



## And now for something completely different ...

Having served as a trade-only show for more than 45 years, Harrogate International Nursery Fair will be combining the last day of its show as both a trade and public open day for the very first time in 2016.

Robert Anslow, managing director, said: “We have been closely monitoring the changing situation of exhibitor participation at shows and how best we can offer the right platform for them to make the most of new opportunities that Harrogate can offer. What has become increasingly apparent is that manufacturers and suppliers want to raise their profiles to consumers and do more direct marketing on a business to consumer basis. We feel the time is now right to offer something new, and with very little in the way of public shows being available in the north east of England, we hope that opening the show to the general public on Tuesday next year will provide opportunities that are not currently available in this area. Also, the timing leads nicely into the start of the Easter holiday break, so for our first trial of a public open day we hope this will encourage parents to attend and enjoy time in Harrogate and the surrounding area”

Whilst the HINF team has listened to its exhibitors, it also understands the importance of looking after the retailers and buyers who attend the show and how best to maintain and encourage more to attend. In November, the team met with a group of independent retailers to ask for their views and opinions about the show and what they would like to see to make it a better visiting experience.

Robert continues: “Naturally, retailers don’t want to compete with the manufacturers and suppliers of the products they sell. Therefore, the public open day will be geared towards product demonstration and promoting brand awareness; plus it will give manufacturers the opportunity to direct consumers to retailers that are located in the north east. It will not be billed as a direct selling event, so stock will not be required in any quantity.”

Harrogate’s trade and consumer day will be widely promoted via all platforms of media in the north of England with new mums able to attend to see the latest new baby products with demonstrations on exhibitors’ stands as well as in a product demonstration arena. The main focus of the public day will be around the safe use of products and we plan to have seminars and demonstrations on subjects relevant to baby care that will be free for all to attend.

SHOW DATES: Sunday 20<sup>th</sup> March 2016- TRADE ONLY

Monday 21<sup>st</sup> March 2016 – TRADE ONLY

Tuesday 22<sup>nd</sup> March 2016- Trade & PUBLIC Open Day

More information about the show, including details about exhibiting and booking forms are available on the website at [www.nurseryfair.com](http://www.nurseryfair.com)

Ends