

AUTUMN
FAIR

3-6 SEPTEMBER 2017
NEC BIRMINGHAM UK
VOLUME OPENS 2 SEPT

MAKE THE YEAR EVEN MORE **AMAZING**

AT THE SEASON'S NO.1 SHOW

WWW.AUTUMNFAIR.COM



“

Over the past six years the industry has had to cope with some of the most challenging economic and trading conditions seen for generations. A turbulent financial climate coupled with the arrival of eCommerce has had an enormous impact on the consumer landscape, changing the way shoppers manage and spend their money.

To safeguard against unpredictable consumer buying patterns, retailers are adapting their approach, with far more sourcing products closer to the season as opposed to ordering much further in advance. And that's where Autumn Fair comes in; enabling our suppliers to well and truly corner the market at exactly the right time. ”

NAOMI BARTON
PORTFOLIO DIRECTOR, AUTUMN FAIR

PERFECT TIMING. IDEAL AUDIENCE. INCREDIBLE BRANDS.

Many of our exhibitors specifically choose Autumn Fair to connect with thousands of top retailers who are hungry to source new product lines and stock up on short orders ahead of Christmas, New Year's, Mother's Day, Valentine's Day and Easter (to name a few!).

And in 2017, with increasingly high demand for 'newness' and innovation, we're expanding the Contemporary Gift sector to cover two halls. This will make room for us to welcome even more exciting brands to join the already superb line-up, and keep the visitors rolling in across the whole show.



86%

of visitors attend Autumn Fair to find new suppliers



80%

of our visitors' new suppliers were sourced at Autumn Fair.



1/3

of visitors have not visited any other buying event in the last 12 months

Source: Autumn Fair Post Show Survey, 2016

SENIORITY OF AUDIENCE

Autumn Fair attracts a powerful buying audience; highly transactional with senior authority on buying decisions.

We are consistently improving our key visitor groups, increasing in quality over quantity, attracting high-value independents, big-name multiple retailers and the most covetable online vendors.

Every year Autumn Fair showcases exciting initiatives designed to enhance the show's value for visitors, providing all the more reason for senior decision makers to attend. The Light Show in partnership with the LIA (Lighting Industry Association) and the Contemporary & Housewares Collectives in partnership with bira and BHETA, are just a few examples of our successful and attractive industry collaborations bringing together new and leading kitchen, dining and housewares brands.

A STRONG BRITISH BUYING AUDIENCE:

92%

UK Visitors

8%

International Visitors



AUDIENCE SENIORITY:



94%

have purchasing responsibility

Source: Autumn Fair Post Show Survey, 2016

SERIOUS BUYERS:



86%

place orders as a result of visiting Autumn Fair

ESSENTIAL TO RETAILERS:



79%

of our audience feel they need to attend Autumn Fair every year

Key attendees include:



DEBENHAMS



John Lewis



RIVER ISLAND



Waterstones



Average annual buying budget is more than

£158K

Average order value is

£14,480

10% of visitors are responsible for annual budgets of

£500K+

Source: Inside Retail: Seasonal Buying Report

A MULTICHANNEL, YEAR-ROUND MARKETING CAMPAIGN FOR YOUR BRAND

As part of your personalised Autumn Fair package we'll engage with 1000s of international and UK buyers on your behalf, promoting your products across print, digital, social media and more to a highly captive, targeted audience.

New for 2017, our user-friendly website will make it easy for relevant buyers to browse, discover and fall in love with your products before they even set foot on your stand. In addition, our monthly e-magazine will promote our exhibitors' most inspiring designs, giving you the chance to submit your newest and most innovative products for monthly selection.



£1MILLION+

Autumn Fair website page views



23%

increase year on year in exhibitor
profile views on Autumn Fair website



900,000+

twitter impressions



104,096

Product Focus/e-magazine
impressions



13,000+

people engaged with the Autumn
Fair Facebook page

Source: Autumn Fair multi-channel stats,
June - September 2016



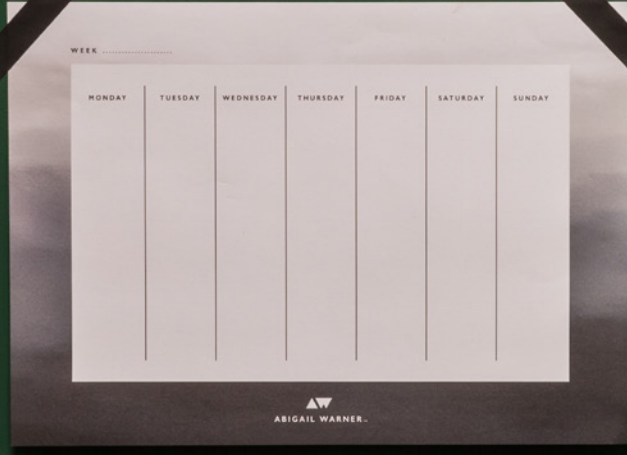
"I've been attending Autumn Fair for 30 years. It's fabulous. We always beat our sales record at each show and this year we have done it again, it just keeps getting better and better!

DAVID WILLAN
SHOWS ORGANISER | COACH HOUSE

"We had a terrific time at Autumn Fair – it went far beyond our expectations. We had new orders, new accounts and a landslide of flattery!"

SHARON ARCHER

RETAIL ASSISTANT | DREAM JEWELLERY/COUNTRY STYLE MADE



PROMOTIONAL REACH

Autumn Fair has recently featured in both mainstream national press and leading sector specific trade publications, including:

BBC Midlands Radio
BBC Breakfast Show
The Times
Toy World
Gifts & Greetings Review
Attire Accessories
A1 Lighting

Daily Mail
Gifts Today
Greetings Today
Giftware Review
Toy News
Gift Focus
Total Lighting

Progressive Gifts
Progressive Greetings
Progressive Housewares
Garden Centre Buyer
The Trader
A1 Media



We collaborate with the following partners to extend and diversify our promotional reach:



HOW **IB LAURSEN** USED AUTUMN FAIR TO CRACK THE UK

From a single shop established in 1972, Ib Laursen has developed into one of Scandinavia's biggest wholesalers of home and garden décor. In 2014 they strategically identified Autumn Fair as the show that could best enable them to crack the lucrative UK market.

LAUNCHING THE BRAND

Ib Laursen use Autumn Fair to educate the market about their Scandinavian approach to gift and garden products while showcasing new products, designs and colours.

CREATING NEW RELATIONSHIPS

They open new conversations with a wide and diverse mix of premier UK retailers to develop a strong market presence.

BUILDING EMOTIONAL INVOLVEMENT

Customers can touch and feel the products and this encourages them to order on the stand. Through emotional engagement with them, the brand can build long term partnerships.

"Our research identified Autumn Fair as the best trade fair to launch our brand product range. It covers the whole of the UK and attracts high numbers of quality retailers. After launching at the show in 2014 we now have almost 300 UK stockists."

PETER LAURSEN, DIRECTOR
IB LAURSEN



"2016 was only our second time at Autumn Fair and we reached target two days before the end of the show! Next year we will be back with a bigger stand. We've seen the right kind of buyers, and though the UK is a new market for us, the show has proven extremely successful for our business."

MARSELL DEHAN

ACCOUNT MANAGER UK & EUROPE | LIGHT & LIVING AND LIVING MADE

FOR MORE INFORMATION CONTACT THE AUTUMN FAIR TEAM

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