



Calling all entrepreneurs!

Q: Have you designed the next big thing but are wondering what to do next?

A: Glee – the UK's leading garden retail trade show – prides itself on championing new products and introducing new suppliers. We recognise that innovation is what drives the industry forward and we offer the biggest and best showcase of the year.

More importantly, our visitors recognise the importance of innovation and Glee is where they come to see the latest and best products available.

97% of Glee visitors come to source new products.

91% attend Glee to find new inspiration

Glee delivers the largest and most senior audience of buyers from the garden retail industry. In 2009 we welcomed over 14,500 visitors from garden centres, nurseries, landscapers, DIY superstores, multiple retailers, supermarkets and online retailers.

Conceived by GIMA and launched in 2009, the **Innovation Zone** was a hugely successful feature with 28 new companies taking part. The aim is simple - to give small businesses the opportunity to meet suppliers, retailers, distributors and agents both at the show and through pre event PR and marketing support. Situated in the core gardening Hall (5), stands will be grouped together to create a destination point for buyers looking for something genuinely new.

"We've had a marvellous show! It's really helped being in the Innovation Zone. We had lots of interest, from small independents to major multiples. Next year we'll be bringing our whole range of new products. We've secured several good orders and have been well looked after by the Glee team."

Sharon Maison, Garden Girl (Innovators Zone Exhibitor 2009)



Stands in the innovation zone include:

- 6sqm shell stand with fascia & name sign
- 2 x spotlights
- 1 x pedestal units
- as much support from GIMA as you want
- listing on glee website/preview and in show catalogue
- Free entry to New Product Awards
- PR support from gleewire, our weekly news email (40,000 recipients)
- Pre event marketing via trade press, direct mail and the glee website
- All for a one off fee of £600 + VAT

Stands on the **Innovation Zone** are available to start-ups and new small businesses that have not shown previously at GLEE. The limited number of booths will be allocated to qualifying companies on a first come first served basis. You do not have to be a GIMA member to take part or receive our support at the event

The first step to booking your **Innovation Zone** stand, or any other at Glee is to contact the GIMA office. We can tell you more about the event and advise you on the next step. We can support you on your entry into the garden market place with advice and information.

To introduce your product to literally thousands of retailers and suppliers, engage the key trade press, benefit from years of advice and guidance, having created next years best seller, exhibiting at Glee could be the second smartest thing you do!!

To find out more visit www.gima.org.uk or www.gleebirmingham.com today.

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