



Penshurst Place
Nr Tonbridge
29 April - 1 May 2023



Stonor Park
Henley-On-Thames
25 - 28 August 2023

 HENLEY
CHRISTMAS
FAIR 

Stonor Park
Henley-On-Thames
25 - 28 November 2023

Delivering a combined annual audience of over 30,000 affluent buyers

EXHIBITOR PACK 2023

www.ichfevents.co.uk



@countrycraftshows





11k+
visitors

Penshurst Place
29 April - 1 May 2023



14k+
visitors

Stonor Park
25 - 28 August 2023



6k+
visitors

Stonor Park
25 - 28 November 2023



OUTDOOR SHOW FEATURES FOR 2023*



LASER CLAY
SHOOTING



SWINGBOATS
& CAROUSEL



FALCONRY
DISPLAY



CRAFT
DEMOS



CREATIVE
WORKSHOPS

* features subject to change and only available at Penshurst Place (spring) and Stonor Park (summer)

DISCOVER OUR SHOWS

Celebrating the very best of British craft, visitors can shop for quality products and artisan food and drink in our beautiful countryside settings, whilst enjoying an abundance of family fun and entertainment.

We are proud of the shows' rich heritage, and to be involved in supporting both upcoming and established local businesses in Kent and Oxfordshire over the last 36+ years.

80%
rebooking
rate

Over 80%
exhibitor
repeat
booking
rate year
on year



5 REASONS TO EXHIBIT

1. Generate leads - target potential buyers and close sales

2. Network with new and existing customers

3. Build client database

4. Promote your online sales platforms

5. Benefit from our extensive marketing campaigns

PROMOTE YOUR PRODUCTS

- ★ HOMEWARE & LIVING DÉCOR ★
- ★ OUTDOOR & GARDEN ★
- ★ FASHION & ACCESSORIES ★
- ★ HEALTH, WELLNESS & RELAXATION ★
- ★ JEWELLERY & ACCESSORIES ★
- ★ ART & PHOTOGRAPHY ★
- ★ FOOD & DRINK HALL ★



HOW DO WE ATTRACT OUR VISITORS?

Leaflet

Distributed to prospective customers both locally and regionally through targetted door-to-door mailout campaigns. Also displayed in leaflet racks (hotels, shopping centres, TIC's, garden centres, theatres, pubs etc)

Social Platforms

Regular Facebook and Instagram page engagement through posts and shares, including exhibitor products. Continued platform growth and reach through paid-for campaigns and competition giveaways. Working with local and regional bloggers/ influencers with a large following.

Social Media Advertising

Targeted campaigns reaching up to 250k people with a keen interest in outdoors, crafts, fair, shopping and handmade crafts or lifestyle.

E-newsletters

Regular emails (database of 55,000+) with all the latest show news and updates.

Print Advertising

Local and regional newspapers and magazines, home & lifestyle titles, family publications (outdoor shows).

Outdoor Media

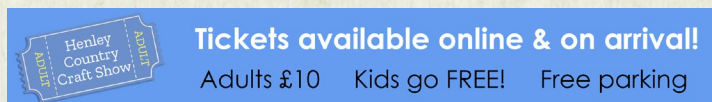
High impact road signage. B2B poster mailouts.

Website

Dedicated web pages with engaging content and effective calls to action. Stallholders page listing all exhibitors and their web addresses.

PR

Press releases. Reactive to PR opportunities e.g. Ch4 filmed at the Henley Country Craft Show 22.



EXHIBITORS TESTIMONIALS

"I would just like to thank you and your team for a great show. Our sales exceeded our expectations with new clients and our existing clients delighted with our range of jewellery and very positive about the show in general." Simon Kemp Jewellers

"I have been doing the shows at Penshurst Place since they started and at each show I have done tremendously well. The show in 2022 proved to be the best show I have ever done there. Now the shows are back being run by the family I would fully recommend genuine crafters to think about participating." Peter Hodson Artist

"The Weald of Kent Country Craft Show was my first event of this kind. I was delighted with how many sales I made. I think my customers liked that my jewellery is different to that you'd find on the high street, but also quite affordable. The show was organised fantastically well and I couldn't have been happier. I've already booked both outdoor shows for 2023." Aurora Jewellery

"Thank you for such brilliant organisation. The set up day was flawless and you brought in a large number of interested visitors and managed very orderly three days. I look forward to the 2023 shows, which I have pre-booked already." Coban Rugs

VISITOR STATS

Over 30,000 annual visitors

Primary audiences:

Outdoor shows: Affluent families, over 55+ years

Xmas Fair: Ladies who lunch/ Empty nesters

70% ABC1 Social Class

£92 average spend per head

8/10 visitors would recommend the shows

75% returning visitors



STALL COSTS & SIZES

	2.5 x 2m	3 x 2m	3.5 x 2m	Corner	Chalet single* 3 x 2.5m	Chalet double* 6 x 2.5m
Weald of Kent Country Craft Show (3 day show, outdoor marquees)	£385	£459	£535	+18%	n/a	n/a
Henley Country Craft Show (4 day show, outdoor marquees)	£395	£472	£550	+18%	n/a	n/a
Henley Christmas Fair (4 day show, heated & wooden floored marquee)	£700	£840	£980	+18%	£900	£1200

* wooden chalets are situated along the driveway of Stonor Park, guaranteed to promote your products or food and drink in a prime position (see image below)

FURNITURE, ELECTRICALS & ACCOMMODATION

You can hire furniture such as a chair or a 6ft table ranging from just £8.50 to £21.00

Electrical sockets (500w or 1000w) can be hired with prices ranging from £75 to £95

For our outdoor shows, you can also book an onsite camping/ caravan pitch which includes use of a luxury shower block:

£50 for 3 nights at the Weald of Kent Country Craft Show

£60 for 4 nights at the Henley Country Craft Show



All prices excl. VAT

ICHF'S 2023 CALENDAR

SHOW	VENUE	LOCATION	2023 DATE
CHSI STITCHES	NEC	BIRMINGHAM	19 - 20 February
CREATIVE CRAFT SHOW & SCOTTISH QUILTING SHOW	SEC	GLASGOW	2 - 4 March
CREATIVE CRAFT SHOW & SEWING FOR PLEASURE Featuring FASHION & EMBROIDERY	NEC	BIRMINGHAM	16 - 19 March
WEALD OF KENT COUNTRY CRAFT SHOW	PENSHURST PLACE	NR. TONBRIDGE	29 April - 1 May
NEW - MAKERS CENTRAL	NEC	BIRMINGHAM	6 May - 7 May
CREATIVE CRAFT SHOW	NEC	BIRMINGHAM	23 - 25 June
HENLEY COUNTRY CRAFT SHOW	STONOR PARK	HENLEY-ON-THAMES	25 - 28 August
CREATIVE CRAFT SHOW	FARNBOROUGH INTERNATIONAL	FARNBOROUGH	1 - 3 September
CREATIVE CRAFT SHOW	WESTPOINT	EXETER	21 - 23 September
CREATIVE CRAFT SHOW & CRAFTS FOR CHRISTMAS	SEC	GLASGOW	26 - 29 October
CREATIVE CRAFT SHOW & SIMPLY CHRISTMAS	NEC	BIRMINGHAM	2 - 5 November
CAKE INTERNATIONAL & BAKE INTERNATIONAL	NEC	BIRMINGHAM	3 - 5 November
HENLEY CHRISTMAS FAIR	STONOR PARK	HENLEY-ON-THAMES	23 - 26 November

CONTACT US

To book a stand or find out more about our events and opportunities, please get in touch!

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ICHF Events

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