

Glee 2009 Draws Fewer Exhibitors, Visitors

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Glee 2009, a pet, garden and leisure industries trade show held Sept. 20 to 22 in Birmingham, England, was a scaled down version of the previous year's exhibition. The 34th annual Glee 2009 show drew 650 exhibitors compared to 1,400 exhibitors in 2008.

The number of Glee 2009 visitors, including buying groups, landscapers and pet and garden retailers, also was down. Glee 2009 attracted more than 14,500 visitors compared to more than 18,000 in 2008.

"Visitor numbers were a little lower than last year, but [that] may be no surprise as it was a smaller show," said Daniel Thurlow, Glee 2009 show director. "There's been consolidation in the market and the trading climate has been tough."

According to Thurlow, the Glee 2009 show's smaller footprint positively impacted exhibitors and visitors. "Many exhibitors have told us that they wrote more business at Glee than at any other trade show in the last three years," Thurlow said. "Visitors commented that they felt less rushed, allowing them to spend quality time on the stands."

New this year was the "Innovators Zone," which showcased grassroots design ideas and new garden and pet care products. According to Glee 2009 organizers, 50 exhibitors took part in the Innovators Zone showcase.

"It was a new idea and the response was beyond our expectations," Thurlow said. "We're delighted with the reaction and will certainly be developing this idea for Glee 2010."

The organization scheduled Glee 2010 for Sept. 20-22 in the United Kingdom. It expects to announce details in the coming months.