

**Source**  
HOME & GIFT



# The gateway to European Retail

4-7 FEB 2024 | NEC BIRMINGHAM

[source-homeandgift.com](https://source-homeandgift.com)

# Source

HOME & GIFT



Europe's newest  
responsible  
sourcing show.





# Welcome to Source Home & Gift

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**Make sure to stay connected!**



@sourcehomeandgift



Source Home & Gift



## Introducing Source Home & Gift

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Source Home & Gift is the only international sourcing show of its kind. We set out to create an event that offers global manufacturers, with sustainable production methods, the opportunity to meet with key retailers, brands and contractors who care about how great products are made. The show brings the entire retail chain together in one exciting destination, NEC Birmingham.



“

Source Home & Gift brings together the best responsible manufacturers at a time when the European buying community are looking to buy better and reignite relationships with manufacturers and suppliers. There has never been a better time to access UK retail and Source Home & Gift is the perfect platform to help you do just that. ”

*Suzanne*

**Suzanne Ellingham,**  
Sourcing Director





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**Who can you expect to meet at Source Home & Gift?**  
Source Home & Gift houses the entire retail decision-making team, under one roof. It is a place where product designers can come to gather inspiration, sourcing directors can discuss supply chain technicalities directly with manufacturers, and technologists can see first-hand the quality of the materials.

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We see lots of high-profile retailers and brands bringing large teams to the show. For Source Home & Gift in September 2023, this included:

**House of Marbles**

Managing Director | Director of Finance | Retail Director | Chairman

**JoJo Maman Bebe**

Head of Buying | Brand Director

**Dunelm**

Buyer x 2 | Junior Buyer Fabric

**Sainsburys**

Sourcing Manager – Home | Assistant Sourcing Manager | Assistant Buyer



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### **Buying Directors**

Buying Directors / Buyers look at the buying strategy and are responsible for point-of-purchase plans.

### **Head of Procurement / Sourcing Directors**

Head of Procurement / Sourcing Directors manage the direct purchase of the goods and finds specific resources at the best prices

### **Responsible/ Ethical Sourcing**

The Responsible / Ethical Sourcing role surrounds auditing suppliers and ensuring there is no slavery in the supply chain.

### **Sustainability Directors**

Sustainability Directors look after the overall environmental imprint of the company with oversight of all operations.

### **Product Design**

Product Designers are often in-house creatives who work alongside buyers to specify the product look.

### **Production Managers**

Production Managers have accountability over new manufacturing partners and ensure production is on time for delivery.

### **Technologists**

Technologists oversee quality control; they ensure products are safe and fit for purpose by checking certifications and testing.

Each one of these job roles will play a key part in the decision-making process, and by building relationships with as many of these titles as possible, you will increase your chances of new business and speed up the sales process.





# Our Visitors

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Source Home & Gift attracts some of the largest UK brands and retailers to the show.





## Why do our visitors attend Source Home & Gift?

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“

We came not knowing what to expect from Source Home & Gift, we have had some great conversations and it makes so much sense for us to come to a UK show and meet our suppliers here. ”

**Kieron Ayres**, Assistant Sourcing Manager from **Sainsbury's**

“

Source Home & Gift is a great chance to meet lots of potential domestic and international suppliers in one place. Early face-to-face interactions with suppliers give you a good opportunity to build trust and rapport before getting into business together. ”

**Mike Dickens**,  
Senior Program Manager, **Amazon**



# A snapshot

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Since our February 2023 show, our visitor registration and attendance numbers have grown significantly:



## +17%

increase on overall  
footfall YOY



## +18%

increase in  
registrations YOY

## 218

exhibitors at  
Source Home & Gift  
February 2023

## 301

exhibitors at  
Source Home & Gift  
September 2023





# Stats from September 2023

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## 4,798

was our total  
footfall number



## 78.5%

of our overall registrations  
came from the UK



## 94.8%

of attendees had either sole  
or joint purchasing power



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**SPRINGFAIR**  
**AUTUMNFAIR**

Source Home & Gift is co-located with Spring Fair, bringing the entire retail supply chain under one roof and creating the “must attend” event for the UK buying community.

**29%** of Autumn Fair registrations in September 2023  
planned on attending Source Home & Gift



## What this means:

- Source Home & Gift is the only international sourcing platform in the UK and is quickly growing in popularity

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- The demand for new suppliers and manufacturers to responsibly source from is huge

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- Source Home & Gift is predicted to grow in visitor numbers by another 25% for February 2024

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- Source Home & Gift attracts a wide variety of UK retailers and brands who are actively looking to source from responsible businesses

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- These attendees are key decision makers with purchasing power, signifying the quality of the Source Home & Gift visitors

“

The show is great, we enjoyed it very much and the quality of visitors is brilliant. The market is new for us but we've met lots of smaller and bigger clients, like a buyer from TK Maxx visited our stand, so its been fantastic!”

Inna Yurchenko, **Tor Glass**

“

The show has been really exciting for us, we have met various visitors, from big distributors with large order quantities to smaller boutiques, and we are definitely looking forward to coming in February!”

Dawn Cabigon, **Fairs & More**



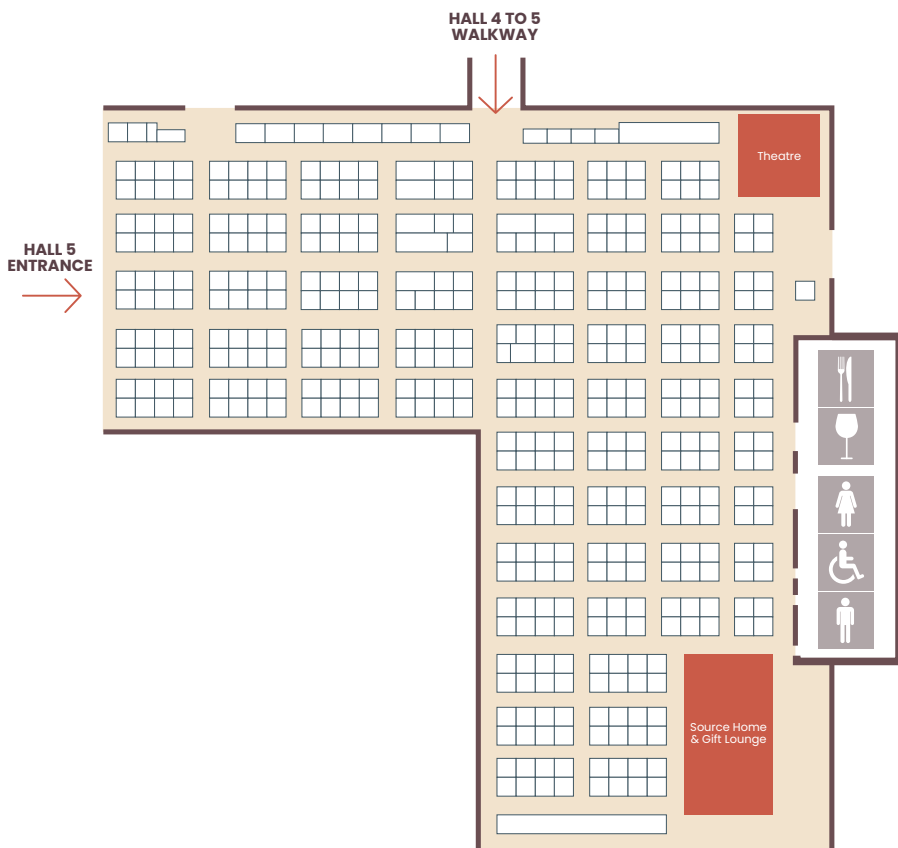






# Floorplan

Join us at the iconic  
NEC Birmingham







## Sectors

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**Source Home & Gift is made up of 9 sectors, all exhibitors are required to have a recent SEDEX audit or alternative recognisable audit institution, to ensure visitors peace of mind that all suppliers have responsibility & transparency at the core of their business model.**

# Source

HOME & GIFT



**Homewares**



**Gifts**



**Stationery & Greetings**



**Toys**



**Beauty & Wellbeing**



**Technology & Services**



**Textiles**



**Packaging**



**Furniture**





# Sponsorship Opportunities

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There is a wide range of different sponsorship opportunities our exhibitors can also take part in at an extra cost, to get involved please speak to your account manager or email **[exhibitor@source-homeandgift.com](mailto:exhibitor@source-homeandgift.com)**

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# Headline Sponsor – £40,000

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## **Pre-event**

Headline Sponsor branding appearing alongside all relevant event promotion in the run-up to the show;

- › Email promotion campaigns
  - › Social Media posts
  - › 1 x solus email welcome to all attendees 1 month before the show
  - › Sponsor interview published on event website, amplified across digital & social feeds
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## **During event**

- › Inclusion in all relevant social media comms during the event
  - › High-level branding at key positions at the venue, including on the theatre stage set
  - › Premium speaking slot on the programme (day 1) & representation on appropriate panel during the show
  - › Premium exhibition space (18 sqm) in a high-traffic area of the exhibition
  - › Sponsored networking drinks at the end of day on the Source Home & Gift stage
  - › Logo branding prominently featured on front cover of show guide
  - › DPS advert in show guide
  - › Enhanced exhibitor listing in the show guide
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## **Post event**

Headline Sponsor branding appearing alongside all relevant post-event comms;

- › Inclusion in Thank You / round up email
- › Social Media post
- › 1 x solus email to all attendees post show



## VIP Buyer Lounge Sponsor – £15,000

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- › Exclusive branding of the VIP lounge, a high-profile feature in the centre of the show for high level buyers
- › High visibility signage within the Lounge, and on all relevant signage at the venue
- › Display furniture made available in the lounge to display sponsor literature
- › Logo branding on all VIP badges given to visitors on arrival
- › Branded coffee cups / holders & coasters
- › Branding on refreshment kiosks
- › Branding on hoardings displayed internally / externally around the perimeter of the lounge
- › 'Happy Hour' drinks reception taking place during one afternoon of the show
- › 5 min welcome address from sponsor
- › Opportunity for sponsor representatives to attend the happy hour drinks, and network with prospective clients

## Sponsored Speaking Slot – £2,500

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- › Opportunity to demonstrate thought leadership & industry expertise
- › Content to be confirmed in collaboration with the Source Home & Gift team
- › 30 mins speaking slot delivered with a client to create a case study format
- › Sponsor branding in the show guide

# Lanyard & Badge Sponsorship – £5,000

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- > Sponsor-branded lanyards given to all visitors during the show
- > Logo branding included on all badges (non-VIP)
- > Optional QR code linking to Sponsor content


## Source Home & Gift show guide advertising

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- > Full Page Advert – **£1,000**
- > Double Page Spread Adverts – **£1,750**
- > Premium Full Page (Inside Front Cover, Inside Back Cover, Outside Back Cover) – **£1,500**
- > Advertorial – **£2,000**







Secure your place at Source Home & Gift  
and get in touch with the team at  
**exhibitor@source-homeandgift.com**  
to talk through your exhibitor options.

