

Don't miss out on free marketing

Companies who have already secured their space at Harrogate International Nursery Fair in March can now take advantage of a number of free marketing opportunities to raise their brand profile prior to and during the show. This includes free new product showcases and special show offers on the event website; participation in regular e-bulletins and participation in social media. In addition, companies which are members of the Baby Products Association will have show information included on the trade association's website.

Adrian Sneyd, show organiser, comments: "Many companies leave it until the last minute before booking their space for the show; but by doing so they miss out on all of the important free marketing in the few months running up to the event. Exhibiting at trade shows is all about maximising brand awareness and increasing sales and, particularly for smaller companies on limited budgets, the free publicity is invaluable.

"The Nursery Fair website page visits are increasing steadily every day – and even over the one month Christmas period attracted an average of 5,587 hits per day as people are focusing on the event and registering online. Whilst there they are checking out new products and special show offers. The e-bulletins will be going out to an extensive database of UK and international buyers; and those exhibitors who are also Baby Products Association members can take advantage of publicity on its website which also attracts on average over 5,000 unique hits every day."

If you have already signed up to exhibit and want more information about participating in the show's marketing, contact Christine Scippo on 01525 374020 or email: info@k-communications.co.uk

Full information about the Harrogate International Nursery Fair and booking forms are available on the website at www.nurseryfair.com or contact Adrian on 01902 880906 or email: adrian@nurseryfair.com