



reed gift fairs

A WORLD OF INSPIRATION

WHY REED GIFT FAIRS

Reed Gift Fairs is the largest and most successful trade show in Australia, attracting the highest visitation of quality buyers and wholesalers across Gift, Homewares, Fashion, and Kids and Toys categories for over 50 years.

Our visitors and exhibitors trust Reed Gift Fairs to connect them with the people that matter, raise their brand profile, form enduring industry relationships and cement current and future business success.

THE BUYERS

Reed Gift Fairs attracts over 42,466* visitors.

2019 VISITATION

Retail Quarter Melbourne	4,714
Reed Gift Fairs Sydney	14,242
Reed Gift Fairs Melbourne	18,353
Retail Quarter Sydney	5,157

	GFMA	GFSF	RQM	RQS
Job Function				
Director/Owner/Partner	60%	60%	63%	61%
Key Buyers	26%	24%	27%	23%
Sales/Marketing	9%	5%	9%	10%
Nature of Business				
Retailer	82%	51%	69%	61%
Interior Designer/Stylist	8%	12%	8%	12%
Hospitality/Venue/Attraction	5%	4%	6%	8%
Pharmacy	5%	3%	2%	3%
Main product categories				
Home	60%	63%	70%	66%
Surprise & Delight	45%	45%	45%	43%
Kids & Family	24%	23%	28%	24%
Fashion	38%	40%	50%	44%
Travel & Tech	18%	19%	28%	28%

2020 REED GIFT FAIRS

Retail Quarter Melbourne

1-4 February 2020
MCEC Melbourne

**One badge. One venue.
Two events**

**FRONT
LINE
STORES**

Reed Gift Fairs Sydney

22-25 February 2020
ICC Sydney

**One badge. One venue.
Two events.**

**life
instyle.**

Reed Gift Fairs Melbourne

1-5 August 2020
MCEC Melbourne

Retail Quarter Sydney

12-15 September 2020
ICC Sydney

OUR UNIVERSE



19,000
Instagram followers



21,000
Facebook likes



91,197
Email database



233,332
Website users

CONTACT

To exhibit with us in 2020, contact Leah Ramage at
02 9422 8819 or leah.ramage@reedexpo.com.au

reedgiftfairs.com.au