

home & gift

Home and Gift Buyers' Festival | Blog Feature

This year you can gain even more free promotion for your brand by taking part in our *Behind the Brand* blog feature. All we need is for you to share your brand's story to help us connect you with our thousands of buyers. Your feature may appear on our website, email, and social media.

Please answer the below questions highlighting the features of your products, along with giving a taster of the new collections you may be launching at the show and add any images we could include as well. These images could be anything from your brand's latest collection, product imagery or even some behind the scenes photos of you in action – anything that is representative of you and your brand to help our readers visualise your story and portray it on our blog.

Answer the following in as much detail as possible, and remember to make it as personal and human as possible: *(Please note, the answers to the questions below may also be used in the show's press campaign giving you further opportunity to have your brand shared with interested buyers)*

Once completed please send your response to francesca.sequeira@clarionevents.com in order to be considered for the blog campaign.

- Tell us about your brand; who are you, what does your brand sell and how long has your brand been around? Have you been at Home & Gift before?
- How did your brand start? (Including where the idea come from and who/what was your inspiration, who helped you along the way etc.)
- While creating your brand, what has been your biggest highlight and why do you love what you do?
- Looking back, what advice would you give to yourself when you first started out? (e.g.

any struggles and how you overcame them)

- What can we look forward to from your new collections that you are bringing/launching at Home & Gift? (include any events you'll be arrange onsite if applicable)

- Do you have any personal favourites from your new collection?

PLEASE NOTE – Feature submission does not guarantee a 100% confirmation that your article will be featured on the blog as this is at the discretion of the content team.