

Ride the storm with proactive marketing

Companies with a proactive approach to marketing, particularly in the current difficult economic climate, appear to be successfully riding the storm and many are looking forward to increased sales in 2012 having already secured exhibition space at Harrogate Christmas & Gift Fair 2012.

Festive Lights Ltd is a prime example and has not only re-booked for Christmas & Gift 2012, but is also exploring markets further afield having recently returned from the National Hardware Show in the USA. Matt Higginson, sales director, comments: "We launched our new DRi BOX model to the USA market and received tremendous feedback and immediate orders. We also met a successful distribution company which believes our product is a winner, so look forward to volume sales soon."

Harrogate Christmas & Gift is at a prime time of the year for retailers looking for fabulous decorations, gifts and novelties for the winter season and attracts visitors from across the UK and Europe involved in a diverse range of industries from gardening products and accessories to home furnishings, household goods, party products, fancy dress, toys, novelties and licenced goods.

The Volume and Clearance Section, which will be housed at the nearby Majestic Hotel, is hugely popular for those looking to grab a bargain, offering a wide and varied selection of products from toiletries, housewares, stationery, electrical, toys and other essential everyday items.

Simon Anslow, Christmas & Gift organiser, comments; "Companies which attended the show last year were given until the end of May to secure their positions for 2012 and we are delighted with the take up so far by numerous proactive companies including Premier Decorations, Kaemingk, Gisela Graham showing Christmas products; Salco, Hills and Giftworks showing gifts, plus many more.

"Exhibition space is now open to all companies wishing to exhibit at the show and with modernisation and extensions taking place at the Harrogate International Centre, the Christmas & Gift will offer a bigger and better venue than ever before."

Exhibitors at Harrogate Christmas & Gift can also take advantage of free marketing opportunities provided in the show's regular e-bulletin newsletter which goes out to thousands of key buyers and industry contacts. As soon as you have secured your space, you can start promoting new products and lines to you target audience between now and the show.

For more information about booking exhibition space contact the Christmas & Gift team on 01902 882 280 or email: info@harrogatefair.com

ends



Matt Higginson (left)
Sales Director, Festive Lights Ltd