



— THE —
CREATIVE
CRAFT
SHOW

EXHIBITOR PACK 2022



Sewing
for
Pleasure



Fashion &
Embroidery



The Scottish
Quilting Show

CRAFTS
FOR
Christmas

SIMPLY
Christmas







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CRAFTING NATION

Crafting is no longer just a trend or hobby; the UK has become nation of crafters. 2020 was a very unprecedented time with millions facing more time at home, yet this time sparked inspiration for people and provided them with time to try something new. It introduced thousands of all ages and abilities to the beautiful, creative world of crafting. It has also been taken up by many for health/wellbeing reasons.

Thanks to the internet, we at ICHF Events were able to help people rediscover old interests and passions as well as offering the opportunity to try something new in the crafting world. Through live demonstrations presented by inspirational artists from all over the UK, hundreds of loyal ICHF visitors joined in with various interactive online workshops and with the help of social media, we were able to gain thousands of new followers.

The feedback from all our online events was fantastic – popular workshops included embroidery, macramé, needle felting, fashion sewing, crochet and mixed media. Thousands of kits were purchased via our online shop so viewers were able to craft along to the workshops live with support from the artists. Our research has recognized that 35% of new crafters were prompted by their choice of craft from buying kits.

However, feedback from our visitors, followers and independent reports has also told us that people are desperate to visit a craft show with 93% of respondents missing live shows. There's nothing quite like being able to see every type of craft under one roof, with supplies, demos, features and workshops to encourage new creativity.

CRAFT REPORT 2021

Key points researched and evaluated from our independent Craft Report:

- 80% crafted more during pandemic
- 51% tried/re-engaged with at least one new craft (often 2)
- 31% new crafters were converted from attending a craft show/event
- New Artisans - 4 in 5 working - Income 40% higher than 65+'s. Twice as likely to buy kits.
- 62% craft projects are items handmade for the home

EXETER CUSTOMER FEEDBACK, September 2021

Key visitor feedback and results from The Creative Craft Show in Exeter, September 2021

- 90% of visitors plan to return again
- Average spend per head £107 with some customers spending up to £300!
- 60% of visitors attend this show every year
- 77% of visitors spent 3 hours+ at the event
- NPS Score rating of 57 (Excellent)

VISITOR COMMENTS

"Have been coming to the show for about five years. Like to shop and get new ideas. A day out with my mum also".

"Thank you for making us feel as Covid safe as possible, whilst still being able to have a very enjoyable day. Thank you!"

WHY EXHIBIT?

Unrivalled

The Creative Craft Shows are unrivalled and offer a diverse collection of craft and hobby suppliers to the largest number of buyers under one roof. Historically, we have welcomed on average **154,000 annual visitors** with an average spend per head of £87 – a total spend of **£13.4m!**

Affluent visitors

Our visitors are affluent 'empty nesters' with an average household income of £33,800.

Loyal

Our visitors are loyal with 41% attending multiple events.

Experiential

As well as fantastic shopping, each show has its own programme of inspirational features, demonstrators and interactive workshops to attract new and returning visitors, creating an unmissable day out.

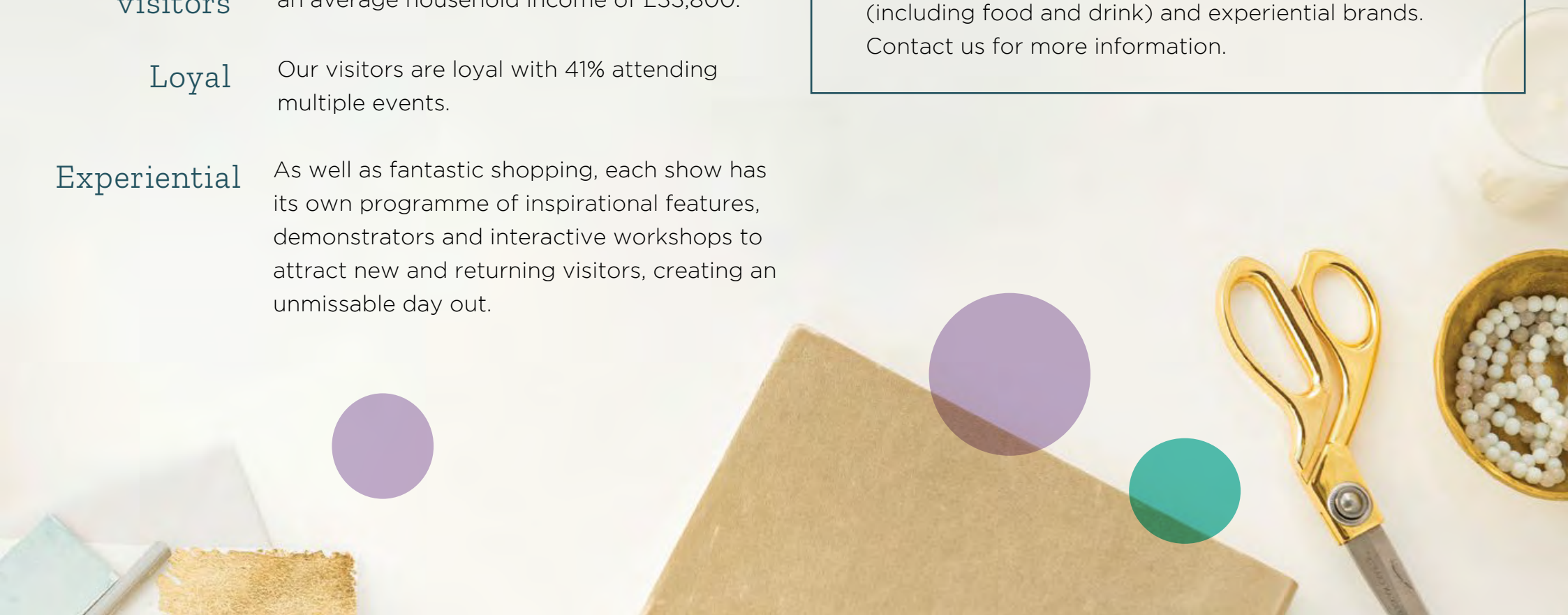
WHAT OUR VISITORS SAY

"I love going to the shows. I've been going on my own in the past. I've always found someone to chat to. We are all there for the same reason so already have things in common. Had a go at other crafts, enjoyed it. Can't wait for the next".

- Glasgow visitor

Who can exhibit with us?

If you run a craft company of any kind – we want you! We are also interested in finished product sellers (including food and drink) and experiential brands. Contact us for more information.



WHERE ARE WE IN 2022?

SEC, GLASGOW

3 - 6 March

10,000 visitors

Featuring



Scotland's largest exhibition centre, located in the heart of Glasgow's business and commercial district.

13 - 16 October

10,000 visitors



NEC, BIRMINGHAM

17 - 20 March

20,000 visitors

Featuring



The UK's largest exhibition centre with fantastic transport links; adjacent to Birmingham Airport and Birmingham International railway station.

24 - 26 June

10,000 visitors

3 - 6 November

36,000 visitors

Featuring



WESTPOINT, EXETER

22 - 25 September

12,000 visitors

The South West's leading exhibition venue with good commuting links.

EXCEL, LONDON

1 - 2 April

10,000 visitors

ExCeL London is a cosmopolitan exhibition centre, with excellent travel connections, parking and catering facilities.

FARNBOROUGH INTERNATIONAL

3 - 4 September

Anticipated visitors 10,000

Based in Hampshire, Farnborough International will attract a new, wider audience in the South East. Great transport links by road and train (just 35 mins from London) with free parking for up to 3500 cars.

NEW
VENUE



A photograph of two women, one older and one younger, looking at a book together. The older woman is on the left, wearing a dark blue patterned top. The younger woman is on the right, wearing a light blue polka-dot top and has sunglasses on her head. They are both smiling. The background is blurred.

HOW DO WE ATTRACT OUR VISITORS?

Social Following

48,000 followers

Social Media Advertising

Targeted campaigns reaching an average of 70,000 with a keen interest in crafting, within a 200 mile radius of each show

Email

Database of 130,000

Print advertising

Industry magazines • regional titles • group travel titles

Competitions

Expanding our reach with 'tag a friend' ticket giveaways

Show Development

Working with bloggers and influencers with a reach of over 1 million craft enthusiasts

Website

Brand new website launched in September 2021 lending itself to engaging content with effective calls to action. Unique visits per month average 31,000 - www.creativecraftshow.co.uk

PR team

In 2019 our dedicated PR company achieved a total reach of 755,971,456 with a total Advertising Value Equivalency of £533,974

OOH advertising

Large scale outdoor media campaign, direct mail & TV shopping channel sponsorships

STAND COSTS AND PRICES

SPRING	GLASGOW 3 - 6 March		BIRMINGHAM 17 - 20 March		LONDON 1 - 2 April		BIRMINGHAM 24 - 26 June	
	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	Price per M ²		Price per M ²		Price per M ²		Price per M ²	
Under 5m ²	£149	£164	£206	£227	£149	£164	£149	£164
5 - 10m ²	£149	£164	£206	£227	£149	£164	£149	£164
Over 10m ²	£149	£164	£206	£227	£149	£164	£149	£164

AUTUMN	FARNBOROUGH 3 - 4 September		EXETER 22 - 25 September		GLASGOW 13 - 16 October		BIRMINGHAM 3 - 6 November	
	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	Price per M ²		Price per M ²		Price per M ²		Price per M ²	
Under 5m ²	£149	£164	£149	£164	£149	£164	£206	£227
5 - 10m ²	£149	£164	£149	£164	£149	£164	£206	£227
Over 10m ²	£149	£164	£149	£164	£149	£164	£206	£227

(All prices are subject to VAT)

Material, carpet and a company name board are all inclusive of the stand price.

You will be featured on our website displaying your company name along with a 10 word entry listing and link to your website. We also try to feature as many exhibitors on our social media pages *. If you would like promote your business as a stand-alone post, we offer this activity for just £20.

We also have a show guide (either digital or printed or both) at limited shows and your business will be featured in this.

**This will be in group posts alongside other exhibitors and subject to us receiving high quality images and text. We cannot guarantee this inclusion for everyone.*

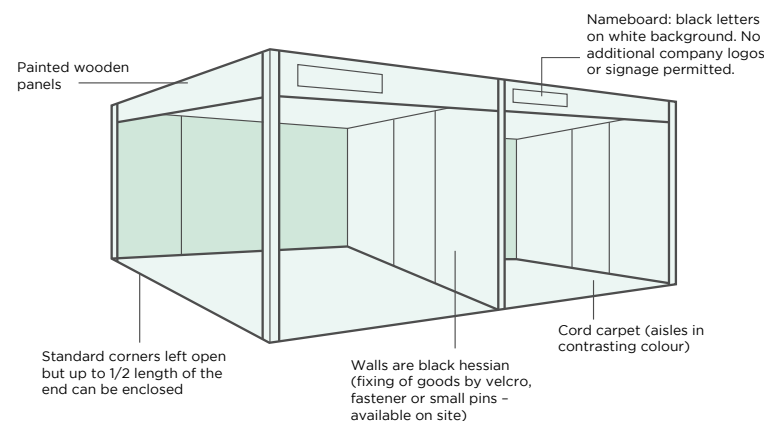
Book multiple events and SAVE!

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%**





OPPORTUNITIES

APPLY FOR A STAND

We have stand spaces to suit various requirements and budget.

Our smallest stand space is 2mx2m.

If you have any questions or would like to visit a show before booking please get in touch

Email: rebeccar@ichf.co.uk

Phone: 01425 272711

Mobile: 07970 724577



APPLY TO RUN A WORKSHOP

If you have experience in teaching small or larger groups then please get in touch. Your workshop will need to be able to fit into a 60 or 90 minute slot.

We also run virtual shows through the year attracting upwards of 1,000 crafters a time. This is free to take part in and if you have kits available we can also sell these in our online shop.

Email: jane@janebcreatives.co.uk

ADVERTISE THROUGH US

Engage with up to 130k crafters when you're featured in our Creative Craft Show Newsletter. We can time your inclusion to suit your marketing strategy or promote your attendance at our events.

100 word editorial (plus image)

£200.00 + VAT

SOCIAL MEDIA POSTS

Buy a featured Facebook post and reach our 48,000k followers for just £20.

SPONSORSHIP

Sponsorship packages are available for those looking to maximise presence and brand awareness.

Email: rebeccar@ichf.co.uk

Phone: 01425 460 796

Mobile: 07970 724577

WHAT OUR EXHIBITORS SAY

Don't just take our word for it....

"I've been attending the Creative Craft Show as a demonstrator for something like the last 10 years. The show is a great platform to build awareness of my silver clay teaching studio and workshops. The show isn't restricted to one type of craft which means there are always attendees that will never have heard about silver clay so there is always new interest. I also teach silver clay jewellery making starter workshops during the Creative Craft Shows in the Creative Den. These workshops are very popular and give people a chance to try out a new craft without it costing them too much and still giving them time to spend the rest of the day visiting the rest of the exhibition".

-Tracey Spurgin

"I would highly recommend taking part in an ICHF event. Their events are always so well organised and run smoothly. The ICHF team are friendly and extremely helpful and do all they can to make the event successful and enjoyable for both visitors and exhibitors. They work hard to create a show that offers something new for the visitors to enjoy and market the event well through multiple channels, generating a buzz of excitement, which attracts visitors.

The measures that they have put in place recently, in response to the pandemic have clearly been well thought through and create an environment that feels safe and welcoming.

Thank you ICHF, I look forward to exhibiting with you again soon".

- Crafting with Lyndsey

"You are part of the family at ICHF. I like that the shows attract lots of different interests and combine them. It's quite inspiring to go round a Cake exhibition and see the similarities in the Crafts. In fact they are celebrations of Craft in all its forms".

- Tina Francis

"What we love about the shows is the friendly and welcoming atmosphere, the fact that visitors are curious and creative. We love that we are able to teach at workshops. It all feels like a big crafty family gathering!

We love working with all of the ICHF team, be it sales, social media, operations and most of all creative. We feel supported and any question gets answered quickly. The organisation is excellent".

- Steffi Stern



ICHF Events Calendar of Events 2022

— THE —
CREATIVE
CRAFT
SHOW

Glasgow, SEC
3 - 6 March

Featuring  The Scottish
Quilting Show

Birmingham, NEC
17 - 20 March

Featuring  Sewing
for Pleasure  Fashion &
Embroidery

London, Excel
1 - 2 April


Birmingham, NEC
24 - 26 June

Farnborough
International
3 - 4 September

NEW
VENUE

Exeter, Westpoint
22 - 25 September

Glasgow, SEC
13 - 16 October

Featuring  CRAFTS
for Christmas

Birmingham, NEC
3 - 6 November

Featuring  SIMPLY
Christmas

Cake
INTERNATIONAL

Birmingham, NEC
4 - 6 November

Outdoor Country
Craft Shows



Tonbridge,
Penshurst Place
30 April - 2 May



Henley-on-Thames,
Stonor Park
26 - 29 August

 HENLEY
CHRISTMAS
FAIR 

Henley-on-Thames,
Stonor Park
24 - 27 November

THE UK'S LEADING SEWING, HOBBY, CRAFT, GIFT & CAKE SHOWS
Find out more at www.ichfevents.co.uk

A background image showing several rolls of fabric with various patterns: black wavy lines on grey, black 'U' shapes on orange, white interlocking circles on red, grey diamonds on white, white wavy lines on teal, and white dots on grey. A pair of gold-handled scissors is positioned on the right side, partially overlapping the teal and grey fabrics.

ICHF Events

www.ichfevents.co.uk