



## **New ideas at Christmas & Gift Harrogate promises a profitable 2010**

Building on the success of the last show, Harrogate's Christmas & Gift show in January 2010 promises even more for the retailer with a host of imaginative ideas.

Having celebrated its 60th anniversary earlier in the year with parties, competitions and prizes that contributed to the attendance rising from 3051 to 4103; the show is on track to be even more sensational in 2010 with even more initiatives.

The show, which will be held from **Sunday 10th to Wednesday 13th January 2010**, will include several new developments to improve its already unrivalled reputation as the leading dedicated event for the Christmas, festive and allied markets. One major new initiative is a dedicated all inclusive gift hall aimed at innovative gifts suppliers. The flexible and accessible space will lend itself to innovative companies with a wide range of gift products, and the organisers have created this as an easy to exhibit way of attracting gift companies to the show. This great new package is a cost effective way for companies to exhibit at the show. With a choice of six, nine or twelve square metres, the package includes a choice of space, inclusion on the website, a listing in the catalogue and an attractive welcome pack.

Building upon last year's success, business seminars and workshops will once again draw in many visiting retailers with a series of dynamic and informative sessions. Neelam Meetcha from Special Occasions Giftwrap services commented "My gift wrapping demonstrations were well attended and received last year. The ideas are easy to take back to the shop and put into place into the everyday business. In 2010 I plan to come up with some great new ideas to help retailers add further value with their business".

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As well as these superb business opportunities Harrogate is delighted to announce that it will be hosting the new Greatest Christmas Awards which will run alongside the 2010 show. The awards will give recognition to innovative garden centres and will acknowledge their innovation, professionalism and marketing awareness at this key time of year. These awards, which will take place on the Sunday evening of the show, will ensure that such retailers are rightfully recognised for their marketing efforts; and more than being just awards, it will also be a great party.

Mark Brett, marketing director of the Harrogate Christmas & Gift show said “ We were delighted at the success of our 2009 show which celebrated our 60<sup>th</sup> anniversary and are extremely excited about the prospects for our 2010 event with a vast number of new initiatives planned we are confident that it will exceed all expectations”.

For more details regarding Christmas & Gift 2010 visit [www.harrogatefair.com](http://www.harrogatefair.com)

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**For more information contact:**

**Steven Jones/Karen Orton**

**WAC PR & Marketing**

**T: 0845 370 7037**

**F: 0845 370 7038**

**E-Mail: [steven@wac.uk.com](mailto:steven@wac.uk.com)**

**Website: [www.harrogatefair.com](http://www.harrogatefair.com)**