

SPRINGFAIR

2-5 FEBRUARY 2025 | NEC BIRMINGHAM

BOOST YOUR BRAND



Discover Spring Fair's bespoke brand exposure, lead generation and thought leadership opportunities! These opportunities enhance your brand presence and help you to make a significant impact before, during, and after the show:



Rigged banner above your stand



Exclusive licensed character sponsor

BRAND EXPOSURE

Ensure your business remains front-of-mind with these enhanced branding options:

- Lanyard or badging sponsor
- Exclusive licensed character sponsor
- Show bags (distributed at entrances)
- Hydration station sponsorships
- 'You are here' boards sponsor
- Rigged banner above your stand
- Quality brand video (shot onsite with production company)
- Social media exposure
- Dumpbin sponsor (located at the entrance of each hall)
- Website advertising



Branded onsite drinks reception



Entrance takeover

LEAD GENERATION

Drive engagement and attract more buyers with these targeted lead generation strategies.

- Leafleting (static at entrances or roaming)
- Product placement opportunities
- Stand drop of your marketing collateral
- Floor tiles
- Cloakroom sponsorship
- Branded onsite drinks reception (bronze, silver, gold & platinum packages available)
- Sectorised webpage adverts
- Entrance takeover



Sponsor a keynote speech session



Create a catwalk scene

THOUGHT LEADERSHIP

Position your brand as an industry leader and create lasting impressions:

- Sponsor a keynote speech or session on one of our stages
- Create a catwalk scene
- Write a blog
- Inside Retail 'behind the brand' dedicated blog
- Email banners included in home, gift and fashion buyer emails

PRICES START FROM £500

Learn more about these and many more opportunities to help you make the most of your presence at Spring Fair! If you would like to explore additional options or discuss any of these opportunities, please contact our team.

GET IN TOUCH: EXHIBITOR@SPRINGFAIR.COM