

glee 2023

27–29 June
NEC BIRMINGHAM

**The International Festival
for Garden, Leisure and Pet**

gleebirmingham.com



About Glee

For 48 years, Glee has been nurturing the art of garden retail, becoming the UK's leading garden and outdoor living trade show. As the premium destination for garden and outdoor living inspiration, Glee brings the British, European and international markets together under one roof. Showcasing the most exciting brands, innovative products and valuable insights in garden retail.

Glee 2023 returns in June following the huge success of the brand-new dateline rolled out at Glee 2022. The show flourished and the benefits of being in June were evident with a wider variety of products on show and the launch of the new outdoor demonstration area Fire, Grill & Chill.

Grow your brand in 2023 and be part of making history, as Glee is set to be bigger and better than ever. It will truly be **The International Festival for Garden, Leisure and Pet.**

“

The quality of visitor is incredibly high with key buyers and decision makers ready to place orders, source new innovation, and expand their supplier network. There's no other event that enables us to showcase our offering in this way, which is why we've already signed up to Glee 2023.

- CRAIG HALL, DECO-PAK



Glee 2022 highlights

Over 400 established brands and 180 new suppliers showcased their products at Glee 2022, sparking a positive response as thousands of high-quality buyers attended the show.

From traditional garden centres, DIY stores and farm shops to high street retailers, department stores and builders' merchants, buyers spanned from 42 countries, with 70% having joint or sole purchasing responsibility.

Glee 2022 was a hive of activity, new connections were made and we successfully launched an array of brand new features including Glee TV, Fire, Grill & Chill and Giving at Glee. We also saw the return of the New Product Awards with several talented exhibitors winning with their latest innovations. Next year this could be you!

28-30 June
NEC Birmingham

400
exhibitors

180
of which were
brand new

8
show
sectors

Show features



New Product
Showcase



Buyers Power
List



GIMA Business Village
Buyers Connect
Innovator's Seed Corn Fund



International Buyers' Centre &
International Buyers Connect
(Gardenex & PetQuip)



Giving
at Glee



Insightful seminar
content



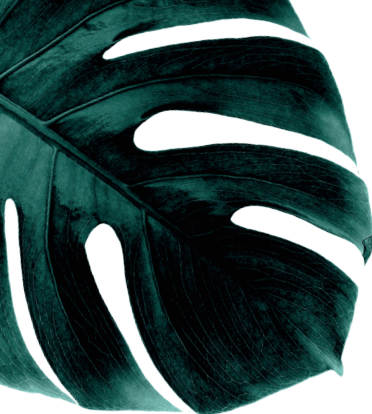
Innovators
Zone



Glee
TV



Fire,
Grill & Chill



Sectors

We work hard to make sure our show is carefully curated to put you in the very best position to be discovered by the buyers that matter the most to your business. Whether you're a new start-up, or an established big brand, we've got a spot just for you!



Food & Catering

This sector offers a range of catering and kitchen solutions such as coffee machines and industrial ovens, all the way through to consumable items.



Garden Care

Offering an extensive range of core garden maintenance and grow-your-own goods, products range from fertilisers and chemicals to hedge trimmers and watering cans.



Home, Gift & Clothing

This tailored sector features an array of garden gift and product ideas, from candles to greeting cards, it attracts buyers looking to diversify their offerings.



Landscaping & Garden Decoration

Packed with design and inspiration, this core show sector features products that transform landscapes and range from decorative pots to paving and timber products.



Outdoor Entertaining

This sector is the perfect fit for brands showcasing exciting and unique outdoor entertaining ideas such as fire pits, BBQ's and outdoor furniture.



PAW

Bringing the top brands in pet care, food, accessories, supplements and more together with up-and-coming businesses, all of whom are showcasing exciting and innovative products to the industry.



Plants

Showcasing an extensive range of plants, trees and shrubs from UK and International suppliers, this sector welcomes exhibitors of all sizes.



Retail Experience & Services

Forward-thinking, practical and innovative, this show sector offers a range of services such as store fittings and technology solutions for retail businesses.



Sourcing NEW

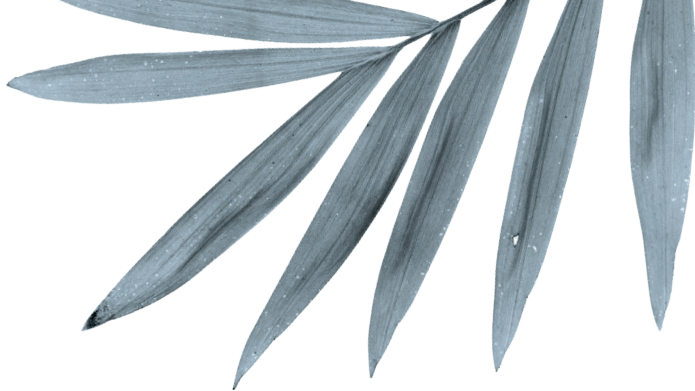
New for 2023, Sourcing brings the worlds top manufacturers to Glee to help you develop and source your own ranges in a responsible and ethical way. Covering a range of product lines, that will fly off the shelves.



DIY NEW

New for 2023, the DIY sector provides customers with everything they need to spruce up their home and garden. From hand tools to power tools, fixings to coatings, there's so much you can exhibit as part of this sector.

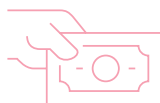
Visitor profile



41

Glee 2022 attracted visitors from 41 countries

top 5 countries



70%

had joint or sole purchasing responsibility



84%

visitor satisfaction rate



62%

of visitors' main objective was to discover new products and/or suppliers



72%

of visitors say attending Glee was important for their business/organisation



62%

of visitors have placed or are planning to place an order as a result of attending Glee 2022



£1m

31.5% of visitors have a budget of over £1m



55%

of visitors have attended Glee previously

Visitor interest by sector



379

Catering and Bar
Equipment &
Supplies



778

Water
Gardening



1852

Plants, Pots &
Planters



819

Seasonal
Decorations



370

Other



303

Pet Luxury



1412

Outdoor
Furniture &
BBQs



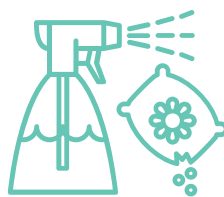
782

Pet
Accessories



974

DIY



2428

Garden
Sundries



1054

Gifts, Greetings &
Souvenirs

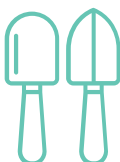


1387

Garden Buildings &
Structures

Total interest, audience selected one primary interest plus multiple secondary interests.

Source: Glee Visitor Statistics 2022 – Power BI.



2039

Garden Tools
& Equipment



1249

Home Décor
& Accessories



2195

Garden
Decoration



227

Pet Tech



641

Cooking &
Dining



2239

Garden
Furniture



441

Pet Food



898

Hard & Soft
Landscaping



282

Pet Health



1204

Indoor &
Outdoor
Lighting



585

Clothing &
Footwear



560

Retail Services
& Shop Fitting



1322

Bird Care

Total interest, audience selected one primary interest plus multiple secondary interests.

Source: Glee Visitor Statistics 2022 - Power BI.

Who will you meet?

Glee attracts highly transactional, quality buyers and visitors from multiples and independent garden centres, high street and department stores, DIY and Pet retailers, online retailers, builders merchants, supermarkets and destinations.

Garden Centres & Destinations:

Barton Grange
GARDEN CENTRE

Welcome to
Baytree
a world of gardening

bents

BLUE DIAMOND®

British
Garden Centres
Keeping Britain Growing

dobbies
garden centres

Millier

HASKINS
for garden pleasure

Hilltop
garden centre

Longacres

National
Trust

Notcutts
GARDEN INSPIRATION SINCE 1897

Oaktree

Riverside

RHS
Inspiring everyone to grow

Smith's
GARDEN CENTRE

SQUIRES
GARDEN CENTRES

GardenSite

Primrose.co.uk

flowerland
HOME and GARDEN

“

We need to go to shows to see what is new and we always make a point of visiting the New Product Showcase while we're here. We have placed a few orders already but there are many more suppliers we still want to see.

- ROBIN MERCER,
HILLMOUNT GARDEN CENTRES



Department Stores & Multiples:



Online Retailers:



International Retailers:



Pet & DIY Retailers:



The Glee Exhibitor Tool Kit

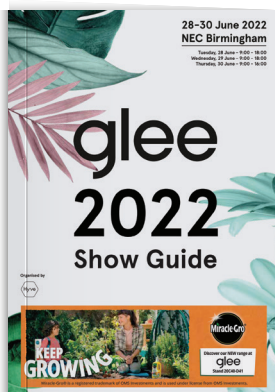
When you join Glee you don't just get a stand, you get year-round support through our multi-channel marketing campaign. At Glee, we strive to ensure you get as much exposure, promotion and presence as possible, and to all the right audiences. And the best thing... it all starts the minute you sign up!

The Glee Exhibitor Tool Kit

We want to ensure our exhibitors have enough time to prepare for Glee, no matter when you sign up. Therefore, we've created an essential Exhibitor Tool-kit to ensure you have a variety of valuable tools to help increase your return on investment.

Includes:

- A gallery of banners, logos and email signatures to promote your presence
- Personalised visitor invites to enable you to invite your VIP buyers you want to see at Glee
- News and PR coverage
- Social media support
- An online exhibitor profile, promoting your brand, products and ranges
- Your brand in the Glee Show Preview and Show Guide so visitors can plan their visit to your stand before and during the show
- Exhibitor workshops
- Access to GIMA Buyers Connect
- Free access to the Glee Connect app
- Entry into the New Product Showcase



Our digital reach

At Glee, we have a dynamic team of digital experts working to ensure your brand gets the promotion it deserves across our community of followers. But don't just take our word for it, the results speak for themselves...

Glee website stats

40,788

unique visitors

243,174

page views

International stats

43%

website traffic is from outside the UK

Exhibitor Profile stats

80,323

total profile views

1.69

sessions per user

3.51

pages per session

Glee Social stats

1.54M+

impressions

798K+

reach

12K+

total followers

*1st February to 31st July 2022



Get in contact

Email sales@gleebirmingham.com for enquiries.

Daniel Mcalpin

Head of Retention

E: Daniel.Mcalpin@gleebirmingham.com

T: +44(0)20 3545 9786

James Kenton

Sales Manager for Home, Gift & Clothing,
Retail Experiences & Services and PAW

E: James.Kenton@gleebirmingham.com

T: +44(0)20 3545 9796

Licia Viscito

Sales Manager for Outdoor Entertaining
and Landscaping & Garden Decoration

E: Licia.Viscito@gleebirmingham.com

T: +44(0)20 3545 9752

Kasia Pienaar


Sales Manager for Retail Experiences &
Services, Home, Gift & Clothing and PAW

E: kasia.pienaar@gleebirmingham.com


T: +44(0)20 3545 9473


glee

gleebirmingham.com

 @Glee_Birmingham

 @Glee_Birmingham

 @Glee.Birmingham1

 Glee-Birmingham-Show

Supported by:

