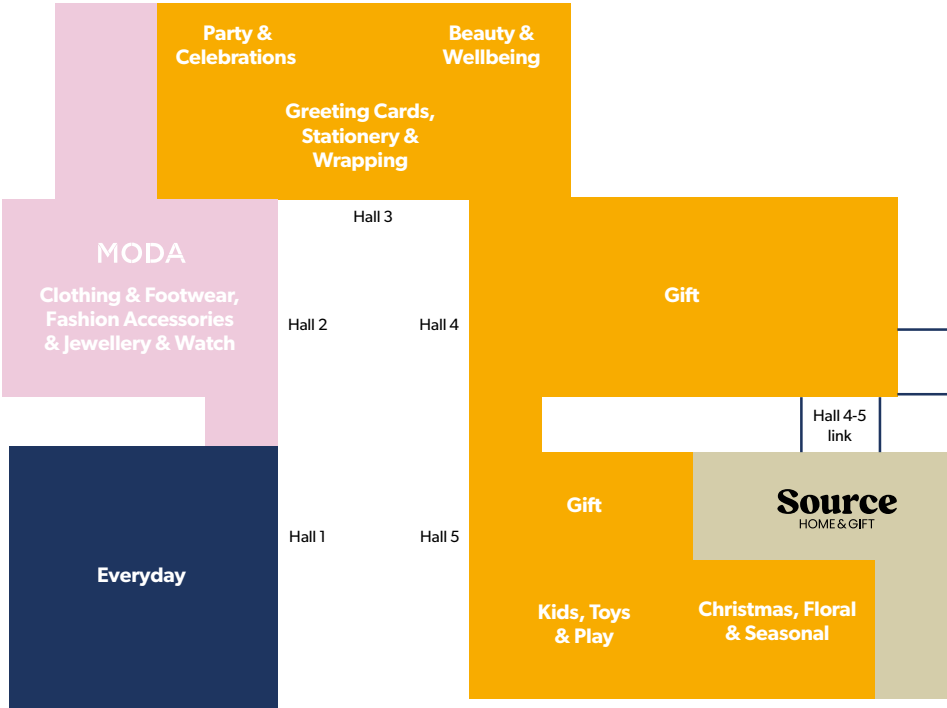
OUR PARTNER ORGANISATIONS

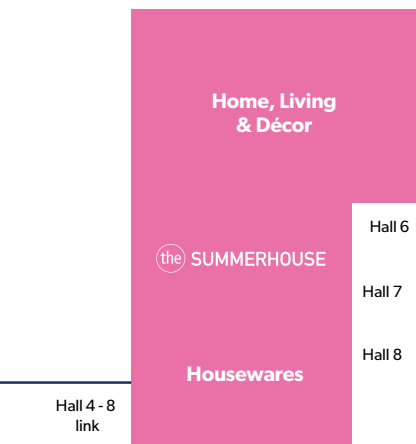


FIND YOUR PLACE AT SPRING FAIR

Spring Fair’s curated layout makes it easy for buyers to find the products that matter most to them, so you’ll meet the people that matter most to your business.

The event is divided into fourteen exciting product sectors as well as the co-located sourcing show, Source Home & Gift.





HOME

- Home, Living & Décor
- Housewares
-  the SUMMERHOUSE
- Christmas, Floral & Seasonal

GIFT

- Beauty & Wellbeing
- Gift
- Greetings, Stationery & Wrapping
- Party & Celebration
- Kids, Toys & Play

MODA FASHION

- Clothing & Footwear
- Fashion Accessories
- Jewellery & Watch

EVERYDAY

- Everyday

SOURCE HOME & GIFT

- Homewares
- Toys
- Stationery & Greetings
- Gifts
- Furniture
- Textiles
- Technology & Services
- Packaging

WHERE RETAIL MEETS

Located at the **NEC Birmingham**, Spring Fair is conveniently situated in the centre of the UK. Getting to the show is easy for both UK and international exhibitors by car, train, bus or plane. Plus, there's **FREE parking** for all exhibitors and visitors.

HOME HOME HOME

Make your brand at home in this stylish and on-trend destination. Showcase lifestyle pieces, décor accessories, occasional furniture and home essentials to your ideal audience. Join the destination that attracts dedicated home buyers from leading retailers.

Home, Living & Décor

Elevate the art of living at this inspirational sector. Showcase your stylish occasional furniture, interior accessories, décor and furniture collections to exclusive Home buyers, looking for their next-best-seller.

Housewares

Bring your best products to the table. Excite buyers with your kitchenware, dining ideas and must-have culinary collections.

Christmas, Floral & Seasonal

From weddings to Christmas, this sector is the place to showcase a wide range of products including on-trend seasonal décor and beautiful floral arrangements to suit every occasion.

the SUMMERHOUSE

As THE destination for exclusivity, the Summerhouse is known for its curated collection of the most beautiful and on-trend homeware, gifts, interior and lifestyle brands. Be part of this unrivalled showcase of high-end design, flawless taste and effortless elegance.

**BUYERS
VISITING
HOME...**

Sainsbury's



HOMEBASE



MATALAN



HOME

HOME

HOME

HOME

HOME

HOME

GIFT GIFT GIFT

The destination that keeps on giving, Gift is Spring Fair's largest buying location. From gift inspiration and stationery to toys and beauty, you'll find a place for your products among our diverse range of sectors.

Beauty & Wellbeing

Lavish the senses and relax the mind. Pamper, groom, spritz and energise buyers with your wellness products.

Greeting Cards, Stationery & Wrapping

This sector puts pen to paper to deliver a joyful collection of cards and stationery. Show off your most creative and fun greeting cards, wrapping papers, stationery and paper decorations here.

Kids, Toys & Play

Let the games begin! This is where must-have toys, gadgets and games come together to bring imaginations to life.

Party & Celebration

Make it an occasion to remember, be part of this exciting celebration of balloons, party favours and partyware products.

Gift

The art of giving starts here with coveted product designs, unique hand-made pieces and personalised gifts.

**BUYERS
VISITING
GIFT...**

amazon



TESCO

ANTHROPOLOGIE

**FORTNUM
& MASON**
EST 1707



TJX

JOHN LEWIS
& PARTNERS



GIFT
GIFT
GIFT
GIFT
GIFT
GIFT

MODA

MODA

MODA

Moda is THE trusted fashion destination for clothing, accessories, jewellery and shoes at Spring Fair. Showcase your new collections to ideal buyers looking to put your latest edits in stores.

Clothing & Footwear

From designer labels to boutique brands and high-street fashion, showcase your clothing and footwear collection and show us what's trending next season.

Jewellery & Watch

Add some glow to our show! Jewellery & Watch showcases curated edits of luxury and staple jewellery, watches and statement pieces. Exhibit both classic and contemporary designs in this stylish sector.

Fashion Accessories

An outfit isn't complete without its finishing touches, and Moda isn't complete without your accessory products. Display your collection of the latest handbags, hats, scarves and costume jewellery in this sector.

**BUYERS
VISITING
MODA...**

T · H · BAKER
Family Jewellers Since 1888



next



NEW
LOOK

BOYES
for good value!



MODA

MODA

MODA

MODA

MODA

EVERYDAY EVERYDAY EVERYDAY EVERYDAY

This destination brings together brands and buyers looking for higher volume and high value products. Your toiletries, electricals, pet supplies, home improvement and everyday affordable products could be just what our 'volume' buyers and independent retailers are looking for.

Everyday

From giftware and smoking accessories to electrical goods and domestic appliances showcase your products to independent retailers in search of better prices, products and promotions.

**BUYERS
VISITING
EVERYDAY...**



Sainsbury's

amazon

TJ Hughes

Poundland®

TESCO

TJX®

Morrisons
SINCE 1888



S M E G

EVERYDAY

EVERYDAY

EVERYDAY

EVERYDAY

EVERYDAY

“Spring Fair gives you a chance to see people face to face, it gives you a chance to present your products and your company the way you would like it to be done, and it shows that you’re serious. You have got to be there!”

**CRAIG WINSLEY, FOUNDER
AND MANAGING DIRECTOR, DCUK**





NEW BUSINESS PACKAGES

Put your small business on the map! Discover packages made to help you to launch your products and reach thousands of buyers nationwide.

We're offering first time exhibitors the opportunity to showcase their products at our industry leading, anniversary show, Spring Fair 2025. Our New Business Packages are designed with first time exhibitors and small businesses in mind. From open plan displays to creative showcasing solutions, we're helping you to amplify your presence and your products to key buyers at the show.

If you're a new business looking to expand, get in touch with our team now.

INTRODUCING THE SPRING & AUTUMN FAIR ADVISORY BOARD!

Our Advisory Board is made up of a distinguished group of industry leaders dedicated to advancing the retail sector and ensuring the continued success of Spring Fair & Autumn Fair. Together, this group of retail experts are driving innovation and providing valuable insights into the industry's needs. Meet the top industry associations, suppliers and retailers shaping the future of retail:



Stephen Spencer
Ambience Director,
Stephen Spencer +
Associates



Jason Bensohn
Managing Director,
One Dot World Ltd.



John Halliday
Director of Membership &
Marketing, British Independent
Retailer Association



Karen Wilson
Vice President, The Greeting
Card Association



Kay Hutcheson
Head of Product Marketing
& Product Operations,
Coopers of Stortford



Aylish Ellwood
Trade Marketing
Manager, Enesco Ltd.

“The new advisory board is a very exciting development in the shows’ history. Spring Fair has brought the retail industry together for over 70 years and Autumn Fair for over 30 years. They have become the nucleus of the industry and enabled so much great business to be done.”

**JACKSON SZABO, PORTFOLIO DIRECTOR,
SPRING & AUTUMN FAIR**



Ben Massey
CEO, National Association
of Jewellers



Daniel Kullmann
Head of Corporate
Communications, EK Retail



Maggie Thornton
Owner, Alligator Pear



Nick Ronald
Managing Partner,
Casa Verde



Paul Sun
Managing Director,
Gingko Design Ltd.



Samantha Gibbs
Director, Nest



Sarah Ward
CEO, The Giftware
Association



Stephen Illingworth
Owner & CEO,
Widdop & Co.



Tim Hollis
Retail Brand Development
Manager, Talking Tables Ltd.

Interested in exhibiting at Spring Fair 2025's spectacular anniversary event?

Get in touch with a member of our team to start your journey today.

Gareth Watkins
The Summerhouse, Home Living
& Décor, Christmas, Floral & Seasonal

T: +44 (0) 203 5459 770
E: gareth.watkins@hyve.group

Darren Benyon
Moda - Clothing & Footwear, Fashion Accessories
& Jewellery & Watch, Beauty & Wellbeing

T: +44 (0) 203 545 9727
E: darren.benyon@hyve.group

Sophie Wells
Gift
T: +44 (0) 203 545 9429
E: sophie.wells@hyve.group

Daniel Goodban
Kids, Toys & Play, Greetings, Stationery
& Wrapping, Party & Celebration
T: +44 (0) 2035459784
E: daniel.goodban@hyve.group

Jason Jacob
Everyday, Housewares
T: +44 (0) 203 5459 834
E: jason.jacob@hyve.group



springfair.com

 SpringAutumnFair

 SpringAutFair

 Spring & Autumn Fair

 Springautumnfair

 Spring & Autumn Fair

 Springautumnfair

CELEBRATING 75 YEARS | 1950 - 2025

SPRINGFAIR 75
2-5 FEBRUARY 2025 | NEC BIRMINGHAM YEARS



By

Hyve