



10 - 12 MAY 2021
givingliving.co.uk

GIFT | COAST | HOME

PRESS RELEASE Friday 12th March 2021

BEGINS:

Giving & Living 2021 goes online!

The normally Exeter based Gift, Coast and Home trade show is going online! Originally due to take place in January, and then moved to May, unfortunately it cannot take place physically this year due to the staged plan to exit lockdown.

"We're disappointed not to be able to hold the show face to face" commented Jennifer Trotman, Marketing Manager of Hale Events, the show's organisers. "But we're delighted, that this May, we will be able to present the exhibitors and all their new product ranges to even more buyers than usual!"

"Normally most of our show visitors are from the South West, so for us to be able to promote Giving & Living Online to buyers nationwide, gives exhibitors access to new markets, and enables buyers from all over the UK to attend and browse and meet new suppliers."

Hale Events have teamed up with experienced giftware magazine editor and PR consultant Charlotte Cowell along with technology experts Denre to deliver this new three day online show. Giving & Living Online will take place from 10th-12th May, the dates on which the physical show would have taken place. The online show will be subsidised for exhibitors for this edition only, providing them with a much needed route to market.

Mike Anderson, Hale Events MD said *"This year it's new, so we are subsidising the cost to take part. It's important to us that this event is successful for clients; most of whom have had their trade severely restricted over the last 12 months. We are keeping the cost to a minimum, while we plan for our physical show in January 2022"*.

Giving & Living Online will be free to attend for buyers, who will have the opportunity to browse through a curated range of companies, discover their products, download catalogues, view videos about them, as well as set up meetings, both live text chat and video, with exhibitors. There will also be some additional content from organisations like the Giftware Association, but this event will be product focussed and strongly image led.

Now that Giving & Living is Online, with no-one needing to travel to exhibit or visit, the show is opened up to a far wider audience, rather than being a regional show.

"Of course we can't wait for next January 16-18, to see everyone face to face again in Exeter, but we see this edition of the show as a complementary opportunity and reflective of not only the extraordinary period we have all been through, but also as a permanent addition to our physical events." added Jennifer.

For more information, to book space, or register to attend, please call Hale Events on 01934 733433.

ENDS

Hale Events Ltd
Premier House
Old Church Road
Axbridge
Somerset
BS26 2BQ
Tel: 01934 733433
Email: mail@hale-events.com