



# Outdoor Living and Wellness Expo

**21 – 22 NOVEMBER 2023 | ExCeL LONDON**

**THE EXCITING TRADE EVENT FOR GARDEN DESIGNERS, DESIGN AND BUILD LANDSCAPERS AND DOMESTIC LANDSCAPERS, WITH LIVE DEBATES AND A FANTASTIC VARIETY OF EXHIBITORS.**

**CO-LOCATED WITH FUTURESCAPE, EQUIPMENT EXPO AND PUBLIC SPACES EXPO**

# WELCOME

Welcome to the brand-new Outdoor Living and Wellness Expo, co-located with FutureScape for 2023. The Outdoor Living and Wellness Expo is for designers, design and build landscapers and domestic landscapers looking to source new added value products and innovations from suppliers to the UK landscaping sector.

The Outdoor Living and Wellness Expo will have a full seminar and live debate programme focusing on the finishing touches for any landscaping project in the domestic market, including;

Garden  
Furniture

Shading

Outdoor Living  
Accessories

Barbecues

Garden  
Decoration

Garden Leisure  
Buildings

Outdoor  
Heating

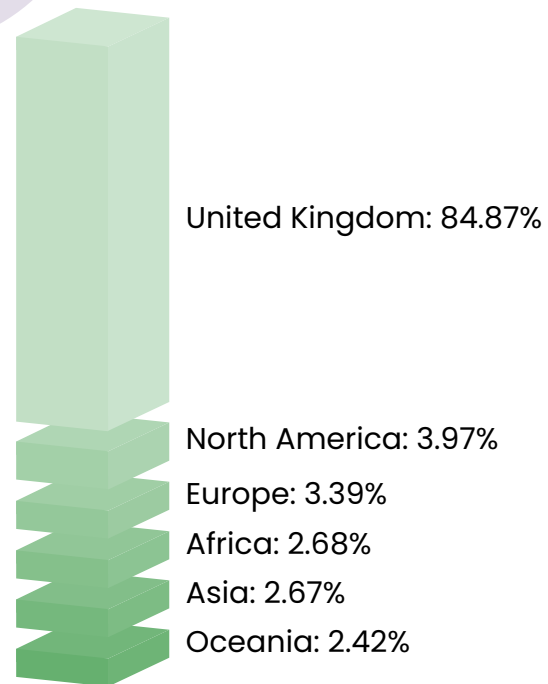
Outdoor  
Health/Fitness

Outdoor  
Entertainment

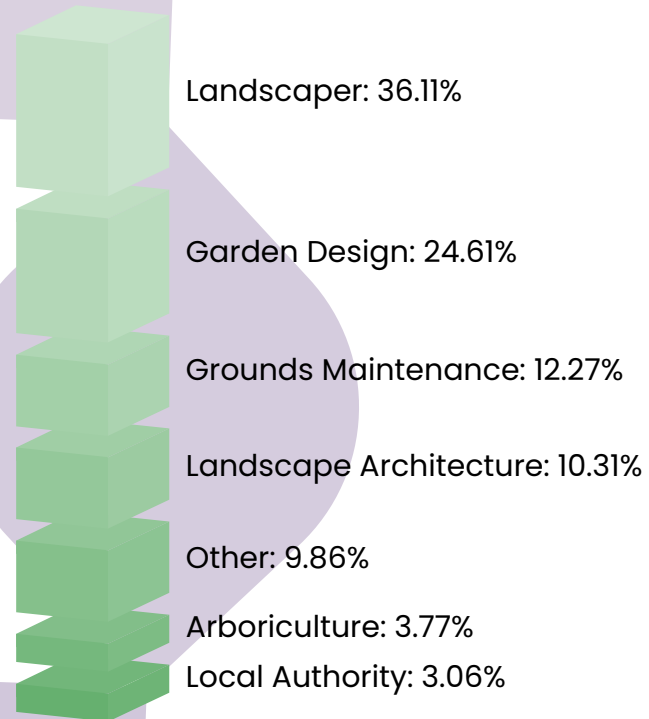
# VISITORS

The show attracts visitors from across the UK, and internationally.

## Visitor geographic location



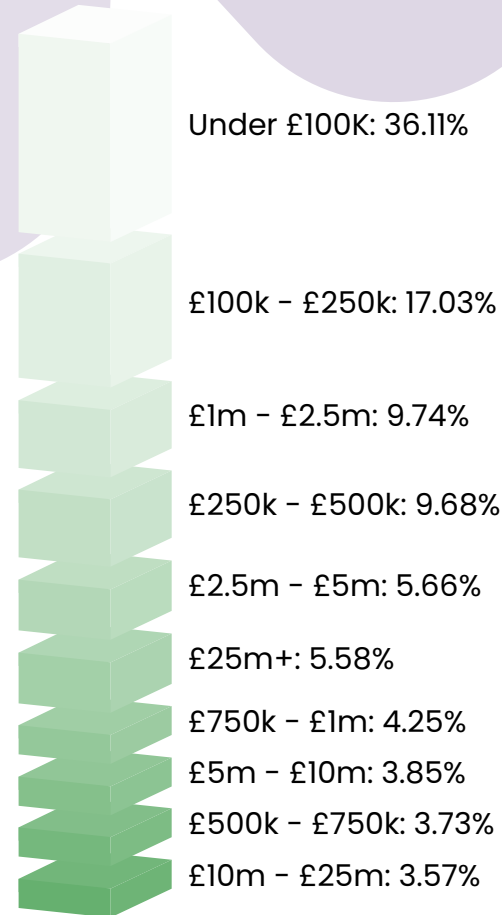
## Visitor main activity type



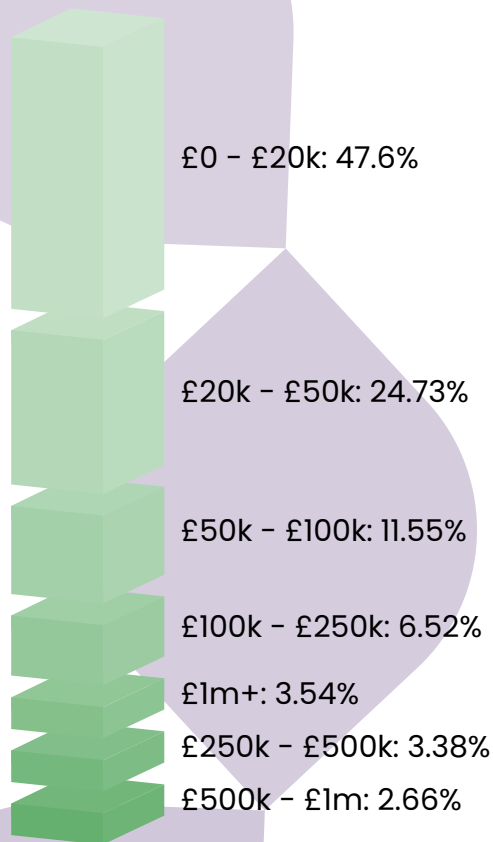
# VISITORS

Outdoor Living and Wellness Expo's audience is made up of all sized businesses within the sector, from single person entities to workforces of over 100 people. Outdoor Living and Wellness Expo and FutureScape visitors work on all sizes of projects, from smaller budgets to multi-million pound schemes.

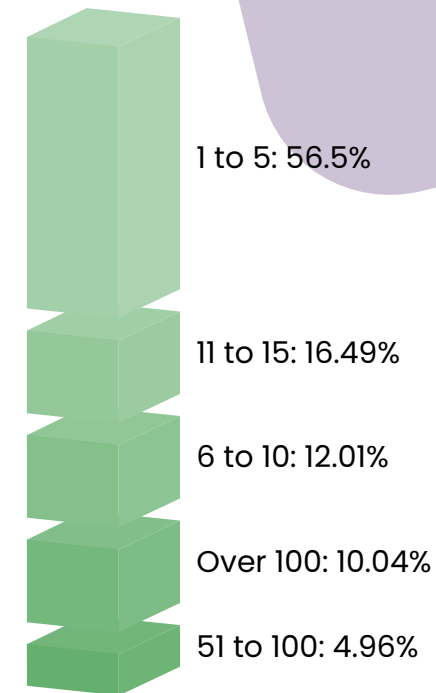
## Visitor turnover breakdown



## Visitor average project size



## Visitor workforce



# INDUSTRY PARTNERS: THE TRADE ASSOCIATIONS

The Outdoor Living and Wellness Expo team has always had close relationships with the UK's landscaping trade membership bodies, and appreciates the work these associations do for the sector. Membership of these associations, and its correlation to the visitor numbers at FutureScape, reflects the high calibre of audience that FutureScape attracts.

Association  
of Professional  
Landscapers  
c. 2,000 members



The APL represents small-to-medium sized landscapers that specialise in domestic garden builds.  
[landscaper.org.uk](http://landscaper.org.uk)

British  
Association  
of Landscape  
Industries  
c. 6,000 members



BALI represents the medium-to-large domestic and commercial landscape contractors, and has a small delegate of garden designers and affiliate members.  
[bali.org.uk](http://bali.org.uk)

Society of  
Garden Designers  
c. 2,000 members



The SGD represents the UK's garden design sector, from those that design domestic gardens to those involved with public spaces and show gardens.  
[sgd.org.uk](http://sgd.org.uk)



# STAND PRICES

21 – 22 November 2023  
ExCeL London

## Standard stand

£360 per m<sup>2</sup> (space only)

£385 per m<sup>2</sup> (shell scheme)

## Premium stand

Space only builds

£375 per m<sup>2</sup>

Minimum 18m<sup>2</sup> booking required for all space only stands. Space only stands are subject to planning and design approval by our operations department one month prior to the show taking place.

# ExCeL LONDON

## **Accessibility**

**Road:** Situated within London's Ultra Low Emission Zone (ULEZ), ExCeL is accessible via the M11, the North Circular or the A13.

**Rail:** The Docklands Light Railway (DLR) stations Custom House and Prince Regent are on the campus of the venue. Trains pull up at covered walkways leaving visitors with less than a two minute walk to the entrance.

**Underground:** With multiple routes via the Elizabeth, DLR and Jubilee lines, visitors can reach the venue in approximately 30 minutes from Waterloo, King's Cross St Pancras or Victoria, or in under 90 minutes from Heathrow.

**Air:** With direct lines to London City Airport, and quick, direct routes out of London to Gatwick Airport, Heathrow Airport, Stansted Airport, Luton Airport and Southend Airport, Outdoor Living and Wellness Expo's new London venue opens up an international visitor market.



# WHAT OUR VISITORS AND EXHIBITORS SAY

What I've particularly enjoyed about FutureScape 2022 is as well as dealing with installers and designers, it's a good chance for us to speak to many other companies in the same space that we can potentially partner up with and see how we can help each other.

**George Palmer, Marshalls**

The best exhibition to date. It was so good, we came back for day two.

**Lee Bestall**

There was a huge amount of energy at the event, despite all of the challenges going on. A great event, once again, bringing the Industry together and creating hope and collaboration.

**Chris Bridgman, Bridgman Landscapes**

It's really nice to actually meet the people I'm doing business with and then you can also see new products whilst I'm browsing around - and that's really important.

**Helen Elks-Smith, Garden Designer**

The Adtrak team has exhibited at FutureScape for the last five years, we tend to meet a lot of our suppliers and customers as well as getting to meet lots of new people.

**Ben Shaw, Adtrak**

There's so much great content here - meeting suppliers, getting to touch and feel products - it really is a highlight for us. I've got the team here - it's invaluable and we love it.

**Jake Catling, The Landscape Consultants**

We and the lads took a well-deserved couple of days off to attend FutureScape. Lots of connections made with new suppliers and plenty of new ideas. Teamwork makes dreamwork!

**Rhino Landscaping**

What an amazing day we had yesterday at FutureScape. We got to meet and greet a lot of new faces, new suppliers, new products.

**365 Landscaping**



# CONTACT



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