

1st February 2019



Can you afford not to go to Harrogate?

It's less than two months until the UK's only baby trade show – Harrogate International Nursery Fair – and retailers and buyers from all regions of the country, as well as numerous international visitors – are registering online and getting ready to attend their most important event of the year.

If you are still on the fence as to whether to attend – let us answer a few common misconceptions:

- ***There are not enough big brands exhibiting***

WRONG – there are numerous fantastic big brands returning to Harrogate in 2019 including Allison Baby (Joie, Nuna and Graco), Babystyle, Bebecar, Beaba, Bugaboo, Cheeky Rascals, CuddleCo, DCUK, Hauck, Laessig, Mee-go, Micralite, O'Baby, Peg Perego, Red Castle, Red Kite, Silver Cross, Unilove, UPPABaby, Sheldon and Venicci (this is naming just a few – visit the website for a full exhibitor list).

- ***I can't afford to take time out of my shop to attend***

As the saying goes, 'failure to invest in your business, is investing in failure'. Harrogate is the only trade show in the UK where you can see numerous brand-new products launching to the market for the first time. While you are manning your store, your competitors will be placing orders for the 'must have' trending products that customers will be actively seeking in months to come.

- ***Attending Harrogate is too far away and too expensive***

Harrogate is actually easily accessible by car and public transport (A direct journey on the M1 or A1, trains from London in just over 2 hours – and if you want to fly, there are even BA flights from Heathrow to Leeds Bradford for around £80 return!) Compared to London, Cologne and even Birmingham, Harrogate hotels are very reasonably priced.

Many exhibitors have exclusive show offers – so the money saved on orders placed at the show could potentially cover your costs of visiting!

- ***My favourite suppliers always invite me to their private previews***

Whilst this is very nice, each preview entails a day out of your store. At Harrogate you can see the majority of your favourite suppliers all under one roof – and while you are there, you will undoubtedly pick up some very exciting new products from the brand-new companies exhibiting that you didn't even know existed.

Finally, if this doesn't sway you to attend, never under-estimate the value of networking. Everyone who is anyone in the nursery industry will be in Harrogate – experts will be giving forecasts and information about the UK nursery industry, consumer habits and trends which can help you plan for a successful future.

Visit the website at www.nurseryfair.com for more information – and don't forget to register to attend – Harrogate International Nursery Fair (from 24th to 26th March) is very likely to be your best FREE ticket of 2019.