



# — THE — CREATIVE CRAFT SHOW

EXHIBITOR PACK 2023



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 2022 **Key points researched and evaluated from our independent Craft Report:**

- A growing craft audience of 42% in the last 5 years
- Crafting audience of 1.96 million adults with a further potential of 7.9 million adults
- 89% increased crafting pursuit since the pandemic, with 62% having a dedicated craft room
- 10.2 hours per week dedicated to crafting
- 4 out of 5 passionate crafters want to try a new craft
- Top 5 crafts - Knitting, sewing, embroidery, paper craft & cross stitch
- 18% growth since pre-pandemic in people crafting for health and wellbeing
- 67% agree shopping for craft is a hobby in its own right

## CUSTOMER FEEDBACK

### **Key visitor feedback and results from The Creative Craft Show:**

- 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

*"It was so good to see the show back to its pre-pandemic best. Roll on 2023 for more great shows!"*

*"Really impressed by everything there was to see to at the show - wool, knitting, crochet, candles, fabric, sewing machines, vinyl, jewellery, card materials and more."*



# 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 enjoyed visiting the show so much, I find it hard to say which part was my favourite! I usually go to the Creative Craft Show for two days as I find one day just isn't enough for me - I love doing the hands on workshops and makes and takes."*

- 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 2023 ?

## SEC, GLASGOW

2 - 4 March

10,000 visitors

Featuring



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

## NEC, BIRMINGHAM

26 - 29 October

10,000 visitors

16 - 19 March

20,000 visitors

Featuring



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

23 - 25 June

10,000 visitors

2 - 5 November

36,000 visitors

Featuring



## WESTPOINT, EXETER

21 - 23 September

12,000 visitors

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

## FARNBOROUGH INTERNATIONAL

1 - 3 September

10,000 visitors

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 3,500 cars.

## — THE — CREATIVE CRAFT SHOW





A photograph of two women, one older and one younger, both smiling and looking at a brochure held by the older woman. The younger woman has sunglasses on her head. The background is slightly blurred, suggesting an outdoor event.

# HOW DO WE ATTRACT OUR VISITORS?

## Social Following

50,000 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 155,000

## 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](http://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<br>2 - 4 March   |             | BIRMINGHAM<br>16 - 19 March |             | BIRMINGHAM<br>23 - 25 June |             |
|-----------------------|--------------------------|-------------|-----------------------------|-------------|----------------------------|-------------|
|                       | Standard Unit            | Corner Unit | Standard Unit               | Corner Unit | Standard Unit              | Corner Unit |
|                       | Price per M <sup>2</sup> |             | Price per M <sup>2</sup>    |             | Price per M <sup>2</sup>   |             |
| Under 5m <sup>2</sup> | £152                     | £167        | £210                        | £232        | £152                       | £167        |
| 5 - 10m <sup>2</sup>  | £152                     | £167        | £210                        | £232        | £152                       | £167        |
| Over 10m <sup>2</sup> | £152                     | £167        | £210                        | £232        | £152                       | £167        |

| AUTUMN                | FARNBOROUGH<br>1 - 3 September |             | EXETER<br>21 - 23 September |             | GLASGOW<br>26 - 29 October |             | BIRMINGHAM<br>2 - 5 November |             |
|-----------------------|--------------------------------|-------------|-----------------------------|-------------|----------------------------|-------------|------------------------------|-------------|
|                       | Standard Unit                  | Corner Unit | Standard Unit               | Corner Unit | Standard Unit              | Corner Unit | Standard Unit                | Corner Unit |
|                       | Price per M <sup>2</sup>       |             | Price per M <sup>2</sup>    |             | Price per M <sup>2</sup>   |             | Price per M <sup>2</sup>     |             |
| Under 5m <sup>2</sup> | £152                           | £167        | £152                        | £167        | £149                       | £164        | £210                         | £232        |
| 5 - 10m <sup>2</sup>  | £152                           | £167        | £152                        | £167        | £149                       | £164        | £210                         | £232        |
| Over 10m <sup>2</sup> | £152                           | £167        | £152                        | £167        | £149                       | £164        | £210                         | £232        |

(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

4 Shows

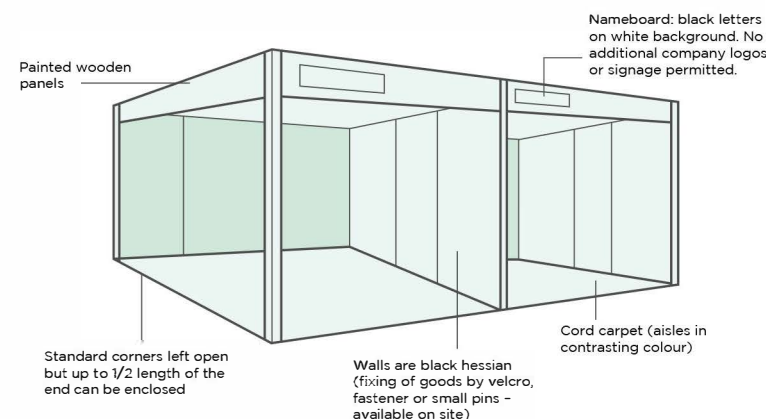
Save 7.5%

5 Shows

Save 10%

6 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 155k 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 social post and reach our 50,000k 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







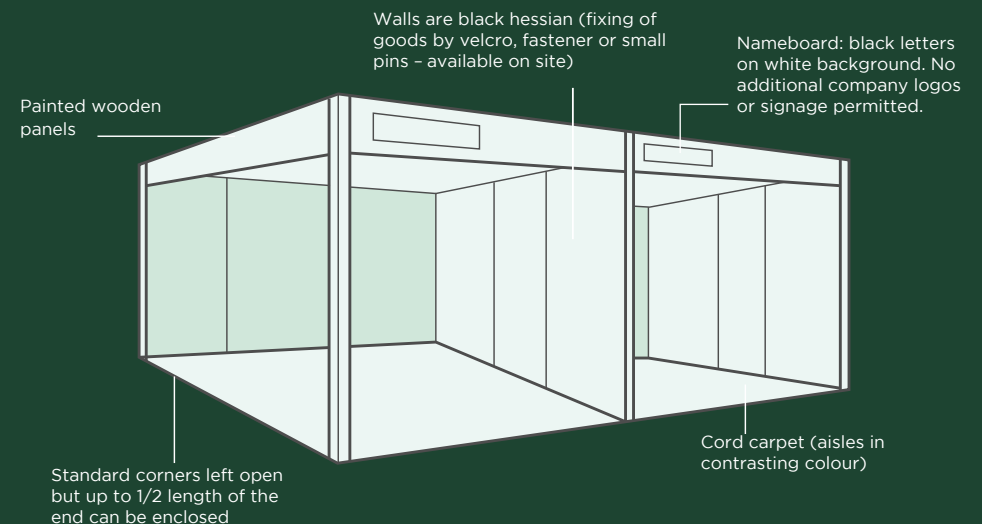
# STAND COSTS & PRICES

(CRAFTS FOR CHRISTMAS: 26-29 OCTOBER  
SIMPLY CHRISTMAS: 2 -5 NOVEMBER)

**CRAFTS  
FOR  
Christmas**  
**GLASGOW**

**SIMPLY  
Christmas**  
**BIRMINGHAM**

|                                   |      |      |
|-----------------------------------|------|------|
| Standard<br>(per m <sup>2</sup> ) | £148 | £163 |
| Corner<br>(per m <sup>2</sup> )   | £158 | £184 |



## WHAT'S INCLUDED:

Festive carpet • Black hessian walling • Company name board • Website listing • Online and in print publicity

**MULTISHOW DISCOUNTS APPLY** Book both Christmas shows and receive 10% discount

Glassware | Jewellery | Art | Ceramics | Clothing | Novelty Christmas gifts | Woodwork |  
Handmade goods | Gift related goods | Festive food & drink

Contact Rebekkah Duckett to book or find out more - E. [rebekkahd@ichf.co.uk](mailto:rebekkahd@ichf.co.uk) T. 01425 272711



# 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 2023

— THE —  
CREATIVE  
**CRAFT**  
SHOW

**Glasgow, SEC**  
2 - 4 March

Featuring  The Scottish  
Quilting Show

**Birmingham, NEC**  
16 - 19 March

Featuring  Sewing  
for Pleasure  Fashion &  
Embroidery

**Birmingham, NEC**  
23 - 25 June

**Farnborough  
International**  
1 - 3 September

**Exeter, Westpoint**  
21 - 23 September

**Glasgow, SEC**  
26 - 29 October

Featuring  CRAFTS  
FOR  
Christmas

**Birmingham, NEC**  
2 - 5 November

Featuring  SIMPLY  
Christmas



**Birmingham, NEC**  
13 - 14 May

NEW

**Cake**  **Bake**  
INTERNATIONAL INTERNATIONAL

**Birmingham, NEC**  
3 - 5 November

Outdoor Country  
Craft Shows



**Tonbridge,  
Penshurst Place**  
29 April - 1 May



**Henley-on-Thames,  
Stonor Park**  
25 - 28 August

 **HENLEY  
CHRISTMAS  
FAIR** 

**Henley-on-Thames,  
Stonor Park**  
23 - 26 November

THE UK'S LEADING SEWING, HOBBY, CRAFT, GIFT & CAKE SHOWS  
Find out more at [www.ichfevents.co.uk](http://www.ichfevents.co.uk)





# ICHF Events



[www.ichfevents.co.uk](http://www.ichfevents.co.uk)

