

# to fresh!

in association with



**fresh!** is a new marketing concept which brings together design-led card and gift suppliers, who might get lost in the crowd, with discerning buyers who are having difficulty finding inspiring new products, at Britain's largest and busiest trade show.

We are launching a unique group stand called **fresh!** at the Spring Fair 2010. This heavily marketed and great looking destination area will help retailers, agents and distributors to easily find and source the next great products and ideas.

As a result, smaller companies exhibiting in **fresh!** will to grow their businesses faster than they would otherwise achieve using their own marketing budgets.

Both buyers and exhibitors who visit **fresh!** at Spring Fair 2010 will be getting more value for their time and money spent attending the show.

## **Features**

- Pool the marketing resources of a group of quality companies
- A well designed, attractive and uniform fascia
- A proven concept that has a great effect for small exhibitors
- A destination point for buyers, agents and distributors from around the world
- Supported by EMAP and the GA
- Highly visible signage and location for ease of access by buyers
- 'Fresh' is run by exhibitors for exhibitors. We want this to work as much as you do!
- Display with a group of exhibitors who have great energy and products
- A Group stand that is effectively a show within a show

## **Benefits List**

- Exhibitors get more bang for your marketing budget.
- Drive more buyers, agents and distributors to your stand
- Generate more sales and sales leads
- Attract more press interest being part of the most talked about location
- Exhibit at the NEC without being overwhelmed by the competition
- Save money with shallow stands, unique to our area, that waste no expense
- Save set up time and expense with pre-clad stands pre-fitted with lighting
- Pick up tips and useful info from other quality exhibitors within your area
- Get vital feedback on what products are going to grow your company

**To find out more about exhibiting with us at fresh!, please call 0845 2690469**



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## APPLICATION FORM

Fresh aims to provide buyers with the best in new and exciting design-led cards, gifts and costume jewellery at Spring Fair. The selection process is vital to ensuring the quality of exhibitors on display. You must be innovative, new or exciting for the design-led retail market and able to offer a professional service to buyers in order to exhibit in this unique area. Please complete the form below:

Main Contact .....

Name of Business .....

Address .....

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Telephone ..... Fax .....

Website ..... Email .....

Type of Business ..... How long have you been in business? .....

What makes your business design-led? .....

List Innovative or new design-led products launching at Spring Fair .....

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Awards or nominations to date .....

Examples of key current customers. ....

How do you currently reach your retailers? Please tick all that apply

- INDEPENDENT SALES AGENTS
- INTERNATIONAL DISTRIBUTORS
- DIRECT-TO-RETAIL
- ONLINE SHOP (TRADE)
- TRADE FAIRS

Is this your first Spring Fair? ..... How did you hear about Fresh? .....

Which other shows do you exhibit at? .....

All stands are 1m deep and vary from 2-6m wide. Please state your minimum and maximum stand requirement for the show.

Minimum ..... Maximum .....

Examples of products. Email 5 images (max 2mb total) or send a link to web page .....

Would you be interested in running any additional marketing promotions with Fresh? eg. Sample give aways, flyers in our mailouts, etc.

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**PLEASE FAX COMPLETED FORMS TO 0808 2801486 OR EMAIL TO HELLO@FRESHEXHIBITIONS.COM**