

27 September 2017

## Major brands confirmed for Harrogate

With major international trade shows firmly behind us for 2017, the UK nursery industry is now gearing up for its own home trade event providing an important business platform for spring 2018 – Harrogate International Nursery Fair.

A number of key players in the nursery industry have already fully committed to the show including BabyStyle which has secured a position in Hall G with its full product display and popular socialising area; Hauck which is planning something completely different and exciting next to the Kings Suite; Cheeky Rascals which again will be sponsoring the main Café area; and Peg Perego with its full range displayed in Hall Q.

Also a first for the show will be Bebecar on a new standalone island position in Hall G and UPPAbaby which plans to make two new UK product launches at the show in Hall Q. Other major exhibitors are currently also choosing preferred positions.

Adrian Sneyd, show organiser, comments: “Harrogate is going to be completely different in 2018 with three new halls of the Harrogate International Centre accommodating the show. Although there are fewer halls, the show will still cover a similar sized footprint, but with fewer entrances concentrating visitor flow in a more organised and structured way. This means that every company exhibiting will be prominent to visitors as they walk through the halls.

“Because of the new show layout, exhibitors are unable to book the same stand as last year and are therefore concentrating on choosing new preferred locations. Therefore, I would recommend that any company planning to exhibit next year, not leave it too long to book in order to secure their choice and prime position.”

There are lots of exciting new plans to give Harrogate a real boost for 2018 – so keep watching the website at [www.nurseryfair.com](http://www.nurseryfair.com) for the latest information. The website also details full information about exhibiting and visiting the show which takes place from 25<sup>th</sup> to 27<sup>th</sup> March 2018.

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