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NEC Birmingham UK
gleebirmingham.com



A Walk Around Glee... Hall-by-hall round-up

Your at-a-glance guide to Glee, sector by sector

Garden product suppliers, still undecided if you are exhibiting? Contact Neil Gow your GIMA Director today for information – GLEE – it could be your ticket to a whole new world. neilgow@gima.org.uk

GARDEN

At Glee visitors will experience a whole new world of Garden products. More than 500 exhibitors are expected to pack the four huge Glee Garden halls at the NEC Birmingham; grouped into five, clearly defined sectors designed to make sourcing products and suppliers easier.

Garden Care

Where

Hall 5

Round-up

One of the most visited and varied sections of Glee – and the cornerstone of most garden retail businesses – Garden Care encompasses all the essentials for garden maintenance. Strong brands lead the way complemented by smaller, novel products. This year the Garden Care section will be sponsored by The Scotts Miracle-Gro Company.

Key products

Growing aids and media, composts, mulches, fertilisers, garden tools, irrigation systems, wood preservatives, bulbs and seeds, wildlife foods.

Key brands

Draper Tools, Fiskars, Scotts, Hozelock, Ryobi, Gardman, The Stewart Company, Elho, Town and Country.

International Pavilions

Where	Hall 5
Round-up	A dedicated show space for innovative, high quality exhibitors from China and the Far East.
Key products	A wide range of hard-to-find products and innovations encompassing all aspects of garden and leisure.
Key destinations	International Buyers' Lounge (link between Halls 4 & 5).

Machinery

Where	Hall 5
Round-up	Glee Machinery is a well supported, specialist section totally dedicated to garden machinery including lawn mowers, chainsaws, shredders, trimmers and hedge cutters.
Key products	Power tools, lawn mowers, ride-on mowers, strimmers, hedge cutters, leaf blowers, power washers.
Key brands	Briggs & Stratton, John Deere, Hayter, Bosch, Stihl, Countax, GGP, Henton & Chatell
Key Destination	Machinery Lounge.

Landscaping

Where	Hall 4
Round-up	Glee Landscaping combines inspiring displays and ideas with the raw building materials that are needed to create the most impressive garden layouts, structures and designs. Visitors come to source trend setting products and ideas in stoneware, statuary, terracotta pots, gates, greenhouses, paving, timber, decking, walling and garden structures from hundreds of suppliers.
Key products	Timber and garden buildings including fencing, decking, sheds, greenhouses, summerhouses, Garden features including water features; Pots and statuary including stoneware, terracotta, resin and accessories; Paving and aggregates including hard landscaping, walling and slabs.
Key brands	Cadix, Forest, Woodlodge, Deroma, Apta, Bradstone, Borderstone, Stonemarket, Tarmac, Grange, Kelkay
Key destinations	International Buyers' Centre (for use by international visitors)

Visitor notes Take the 4-8 link from the rear of Glee Landscaping to reach Glee

Nursery

Where

Hall 3/3A

Round-up

Glee Nursery is the UK's only national plant show, creating a vibrant focus for the entire market. It is the only show where buyers can meet the whole market face to face in a friendly environment to discover new plants and benefit from many special show offers. Glee Nursery features growers from the UK and world-wide including Italy, Holland, France, Spain, Germany and Denmark. UK Regional Growers, a group of smaller local nurseries showcasing more specialist plants, will also be attending.

Key products

Nursery stock, bedding and young plants, house plants, fruit trees, herbs and florist sundries.

Key brands

David Austin Roses, John Woods Nurseries, Anglia Group of Nurseries, Allensmore, New Leaf Plants, The Guernsey Clematis Nursery, Beaver Water Plants and Hawksmill Nurseries.

Key destinations

HTA Lounge

Retail Services

Where

Hall 3/3A

Round-up

Retail Services offers products, strategic advice and guidance on how to enhance your customers' entire retail experience including space-planning, design and building services, merchandising and displays materials, shelving, EPoS, catering and recruitment services.

Key products

EPoS, display stands, computer systems and software, tagging solutions, chip & pin.

Key brands

National Polytunnels, Fordingbridge, Salepoint, Stagecraft, Davidson Richards, Malcolm Scott Consultants, Thermoflor, Green Magic, Wanzl, First Franchise and Simply Digital Networks.

PET

Discover nearly 300 exhibitors and a host of profit-focused seminars and grooming demonstrations to enhance your visit. There are also even more facilities and features to look forward to.

Petindex

Where

Hall 6-8

Round-up

Petindex is where you'll discover the biggest suppliers, best brands, exclusive offers, latest lines and traditional favourites in the areas of food, fashion, accessories, grooming, aquatics and bedding. The show also features free-to-attend retail seminars and grooming demonstrations.

Petindex is supported by the UK leading pet trade association, the Pet Care Trust, the UK's Ornamental Aquatics Trade Association, as well as the leading UK and International pet trade magazines, *Pet Product Marketing* and *Pets International*.

Key products

Petfood, bedding, leads, collars, healthcare, toys, treats, cages, aquariums, gravel, pumps, filtration systems, birdfood, dog clothing & fashion.

Key brands

Royal Canin/James Wellbeloved, Flexi- Bogdahn International, Collarways, Happy Pet, Waggy Foods, Eukanuba & Iams, Vitrakraft, Pucchi Petwear, Tetra, Casco, Fish 4 Dogs, Oasis, Nishikoi Aquaculture and Aqua Pacific.

Key destinations

Glee New Products – Pet and Aquatics showcase in the centrally located display area in the heart of Hall 7.

The Petindex Seminar & Grooming Theatre/ Dog Fashion Show (Hall 6)

The Petindex Buyer's Lounge (Hall 6).

LEISURE

Halls 1 and 2 comprise the largest collection of garden and conservatory furniture, barbecues and outdoor living accessories in the UK. Visitors will also find year-round sellers in Home & Gift including gifts, homewares, decorative accessories, speciality foods and a wide range of Out & About ideas situated in Hall 3/3a.

Outdoor Living

Where

Halls 1 & 2

Round-up

The biggest outdoor furniture trade event in the UK offering the latest in outdoor lighting, garden heating, pools and spas. The section also features the popular Garden Living Café lounge and refreshment area

Key products

Garden furniture, barbecues, parasols, chimineas, play equipment and spas.

Key brands

A Mir & Co Ltd, Anchorfast Products, Canadian Spa Co, Dancook, Direct Designs, Glencrest Seatex, Gloster Furniture, La Hacienda, Laura Ashley, Lindsey Teak, MGM, Barbeskew, Nova, Norfolk Leisure, Sundtime and Westminster Teak.

Key destinations

Within this sector is Glee's new Seminar Theatre; a goldmine for valuable information and trend advice and also an opportunity to interact with industry experts and pick up key information and trend advice. Also visit the Garden Living Café.

Home & Gift

Where

Hall 3/3A

Round-up

A thriving source of added value garden retail profit, Home & Gift is an eye-catching sector showcasing all kinds of home accessories, gifts, clothing, food and lifestyle products.

Key products

Gifts, crafts, homewares, home décor, gourmet food, ceramics and decorative accessories; plus Out & About incorporating clothing, footwear, picnicware, camping gear and walking sticks.

Key brands

Cotton Traders, Mackays, Tyrrells Potato Chips, Regatta, Stormafit, Ascalon, John Jacques, Proteam, Coach House, Marvells, and Tayberry.

GENERAL INTEREST

Key destinations

Glee New Products displays – all categories

Where

Top of the Piazza Entrance (enter and take the stairs up to the area outside Hall 3/3A)

Key destinations

Glee New Products displays – Pet and Aquatics (duplicate display)

Where

Petindex (central location within heart of Hall 7)

Where

Show-wide

Key destinations

Glee's **Going Green** logo scheme identifying a trail around eco-friendly products and suppliers at the show; and the **Creative Britain Trail**, highlighting the best in British design available for export.

Ends