

EXHIBITOR PACK 2024

— THE —  
CREATIVE  
**CRAFT**  
SHOW

  
The Scottish  
Quilting Show

Simply  
Christmas  
  
THE CRAFTY CHRISTMAS SHOW

Sewing  
for  
Pleasure 

 Fashion &  
Embroidery



## 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 with everything from Sewing and stitching to papercraft, jewellery, yarn, resin and more.

### Sewing for Pleasure



Fashion &  
Embroidery

Going from strength to strength. Sewing for Pleasure is the ultimate stitchers' paradise containing everything customers need from knitting, patchwork, sewing, dress making, embellishments and more. **Fashion & Embroidery** can be found alongside Sewing for Pleasure in March which hosts the famous Maderia threads competition.

### The Scottish Quilting Show

Scotland's biggest and best quilting show. This show features the popular Scottish Quilting Competition with huge prizes to be won. 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\*



98% Female



59 average age



£163 average spend

## MARKETING REACH



180k email database



43k Facebook followers



87k Instagram followers

\*CCS visitor survey – November 2022

## 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

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

## Social Media 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 run by our social agency Sweet Gen reaching up to 600k people with a keen interest in crafting.

## E-Newsletters

Regular emails (database of 180,000+) with all the latest show news and updates.

## Print Advertising

Local and regional newspapers and magazines, craft magazines

## Digital Advertising

Local and regional digital advertising, targeted craft titles including: web banners, listings, adverts, email inclusion, solus emails, blogs, competitions, social posts, third party social ads.

## 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. BBC filmed at Birmingham NEC in March 2022. Run by our PR agency One Voice.



# STAND COSTS AND PRICES

SPRING	GLASGOW 7 - 9 March		BIRMINGHAM 14 - 17 March	
	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	per square meter £165   £180		per square meter £226   £250	

AUTUMN	FARNBOROUGH 30 Aug - 1 Sept		EXETER 26 - 28 September		GLASGOW 24 - 27 October		BIRMINGHAM 31 Oct - 3 Nov	
	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	per square meter £165   £180		per square meter £165   £180		per square meter £165   £180		per square meter £226   £250	

(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

6 Shows

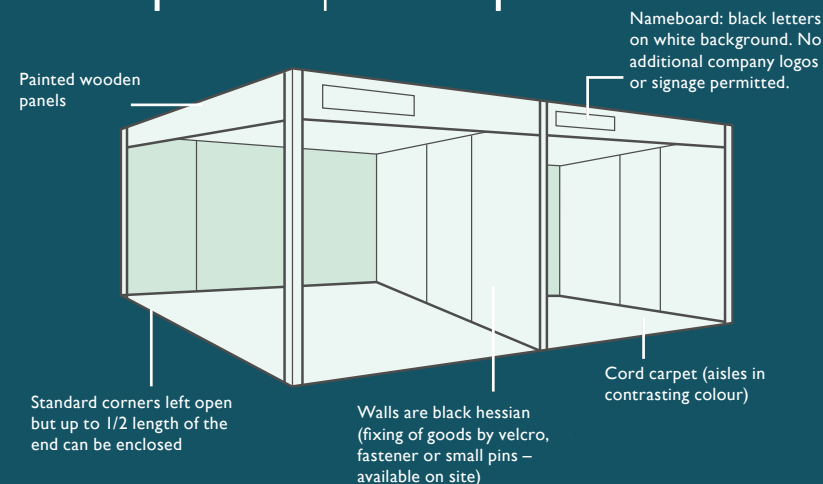
Save  
7.5%

7-8 Shows

Save  
10%

9+ Shows

Save  
18%



**For more information or to book your stand, contact:**

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