



HITF clears the way with new Clearance Show in Harrogate

Exhibition organisers, HITF Ltd, have announced the launch of a brand new exhibition, **Clearance**, which will take place in Harrogate from 12-14 January 2008. The new exhibition will coincide with their other two highly successful shows in Harrogate in January, **Card & Wrap** and **Christmas & Gift**, and will offer visitors the opportunity to bag a bargain whilst visiting three dedicated events in one place at one time. Strategically positioned early in the year, all three events offer visitors the chance to replenish their shelves after the busy Christmas period with all the must-have, new trend-setting items available – and be one step ahead of their competitors.

The new **Clearance** event will take place at The Cairn Hotel, Harrogate, and offer buyers the opportunity to purchase volume products at discount prices. **Clearance** will offer a broad range of retail consumer products from gifts and toys to homeware and Christmas decorations at highly competitive prices. This is the first dedicated clearance show of its kind to take place in Harrogate.

“What particularly appeals to us about **Clearance**, is that the exhibition overlaps with Christmas & Gift and Card & Wrap”, explains Simon Catz of Amanda Lee Furnishings who has just booked into the event. “Our customers range from pound shops to high street retailers, but we are always exploring new avenues. This exhibition will pull in customers from new sectors which we won’t have tapped into before. The timing of the show, immediately after Christmas and New Year, is ideal. The exhibition is a great kick-start to

the New Year as we like to catch buyers early in the year before they visit Spring Fair and the exhibition will be a great opportunity for customers to informally meet the team here.

“The choice of Harrogate as a venue location is also perfect”, adds Simon Catz. “Centrally positioned in the country, **Clearance** will pull in customers from Scotland, Ireland and also all parts of England as access is so good.”

Denise McCaughtrie of BAI International, another exhibitor, adds “We have been exhibiting at **Christmas & Gift** for many years now and are delighted that the organisers have now made a dedicated show for clearance items. There is great camaraderie in our trade and we have excellent relationships with our competitors. We’ve found it useful to exhibit alongside our competitors because if we don’t have the items a customer wants we will always put them in touch with someone who may have that item. Its what we call Great Customer Service”

Card & Wrap, the completely dedicated greetings card show, will take place at the Old Swan Hotel from 12-14 January 2008 and incorporates greeting cards, gift-wrap, ribbons & bows, gift bags & boxes and plush. The third exhibition in the trio, **Christmas & Gift**, will be held at the Harrogate International Centre and St George Hotel. **Christmas & Gift** will offer the widest choice for Christmas, celebration and gifts – including artificial trees, indoor and outdoor lights, decorations and tinsel, as well as gifts, floral, party, toys, stationery, Halloween, fireworks and books. All three exhibitions are open daily from 9am-6pm.

Companies wishing to exhibit at **Clearance** are encouraged to contact the organisers as soon as possible to avoid disappointment. “Space is being snapped up quickly by companies eager to relieve buyers of their new budgets so early in the year”, said Janet Morley at HITF headquarters.

To book space please telephone: 01932 240130 or email: info@harrogatefair.com.
Alternative visit www.harrogatefair.com for more details.

For more information or electronic images:

Sarah Orton/ Steven Jones

Write Angle Communications (WAC)

T: 0845 370 7037

F: 0845 370 7038

E-Mail: sarah@wac.uk.com

Website: www.harrogatefair.com

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