



Spirit of Summer fair

HOUSE & GARDEN | 23-26 JUNE 2022 | THE  TIMES
OLYMPIA LONDON | THE SUNDAY TIMES



The Summer Shopping Emporium

Spirit of Summer Fair is back! Join us for the leading showcase of stylish summer living with a high-spending audience of 15,000.

Be part of an expertly curated and handpicked collection of 200+ independent boutiques, designer-makers and artisan food and drink producers, all approved by House & Garden Magazine.

Taking place at Olympia London, 23-26 June 2022, our exquisite collection includes home décor and soft furnishings; jewellery and fashion; men's gifts; artisan food and drink; baby and children clothes and accessories and so much more.

spiritofsummerfair.co.uk



OUR AUDIENCE

Spirit of Summer Fair has a proven track record of welcoming the most affluent shoppers – the richest 10% in the country.

No other summer consumer event attracts the same quantity of discerning, high-income visitors who spend such a significant amount of money at the Fair.

- Anticipated 15,000 visitors
- Average household income – £120K
- Average age – 55
- Gender – 85% female
- Social grade – 80% of database (105,000) come from the wealthiest ACORN segments in the country

Geographical profile – 86% of visitors live in either Greater London or the South

REASONS TO PARTICIPATE

- Align your brand with the sector's leading upmarket summer shopping event
- An unrivalled platform to enhance your brand and sell direct to a hard to reach affluent audience
- Face-to-face marketing within a luxury environment – inspire, build trust and leave a lasting impression
- Online exposure through extensive digital promotional marketing opportunities, including with our

partners House & Garden Magazine and The Times

- Maintain market presence and raise your brand profile
- Launch new products and gain valuable customer feedback

MARKETING & PR

An effectively targeted marketing campaign ensures that you are in front of high-net-worth individuals from the most affluent areas of London and the Home Counties.

Our comprehensive marketing strategy will include:



- Direct-mail to 150,000 loyal previous visitors
- Email campaign to 170,000 active contacts, including a new behavioural engagement email campaign with targeted product-led content
- Coverage in national press
- Pre-event collaborations with influencers and bloggers
- Highly focused content strategy including the creation of regular blogs highlighting exhibitor products
- Organic exhibitor content-led social media campaign
- Intuitive website with the opportunity to drive traffic to your website from your listing and prospective content opportunities
- Marketing partnerships with many high-end brands such as Sheerluxe, Culture Whisper and TEN Group to name a few
- Dedicated PR campaign with the opportunity to have your brand/products featured
- Increased investment in heavy weight targeted paid digital social media (10K)
- Total leaflet circulation of 500,000
- Rewards club to earn exclusive marketing opportunities
- Additional sponsorship opportunities to enhance exposure further



MEDIA PARTNERS

THE  **TIMES**
THE SUNDAY TIMES

HOUSE
& GARDEN

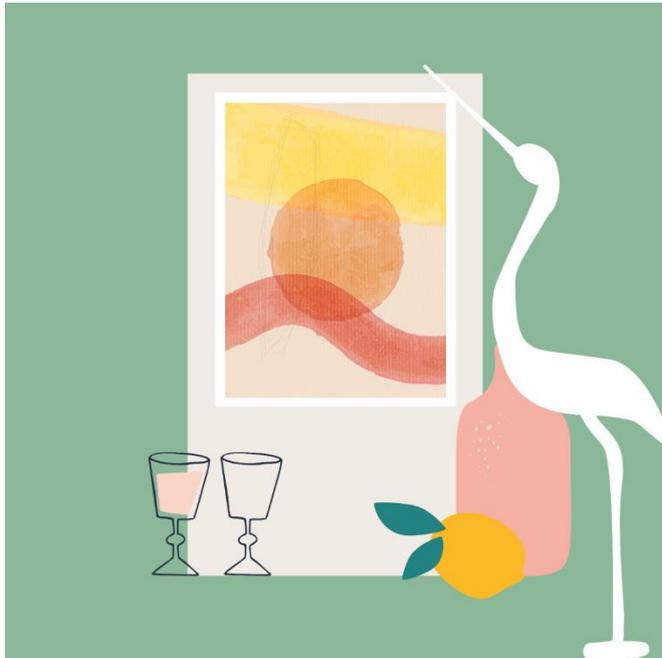
The Times and The Sunday Times are the UK's best-selling quality newspapers, with average issue readership of 1.71M

- Print and digital advertising campaign in The Times and The Sunday Times

- Targeted campaign to Times+ subscribers of over 500K, a highly engaged audience

- Dedicated coverage on mytimesplus.co.uk

- Opportunity for extensive and supported editorial coverage



The definitive guide to stylish living, representing elegance and sophistication, with readership interest in design and decoration as well as a passion for travel, arts, food and fine wine.

- Maximum awareness of the Fair among 113K circulation

- Core readership of 389K / 36K subscribers

- Coverage in the Publisher's Letters, online and print editorial, as well as social media

- Email campaign to H&G subscribers and other Condé Nast databases

- Regular adverts/coverage across other Condé Nast titles including Tatler, Vogue, and Vanity Fair

- Leaflet inserts and bespoke direct mailing to subscribers

APPLICATION PROCESS



The Fair operates a strict vetting procedure with all applications approved by House & Garden magazine to ensure product suitability, variety and appeal to the tastes of our discerning audience.

The process ensures consistently high standards and retains our status as the leading event for boutique shopping.

You will need to submit the following which will be assessed by our vetting committee:

- Application form
- Product images or a brochure
- Product samples if requested
- Stand photo from a previous event or an illustration, description and/or moodboard of your proposed design (refer to stand design guidelines for tips and ideas)
- Press coverage and cuttings – optional
- Branded literature e.g. letterhead, comp slip, gift bag, box etc.

APPLY TODAY

Simply complete the enquiry form on our website (link below) to be sent a full application form.

spiritofsummerfair.co.uk/exhibiting-enquiry

CONTACT THE TEAM

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