Scurcing at SPRINGFAIR



2-6 FEBRUARY 2020 NEC BIRMINGHAM

Hyve Group plc

Hyve Group plc formely known ITE Group plc was founded in 1991 and is now one of the world's leading organisers of international exhibitions and conferences. Our strategic vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

We believe that relationships are an essential element of business, and we're proud to be one of the world's leading organisers of international exhibitions, which enables them. We have more than 150 events taking place every year, all around the world, allowing people to meet face-to-face to discuss, develop, inspire and celebrate.

We do things the Hyve Way.

Market-leading: We focus on market-leading events, so that we have the highest value proposition for exhibitors and visitors.

Content Driven: We supply thoughtprovoking content that attracts highquality visitors and raises the profile of our events.

Must-Attend: We do things to the best of our ability, to ensure our events are the ones that our customers choose to put in their calendars.

Outstanding Customer Experience:

We have a relentless focus on improving every part of the customer experience.

Return on Investment: Our customer success team makes sure exhibitors achieve their event goals.

























NDT St. Petersburg













SPRINGFAIR AUTUMNFAIR

















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The UK Retail Market

Retailing is a large and vital part of the UK economy, through its contribution to GDP and as the biggest private sector employer.

For the UK consumer, shopping has become a key leisure activity and an important part of people's lives. More than a third of all UK consumer spending goes through stores.

The UK retail market, which for so many years has been viewed as one of the most dynamic, sees a new retail trend that is emerging rapidly, with online retailers and established retailers shifting their channel mix bringing in exciting new technologies and a greater level of innovation and sophistication than ever seen before.

£402 Billion

Projected total value of UK retail sales in 2020

1/3

Proportion of consumer spending that goes through retail

3.1 million

People employed in UK retail in 2018

15%

Average annual growth of online retail sales in 2018





UK Retail Market Overview

Retailing is a large and vital part of the UK economy, and for the UK consumer, shopping has become a key leisure activity and an important part of people's lives. More than a third of all UK consumer spending goes through shops.

UK retailing is one of the most exciting markets in the world for the way that new ideas are emerging and with it some world-class retailers that are becoming true omni-channel businesses.

1	Total value of UK retail sales in 2018	£378 Billion
2	People employed in UK retail in 2018	3.1 million
3	Proportion of consumer spending that goes through retail	1/3
4	Proportion of retail sales made online in 2018	15%
5	Growth in UK retail sales in 2017	4.3%
6	Total number of VAT-registered retailers in the UK	196,800
7	Total number of retail outlets in the UK	294,280
8	Amount retail generates of total GDP (GVA)	5%
9	Average annual growth of online retail sales in 2017	16%

Why the UK market?

1

The economy

UK remains resilient despite uncertainty

2

Strong growth

One of the fastest growing European economies +2.8%, 2017-2018

3

Easy to operate

The UK welcomes business with low business taxes

4

The UK consumer

Continues to love shopping harder to please but happy to buy new and interesting products

Э.

Openminded

UK retailers know that they will only attract customers through constant newness. They are prepared to search the world for those new products and new suppliers to keep customers coming back

6

Booming e-commerce

UK leading the world in e-commerce sales as % of total retail sales. This is boosting demand for new product and opens up enormous market potential

7

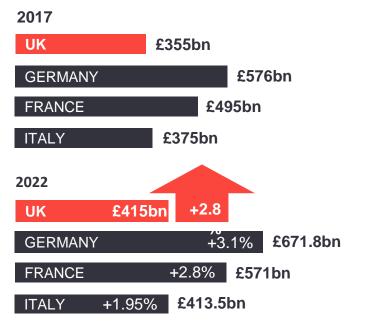
World-class retailing

Having learnt how to operate in good and bad times, UK retail is transforming to be ready for the new retail landscape



Why the UK market?



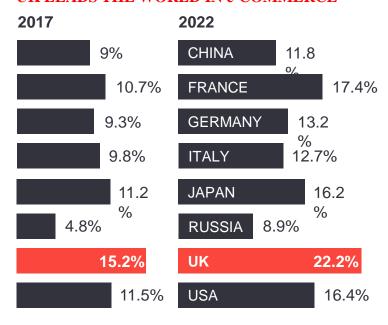


(Planet Retail/RNG). Growth rate in local currency

"Supplier countries, skills in design and production quality, delivered at low-cost, allows UK retailers to focus on the business they know the best: selling to the customer."

Ekrem Utku CEO, World Brands Consulting

UK LEADS THE WORLD IN e-COMMERCE



Online sales as % of retail. (Planet Retail/RNG)

The UK & Birmingham

Birmingham, the UK's "second city", is a major city and metropolitan borough in the West Midlands, England, United Kingdom. It's the second-most populous city in the United Kingdom after London, with an estimated 1.1m inhabitants and is considered the social, cultural, financial and commercial centre of the Midlands.

Birmingham's economy is now dominated by the service sector. The city is a major international commercial centre, and an important transport, retail, events and conference hub.

Its metropolitan economy is the second largest in the United Kingdom with a Gross Value Added of £28.1bn in 2017 and its six universities make it the largest centre of higher education in the country outside London

Transport Hub

Partly due to its central location, Birmingham is a major transport hub on the motorway, rail and canal networks.

- > Birmingham Airport third busiest airport outside London (following Manchester and Edinburgh), serving 12.4m passengers.
- > Birmingham New Street is the busiest railway station in the UK outside of London, both for passenger entries/exits and for passenger interchanges.

Growing Retail Sector

The sector that saw the largest absolute growth in real terms between 2016 and 2017 was retail trade which saw its GVA increase by £230m, growing 18.5% year-on-year.



Birmingham architecture

Library of Birmingham



The Iconic Bullring Shopping Centre







The Exchange

Architectural terracotta Grade I listed building



The Old Crown

Oldest extant secular building in Birmingham – 648 years.

Birmingham attractions

Cadbury World



Premier League Football at Villa Park



National Motorcycle Museum



Resorts World Arena



Shakespeare's Birthplace



British Motor Museum





NEC Birmingham

Since opening its doors in 1976, the NEC has grown significantly in size and reputation to become the UK's number one venue of choice for organisers, exhibitors and visitors. With 19 halls, 34 conference suites and lots of outdoor spaces, the NEC play host to over six million guests and 500 events every year.

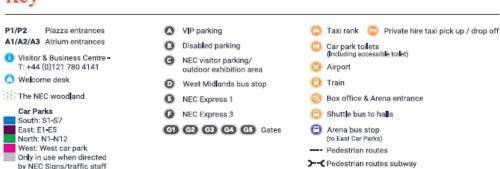
Located centrally within the UK, the NEC is accessible by train, plane and car.

- > Birmingham International Airport is located within the NEC complex and is a short walk to the NEC entrance, making it an attractive event destination to thousands of international visitors every year.
- > Located in the middle of the UK's motorway network, arriving by car is the ideal way to get to the NEC. There's free parking during Spring Fair and Autumn Fair and free shuttle buses from the car park to the show entrance.
- > Direct trains to Birmingham
 International run all day, while those
 travelling from further afield may need
 to catch a connecting train at
 Birmingham New Street, which is only
 less than a 15-minute journey away.

The NEC complex is a one-stop destination with so much to offer. From bars and restaurants to leisure and sports centres, visitors can also enjoy outlet shopping, a spa break and cinema, while staying in the general area with at least 8 hotels nearby to choose from.



Kev





Spring Fair's story

Serving the retail industry since 1950, Spring Fair is the UK's all-encompassing sourcing marketplace - facilitating connections between retailers, exhibitors and marketers.

A moment for the big occasion, The National Exhibition Centre (NEC) and Spring Fair have a long-standing partnership, ever since the venue was specifically opened to house its first show which was opened by HM Queen Elizabeth II in 1976.

Today, Spring Fair encompasses 17 carefully edited show sectors, including the co-located Jewellery & Watch, Spring Fair showcases the best products, launches and inspiration that 2,500 UK and international exhibitors have to offer.

We offer the certainty that scale can provide.



Spring Fair today

Trading is what we do. But we go so much further than a trade show. Spring Fair is the centre of the UK retail market, facilitating connections between retailers, exhibitors and marketers.

With a new show layout and modernised product sectors to encourage even more opportunities, leads and connections, the UK's largest marketplace for product discovery is open.

TOTAL VISITOR AUDIENCE

SPRING FAIR EXHIBITORS

50,000+

2,500

106

90%

36

600+

countries from 6 continents UK. 10%

UK. 10% International

countries represented

new exhibitors in 2019



Spring Fair at a glance

TOTAL VISITOR AUDIENCE



TOP 10 VISITOR COUNTRIES (EXCLUDING UK & IRELAND)



POWERFUL BUYING AUDIENCE



of visitors had purchasing of the audience's main objective responsibility for their business is to find new suppliers



of buyers placed or looking to place orders as a result of attending

GROWING AUDIENCES



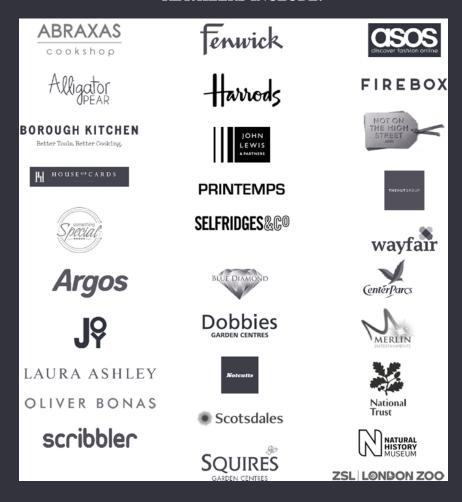
in attendance

from the hospitality industry

Audience Breakdown



RETAILERS INCLUDE:



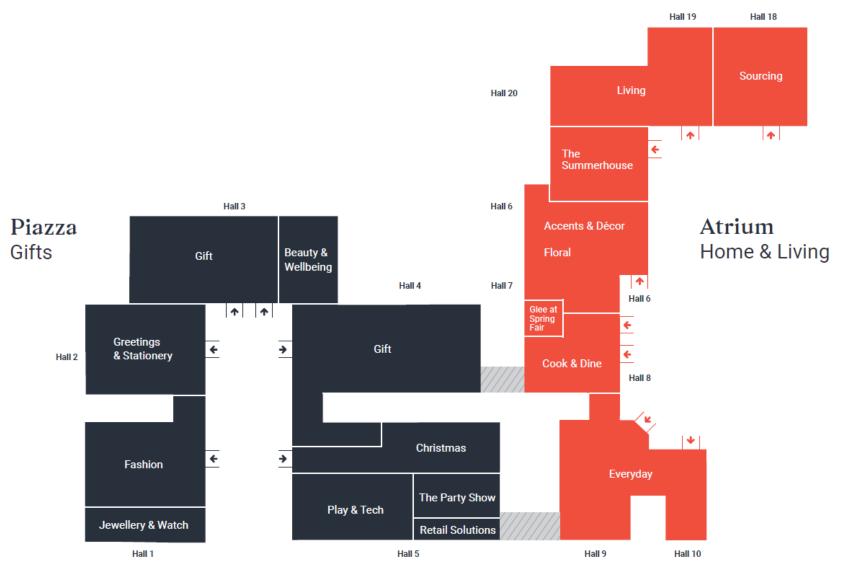
Spring Fair's new layout

Refreshing the look-and-feel of the show and transforming the way we source, connect and celebrate home and giftware.

We've revamped the entire NEC into two sourcing destinations - Gifts and Home & Living.

Reshuffling all sectors to give them a new home and new look, making it easier for visitors to source complementary products and in turn, generate more new leads for exhibitors.

Sourcing will have a dedicated entrance in Hall 18 right next to the popular Living halls.







Gift

The Europe's largest source for gift inspiration.

We've combined all things gift, from contemporary to classic, to create a real hub of product inspiration.

From bestsellers, on-trend designs to personalised and licensed gifts, the art of gift-giving starts here.



Gift

26,300+

visitors registered with a primary interest in Gift products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO GIFT





















EXHIBITORS ALREADY CONFIRMED:

Chickidee Homewares Enesco Fallen Fruits

Forever England Gift Republic Joe Davies

Lesser & Pavey Lund London Richard Lang & Son

Sass & Belle Something Different Sophie Allport







Fashion

One stop shop for Fashion.

From clothing pieces that make a statement to accessories, bags and jewellery with head-turning appeal, this is the source for the latest fashion pieces across womenswear, menswear and childrenswear.



Fashion

8,600+

visitors registered with a primary interest in fashion products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO FASHION

















next

RIVER ISLAND

EXHIBITORS ALREADY CONFIRMED:

Ashwood Leather

Boardman Bros

Dansk Smykkunst

Brakeburn

D&X

Jazzibags/Dils Supply

Lichfield Leather

Tilley & Grace

LV Clothing

Powder Designs







Beauty & Wellbeing

Lavish the senses and relax the mind with products that pamper, groom, spritz and energise. From beauty staples to hair care for her, and grooming and styling kits for him, this is where the most sought-after beauty and wellbeing products shine.



Beauty & Wellbeing

7,600+

visitors registered with a primary interest in beauty & wellbeing products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO BEAUTY & WELLBEING

















EXHIBITORS ALREADY CONFIRMED:

Baylis & Harding

Bomb Cosmetics

Captain Fawcett

Cotswold Lavender

Danielle Exclusive

Heathcote & Ivory

Heyland & Whittle

Julie Dodsworth

Scottish Fine Soaps

W7 Cosmetics





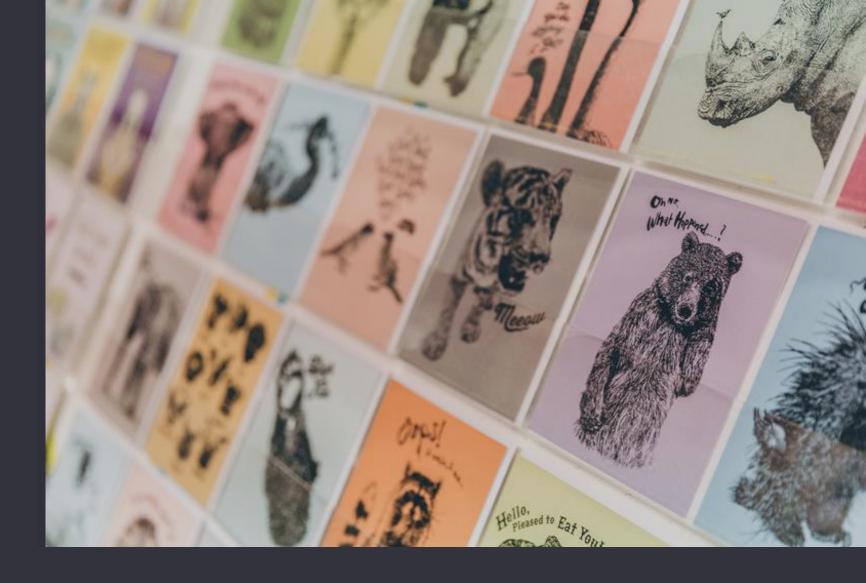


Greetings & Stationery

A celebration of pen, paper and partyware.

Keep in touch with the latest paper products.

Make it an occasion to remember and take your pick from the most creative, clever and colourful greeting cards, notes, wrapping papers, stationery and paper decorations.



Greetings & Stationery

8,000+

visitors registered with a primary interest in greetings & stationery products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO GREETINGS & STATIONERY





















EXHIBITORS ALREADY CONFIRMED:

Belly Button Designs Carte Blanche Eurowrap

Five Dollar Shake Go Stationery Ling Design

Rachel Ellen Designs Simon Elvin Group The Art File

Woodmansterne Wrendale Design







Christmas

Prepare for the season of giving

Seasonal decorations, must-have gifts and showstopping festive trees adorn the dazzling Christmas Gifts & Floral sector. From the smallest baubles to life-size Santa's, this is where to start planning for the most magical time of year.



Christmas

3,400+

visitors registered with a primary interest in Christmas & seasonal products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO CHRISTMAS



















EXHIBITORS ALREADY CONFIRMED:

Premier Decorations

Festive Productions

Snow Time

Swift Imports

Lows of Dundee





Play & Tech

Beautiful handcrafted toys, brain-teasing puzzles and must-have high-tech gadgets come together to celebrate the joys of play time. Tap into the hottest toy trends and those elusive Christmas hits.

Toy and children's gifts suppliers showcase their products to to the largest UK gathering of independent retailers, in addition to toy-specific retailers.



Play & Tech



visitors registered with a primary interest in children's toys/fashion products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO PLAY & TECH













morleys mothercare



EXHIBITORS ALREADY CONFIRMED:

Bertoy-Vekemans BVBA **Bigjigs Toys** Doudou et Compagnie

Elf on the Shelf UK **Great Gizmos** Hornby Hobbies

Keel Toys Keycraft Little Bird Told Me

Pyramid International Skip Hop The Puppet Company







The Party Show

The UK's biggest platform for costumes, Halloween items, Christmas favours, party tableware and decorations. Party is truly a sector that offers something for every occasion.



The Party Show



visitors registered with a primary interest in children's toys/fashion products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO PLAY & TECH















EXHIBITORS ALREADY CONFIRMED:

Absolute Fireworks

Bristol Novelty

Manic Panic UK

Palmer Agencies

Pioneer Europe Limited

Premier Halloween









Living, Accents & Décor

The latest furniture pieces, on-trend home accessories, stylish textiles and decorative finishing touches come together.

From classic to contemporary, designoriented to innovative, explore inspired room sets from bellweather UK and international homeware suppliers and see the season's most coveted products in a new light.



Living, Accents & Décor

17,600+

visitors registered with a primary interest in Home OR said they envisaged spending most of their time in this sector

TOP VISITORS TO ACCENTS & DÉCOR













Ian Snow







Malini



EXHIBITORS ALREADY CONFIRMED:

Authentic Models Coach House Art Marketing Ltd

Culinary Concepts Hanlin Hill Interiors Light & Living

Weaver Green Nkuku Pad Home







The Summerhouse

A curated collection of design-led and unique giftware, interiors, lighting and lifestyle brands. This is where on-trend, new and exciting products come together from the most original UK and international suppliers to form one of the most soughtafter and inspirational sectors.



SPRINGFAIR

The Summerhouse

1,500

Architects/interior designers in attendance



Year-on-year increase in number of visitors from the hospitality industry

TOP VISITORS TO THE SUMMERHOUSE

















EXHIBITORS ALREADY CONFIRMED:

Biggie Best Bronte by Moon Cozy Living

Fil Blanc **Gallery Direct** Gisela Graham

Hot Tomato Jellycat Makasi Imports

Pacific Lifestyle Stone the Crows! The Libra Company







Cook & Dine

Culinary ideas that brings everyone to the table.

Discover the latest innovations and original designs across cookware, bakeware, barware and more. Get creative as new cook and dine ideas are served in our most delectable show sector.



SPRINGFAIR

Cook & Dine

5,500+

visitors registered with a primary interest in kitchen & dining products OR said they envisaged spending most of their time in this sector

TOP VISITORS TO COOK & DINE













EXHIBITORS ALREADY CONFIRMED:

Apollo Housewares Ltd Creative Products Ltd David Mason (Design)

Denby

Grunwerg

Horwood Homewares

Kitchen Craft

Melamaster

Tramontina

Portmeirion Group UK

The DRH Collection

My Gifts Trade







Floral

Floral décor for every season. Pick from single-stemmed fl owers to garlands, bouquets, artificial trees and palms, it's all in bloom.



SPRINGFAIR

Floral

3,600+

visitors registered with a primary interest in Christmas, seasonal/floral decorations OR said they envisaged spending most of their time in this sector

TOP VISITORS TO FLORAL



















EXHIBITORS ALREADY CONFIRMED:

CB Imports Dijk Natural Collections Floralsilk

Florist Supplies UK Florelle Import Co Kaemingk

Lotus Imports Limited Sincere UK Tree-Locate







Sourcing at SPRINGFAIR

Trend-driven and technology-assisted networking destination, Sourcing at Spring Fair will be the bridge of choice between international manufacturing countries and European specifiers by 2022.

Sourcing



Sourcing at Spring Fair is the new, **trend-driven** destination to meet home décor, contract textile and gift manufactures from **international** fabricating countries.



Sourcing will **inspire** and spark creativity with 24 months trend forecasts by ColorHive. **Sourcing Immersive** in Hall 18 will bring to life colours and textures through thought-provoking installations and talks.



Sourcing makes it easy to specify **high volumes** productions from manufacturing countries within Europe, Asia, Africa and South America.



Sourcing is **co-located with Spring Fair**, the largest home & gift marketplace in the UK.



Over **50,000 retail professional** from the UK and from **100 countries worldwide** already choose Spring Fair to meet with **2,500+ home & gift retail suppliers** every February.

How Spring Fair works for you

Sourcing is an opportunity to grow your business. To showcase new products and manufacturing techniques to a new and relevant retail market.

Access to Suppliers

- > Be a part of a highly concentrated trade show environment providing access to the UK and European retail market.
- > Have access to over 2,500 Spring Fair suppliers representing the best of the UK and European gift and homeware markets.
- > Meet key selected buyers with procurement /supply chain responsibility.
- > Gain access to selected buyers from large multiples with at least £10m revenue turnover.
- > Key suppliers and buyers will be targeted with a dedicated marketing campaign to promote the value of Sourcing as a mustattend event.

Exclusive matchmaking and one-to-one meeting service

- > Access to an exclusive one-to-one matchmaking service.

 Pre-selected appointments before the show, these chosen buyers will be relevant to your business.
- > Meet selected international buyers as part of a buyer programme. These buyers will receive tours around Sourcing tailored to their area of interest with multiple meetings in place to meet with relevant exhibitors and associations.
- > Access to Fair Match, Spring Fair's Al-powered matchmaking service available on both desktop and in a mobile app. Use the App to view the list of pre-registered visitors, connect with buyers before the show and schedule meetings for your time onsite.

Exclusive Matchmaking

Our dedicated buyer team is here for you.

Our exclusive one-to-one matchmaking service will pair relevant buyers with each Sourcing exhibitor. Buyers for Sourcing meet strict qualifying criteria, based on purchasing power and annual budget to ensure you are meeting top retailers with a strong interest in sourcing new products from your country.

The perfect match for you

- > Our buyer team hand-picks and reviews every buyer among a retail database of over 200k contacts to ensure that they have purchasing power and main responsibility for sourcing new products from your country.
- > We conduct extensive industry research to find additional qualified buyers.
- > And, if you have a "wish list" of buyers you would like to meet at Spring Fair, we will research it for you and invite them to meet you.

Guaranteed ROI

- > Our buyer team will set up guaranteed appointments for you with qualified buyers.
- > We will host networking sessions that will allow you to meet and greet with 50+ buyers in an informal setting at the show.
- > There will be a dedicated Buyer's Lounge at Spring Fair, where the buyer team will ensure all appointments are running as scheduled.

Special concierge service

- > Our team will help you complete your online profiles and facilitate your meetings using Fair Match, Spring Fair's exclusive Al-powered matchmaking tool.
- > We will follow up with any pending invites to confirm attendance on your behalf.
- > Once qualified buyers confirm their meetings, hosted buyers will have their flights and hotel booked to make sure you meet them at the show.

Future Trends

Sourcing at Spring Fair will feature a large experiential trend feature that explores the latest developments in colour, fabric, surface design, and innovative applications.

This will be in partnership with our trend partner Colour Hive, who will provide intelligent and creative direction to ensure this design-lead feature is unique, interactive, tactile and inspires the design community.

Sourcing Theatre

A dedicated seminar stage that addresses the professional educational needs of buyers that manage multiple stores and source internationally.

Hosting retail leaders, buyers, leading consultants, designers, futurists, and trend experts on topics such as product development, supply chain management, sustainability, partnership management, buying strategies sessions, country insight sessions and trends (in particular the transition from Spring Summer 2020 into Autumn/Winter 2021). This stage will update at inspire buyers on new ways of working and how to get the most from their sourcing relationships and processes.

Immersive Trends Feature

In collaboration with Colour Hive, the official colour and trend partner to Spring and Autumn Fair, to create a highly visual and impactful trend feature and place of discovery for both buyers and visitors.

Giving a unique look at the future trends for AW2021 it will give buyers inspiration and credible insight into how consumer behaviour impacts trends and how colours, surfaces, patterns and textures translate into product development.

Design-led and unique, it will be a must attend for everyone at Spring Fair.



Sourcing Sectors

COOK & DINE



GIFT



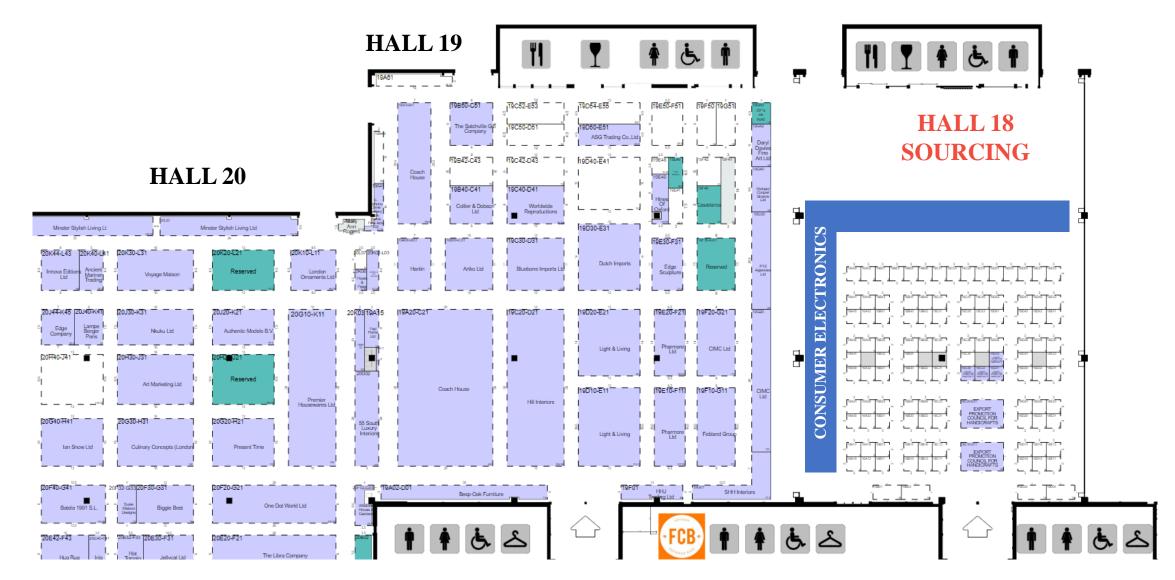
PLAY & TECH



LIVING, ACCENTS & DÉCOR



Sourcing at Spring Fair



International Stand Packages

Our international stand packages makes exhibiting at Autumn Fair easy. We provide you with all the stand resources so all you need to do is bring your products and be ready to sell.

What you get:

A 3m x 3m stand space that includes:

> 9x wall panels > 3x chairs

> 1x carpet > 1x table

> 3x spotlight > 1x info desk

> 6x shelves > 1x rubbish bin

Build:

- > Sodom shell scheme
- > Aluminium metalwork with white wall double sided infill panels and ceiling grid
- > Side panel nameboard with stand name and number





Meet the team

With combined experience of over 40 years in the events industry, our dedicated team is here to make Sourcing the go-to destination for international businesses looking to enter the UK market.



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