

# EXHIBITOR PACK 2025

— THE —  
CREATIVE  
**CRAFT**  
SHOW

  
The **Scottish**  
**Quilting** Show

 **Fashion &**  
**Embroidery**

**Simply**  
**Christmas**  
  
THE CRAFTY CHRISTMAS SHOW

THE  
**Stitching**  
SHOW

**Sewing**  
for  
**Pleasure** 

**CRAFTING**  
**LIVE**  










## DISCOVER OUR SHOWS

A favourite with visitors and exhibitors alike, there is a reason why ICHF Events have been the nations favourite hobby and lifestyle event organiser since 1976. We have a portfolio of 9 different craft events with the following tailored to specifically to creatives:

### — THE — CREATIVE CRAFT SHOW

A crafters' dream stocking aisles and aisles of mixed craft supplies



A brand new stitching element to the shows engaging with soft craft enthusiasts



Taking place at our biggest NEC shows, this event is a stitchers paradise



For textile art enthusiasts, this show takes place alongside Sewing for Pleasure in March



Scotland's biggest and best quilting show. Visitors travel for miles to stock up on quilting fabric and accessories.



75%  
REBOOKING  
RATE

Over 75%  
exhibitor repeat  
booking rate  
year on year



## AUDIENCE PROFILE\*



97% Female



54 average age



£174 average spend

## MARKETING REACH



187k email database



45k Facebook followers



87k Instagram followers

10%  
increase  
on 2024

\*CCS visitor survey – November 2022

Follow us:

@creativecraftshowofficial @thestitchingshows

## 5 REASONS TO EXHIBIT

Benefit from our extensive marketing campaigns

Generate leads, target potential buyers and close sales

Network with new and existing customers

Promote your online sales platforms

ICHF events are the market leaders, and a friendly family run business - trusted since 1976





# HOW DO WE ATTRACT OUR VISITORS?



## Leaflet Distribution

We strategically distribute eye-catching leaflets directly to potential customers, targeting both local and regional audiences through door-to-door mailouts. Our leaflets are also displayed in high-traffic areas such as hotels, shopping centres, tourist information centres, garden centres, theatres, and pubs—ensuring maximum visibility for your brand.

## Social Media Platforms

Engage with a growing community on Facebook and Instagram, where we regularly showcase exhibitor products, post engaging content, and host giveaways. We partner with local influencers and bloggers, expanding our reach to new audiences, especially those aged 25-50, including a rising interest among male crafters.

## Digital Advertising

Our targeted digital ads hit the right audience on both local and regional platforms, as well as top crafting websites. This includes web banners, email campaigns, listings, social media posts, and collaborations with craft-related third-party advertisers—maximizing visibility for your brand.

## Website

Our dedicated event website features engaging content and strong calls to action, driving traffic and boosting interest in the show. Exhibitors are prominently listed with direct links to their own websites, giving your brand extra exposure.

## PR Exposure

We actively pursue PR opportunities to boost event coverage. Recent features include BBC coverage at Birmingham NEC in March. Our PR agency, One Voice, ensures your brand has access to top-tier press coverage and media exposure.

## Social Media Advertising

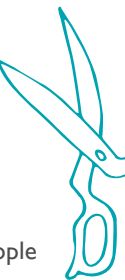
Our social media agency, Sweet Gen, runs targeted ad campaigns, reaching up to 600,000 people with a passion for crafting. This allows us to expand your visibility to the right audience at the right time.

## E-Newsletters

Our database of over 180,000 subscribers receives regular updates on show news, exhibitors, and exclusive offers, driving ongoing interest and ticket sales.

## Print Advertising

We maintain a presence in local and regional newspapers, as well as niche craft magazines, ensuring your brand is featured in print publications where craft enthusiasts are most likely to see it.





# LET'S GROW TOGETHER!



At The Creative Craft Show, we believe in the power of partnership. As a small family-run business with a reputation for being the friendliest craft show around, we're committed to helping our exhibitors succeed. We take pride in working closely with you to make each event bigger, better, and more successful than the last. By working with us, you're not just booking a stand—you're joining a community that's here to support your business every step of the way.

We're growing fast, with attendance up 10% year-on-year at our shows. But we know we can go even further—together! You can help us grow by partnering with us to run competitions and giveaways—we'll provide the free tickets. Plus, sharing our exhibitor graphics on your social media and email platforms will help spread the word, driving more customers to both your stand and our shows.

With your help, we can make 2025 our best year yet. Here's a look at the growing attendance figures for our upcoming shows (10% up year-on-year):

- **The Creative Craft Show & The Scottish Quilting Show**, Glasgow SEC, 6-8 March 2025: **12,000 attendees**
- **The Creative Craft Show, Sewing for Pleasure, Fashion & Embroidery**, Birmingham NEC, 13-16 March 2025: **24,000 attendees**
- **The Creative Craft Show & The Stitching Show**, Farnborough International, 4-6 September 2025: **11,000 attendees**
- **The Creative Craft Show & The Stitching Show**, Exeter Westpoint, 25-27 September 2025: **11,000 attendees**
- **The Creative Craft Show, The Stitching Show & Simply Christmas**, Glasgow SEC, 23-26 October 2025: **15,000 attendees**
- **The Creative Craft Show, Sewing for Pleasure Winter Edition, Simply Christmas, Cake International & Bake International**, Birmingham NEC, 30 October-2 November 2025: **38,000 attendees**

By teaming up, we can make these events even more exciting, driving traffic, engagement, and most importantly, sales! Let's grow together and make 2025 an unforgettable year for your business and ours!





## The Business Boost: ELEVATE YOUR BRAND IN 2025!

Boost your visibility, sales, and brand growth with our exclusive “Business Boost” promotional packages!

Whether you want to engage with our 100,000 social media followers, feature in dedicated email campaigns to 90,000 subscribers, or showcase your brand on prominent graphic panels at our shows, there's an option for every business. You can even take over our social media for 15 minutes during the show to directly promote your stand and products.

Maximize exposure across all 11 shows, reaching over 500,000 potential customers. This is your opportunity to stand out and make 2025 your most successful year yet! Enquire with your booking.



## LIGHT UP Your Space!

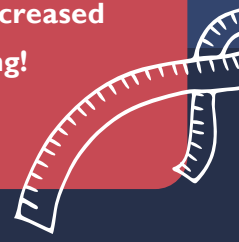
Every stand comes with carpet and walling, but the most successful exhibitors go above and beyond with enhanced lighting and decor to truly stand out. As illustrated, lighting and decorative touches draw more visitors and keep them engaged longer, driving higher sales.

Our electric packages include sockets from 500w to 3kw ideal for powering everything from tills, laptops, and sewing machines to travel irons and laminators. We also offer packages combining sockets and spotlights or LED strip lights for savings — our most popular choice for new exhibitors. We have packages to suit every budget.

Additionally, furniture options like chairs and 6ft tables are available. Plan ahead as last-minute orders come with increased costs. Full ordering details are included with your booking!



Lighting  
makes your  
product  
colours pop!





# STAND COSTS AND PRICES



SPRING	GLASGOW 6 - 8 March 2025		BIRMINGHAM 13 - 16 March 2025		NEW TO ICHF  See page 8 for more info		SURREY HALL, SANDOWN 28 Feb - 1 March 2025		LAZARUS HALL, DONCASTER 12 - 13 July 2025	
	Standard Unit	Corner Unit	Standard Unit	Corner Unit			Standard Unit	Corner Unit	Standard Unit	Corner Unit
	Price per m²	£175	£195	£240			£265	Price per m²	£115	£130

AUTUMN	FARNBOROUGH 4 - 6 September 2025		EXETER 25 - 27 September 2025		GLASGOW 23 - 26 October 2025		BIRMINGHAM 30 Oct - 2 Nov 2025		
	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	
	Price per m²	£175	£195	£175	£195	£175	£195	£240	

(All prices are subject to VAT)

Book multiple events and **SAVE, SAVE, SAVE!**

Our repeat booking rate is over **70%** with exhibitors coming back to us year on year, so why not take advantage of our multi-show discounts

2 Shows

Save  
7.5%

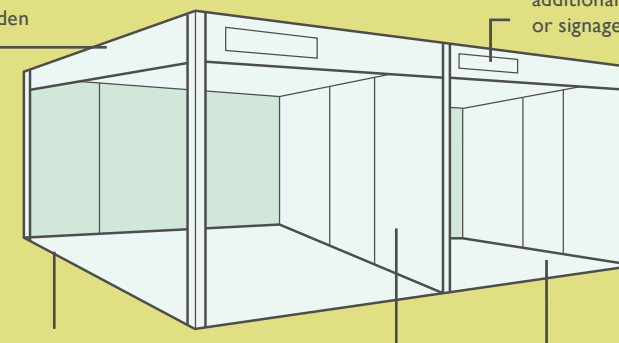
4 Shows

Save  
10%

6 Shows

Save  
18%

Painted wooden panels



Standard corners left open but up to 1/2 length of the end can be enclosed

Walls are black hessian (fixing of goods by velcro, fastener or small pins – available on site)

Cord carpet (aisles in contrasting colour)

Nameboard: black letters on white background. No additional company logos or signage permitted.

For more information or to book your stand, contact:

[sales@ichf.co.uk](mailto:sales@ichf.co.uk)





NEW  
TO  
ICHF

# CRAFTING LIVE



We are proud to announce that we have added the **Crafting Live** portfolio to our calendar of events. Exhibitors can now book the Sandown and Doncaster shows via us.

## Show Dates

- **Crafting Live, Surrey Hall, Sandown, 28 Feb – 1 March 2025**
- **Crafting Live, Lazarus Hall, Doncaster, 12 - 13 July 2025**

Sandown and Doncaster are £115 per sqm standard and £130 per sqm corner

Contact [sales@ichf.co.uk](mailto:sales@ichf.co.uk) for more information





## EXHIBIT AT THE UK'S TRADE SHOW FOR THE CREATIVE CRAFT INDUSTRY

### What is CHSi STITCHES?

For over 40 years, **CHSi Stitches** has occupied an unrivalled position in the UK as the meeting point for world leading suppliers and industry buyers.

### Why exhibit?

The UK craft industry consists of 19.6million crafters with a further potential 7.9 million, with the industry seeing considerable growth over the past few years.

CHSi Stitches brings together purchase ready buyers from high street retailers, department stores, independents, multiples, online retailers and garden centres.

### Who are the buyers?

As the leading event in the industry calendar, CHSi Stitches attracts the largest number of UK craft industry buyers from leading retailers and independent business owners.



### IN NUMBERS

**A quarter of visitors have a budget upwards of £150k**

**81% of buyers are looking for sewing related products**

**67% of buyers are looking for papercraft products**

### Exhibiting Options



#### Shell scheme -

#### Your complete exhibiting solution

This stand will include wall panels, a fascia name board and carpet. Any extra features such as electrics, wifi and furniture will need to be arranged separately with the official contractors.

**Prices start from £250 per m2.**



#### Space only - Custom build your stand

This stand will include floor space only (no carpet). You will need to use your own suppliers to arrange for the construction of your own unique stand.

**Prices start from £220 per m2.**



# JOIN US ACROSS THE UK IN 2025



Surrey Hall, Sandown,  
28 Feb - 1 March 2025

— THE —  
CREATIVE  
**CRAFT**  
SHOW

SEC Hall 4, Glasgow,  
6 - 8 March 2025

  
The Scottish  
**Quilting** Show

SEC Hall 4, Glasgow,  
6 - 8 March 2025

Sewing  
for  
**Pleasure**   
Featuring  
 **Fashion & Embroidery**

NEC Hall 20, Birmingham,  
13 - 16 March 2025

— THE —  
CREATIVE  
**CRAFT**  
SHOW

NEC Hall 19, Birmingham,  
13 - 16 March 2025



Penshurst Place, Tonbridge,  
3 - 5 May 2025



NEC Hall 2, Birmingham,  
17 - 18 May 2025



Lazarus Hall, Doncaster,  
12 - 13 July 2025



Stonor Park, Henley-on-Thames,  
22 - 25 August 2025



Farnborough International  
Hall 1.2 & 1.3, Farnborough,  
4 - 6 September 2025



Westpoint, Exeter,  
25 - 27 September 2025



SEC Hall 4, Glasgow,  
23 - 26 October 2025

— THE —  
CREATIVE  
**CRAFT**  
SHOW

NEC Hall 20, Birmingham,  
30 Oct - 2 Nov 2025

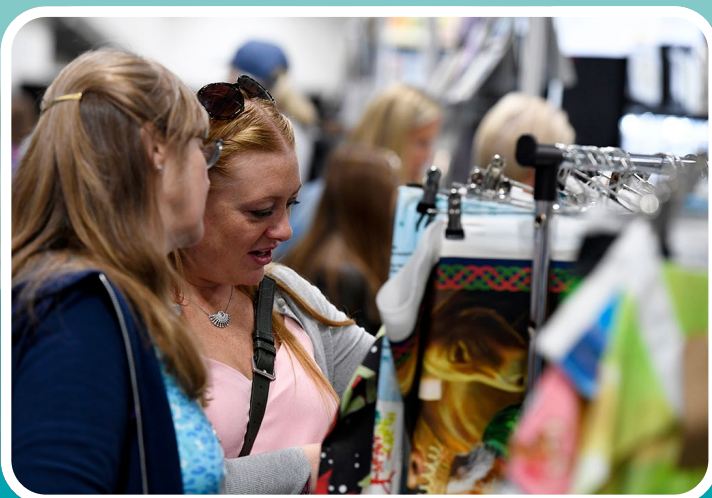
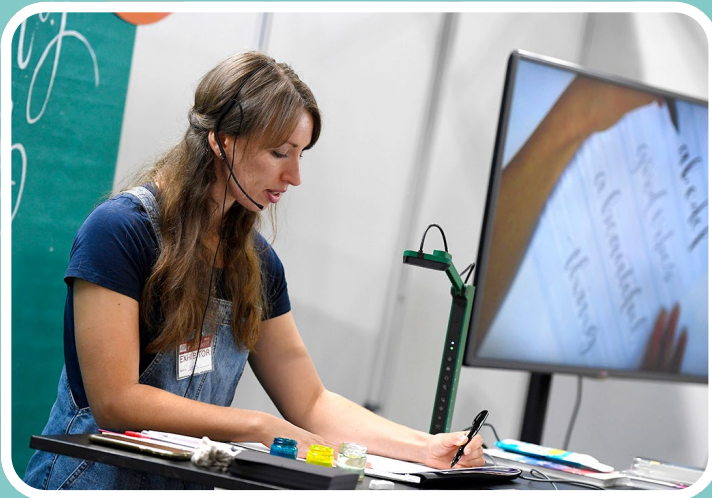


NEC Hall 19, Birmingham,  
30 Oct - 2 Nov 2025



NEC Halls 17 & 18, Birmingham,  
31 Oct - 2 Nov 2025







# **ICHF** Events

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