



GETTING THE NATION CRAFTING

The CREATIVE Craft Show, alongside its sister shows attract over 154,000 visitors annually. Our 9 Creative Craft Shows, held at premier UK exhibition venues, attract the UK's largest collections of creative supplies available under one roof. Home to some of the biggest names in the craft industry, we have exhibitors attending from across the globe offering shopping, displays, demonstrations, workshops and interactive sessions.

WHO ARE ICHF EVENTS?

We're the UK's leading organiser of lifestyle and hobby events. From the company's formation in 1976, we now manage over 20 hugely successful consumer shows annually.

"We have worked with ICHF for a number of years and exhibit at many of their shows. We find the team helpful and professional to deal with. As well as selling our products we run make & takes on our stand which are always popular. The shows are well attended with the right type of customers."

- Maggie, The Arty Crafty Place

OUR VISITORS Over 154,000 annual visitors **7%** Growth year on year 75% Female attendess 40 - 60 Years - average age of attendess 70% ABC1 social demographic

PROFILE

- Female
- Retired
- Empty Nesters
- Affluent
- Mail order shoppers
- Internet Users
- Home owners
- Disposable income
- Community spirited

OUR REACH

Direct contact with over 500,000 craft and hobby fans across our digital platforms.

We reach **7.5 million** TI Media UK crafters through various magazine titles.

Follow us at







@thecraftshows #thecraftshows

WHERE ARE WE IN 2020?

the SCOTTISH

EVENTCITY, MANCHESTER

30 Jan - 1 Feb 10,000 visitors

3 - 5 September 10,000 visitors

As the second largest exhibition space in the UK outside of London, EventCity is a contemporary venue located next to The Trafford Centre. The location is perfectly placed for travel connections and boasts free parking and local, affordable accommodation.

SEC, GLASGOW

5 - 8 March 12,000 visitors

22 - 25 October 15,000 visitors

The Scottish Exhibition Centre (SEC), on the north bank of the River Clyde in Glasgow, is Scotland's largest exhibition centre, located in the heart of Glasgow's business and commercial district.

WESTPOINT, EXETER

24 - 27 September

14,000 visitors

The south west's leading exhibition venue, located just outside Exeter in the heart of the West Country. Good commuting links make the venue accessible to a wide range of people.

NEC, BIRMINGHAM

19 - 22 March

28,000 visitors

26 - 28 June 10,000 visitors

5 - 8 November

45,000 visitors

SIMPLY Cake

Sewing

Adjacent to Birmingham Airport and Birmingham International Railway Station, the National Exhibition Centre (NEC) is the largest exhibition centre in the UK and is the busiest and seventhlargest exhibition centre in Europe.

EXCEL, LONDON

23 - 25 April 10,000 visitors

Located on the northern quay of the Royal Victoria Dock in London Docklands, between Canary Wharf and London City Airport, ExCeL London is a cosmopolitan exhibition centre, with excellent travel connections, parking and catering facilities.



Embroidery





HOW DO WE ATTRACT OUR VISITORS?

29,000 followers

database of 70,000

industry magazines • regional titles • group travel titles

expanding our reach with 'tag a friend' ticket giveaways

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

In 2018 our dedicated PR company achieved a total reach of 971,108,090 with a total Advertising Value Equivalency of £518,669

"At The Creative Craft Show the Marketing team from ICHF have been filming me doing different demonstrations on my stand at the shows. Due to the filming I have had an increase in sales and a lot of good feedback and enquires. In fact one of my videos went viral reaching 73,000 people. I have enjoyed working with the Marketing team and I am already planning my next video."

- Sharon, Glitter Magic.

WHY EXHIBIT?

Unrivalled

The Creative Craft Shows are the UK's unrivalled craft event, offering a diverse collection of craft and hobby suppliers to the largest number of buyers under one roof.

Affluent visitors

Our visitors are affluent 'empty nesters' with an average household income of £33,800 which is in line with the national average.

Experiential

Each show has its own programme of features and demonstrators to attract and keep visitors, creating an unmissable day out.

Loyal

Our visitors are loyal with 41% attending multiple events.



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.



STAND COSTS AND PRICES

SPRING	MANCHESTER 30 Jan - 1 Feb			GLASGOW 5 - 8 March			BIRMINGHAM 19 - 22 March			LONDON 24 - 25 April		BIRMINGHAM 26 - 28 June	
	Standard Unit	Corner Unit	End Block Unit	Standard Unit	Corner Unit	End Block Unit	Standard Unit	Corner Unit	End Block Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	Price per M²			Price per M²		Price per M²			Price per M²		Price per M ²		
Under 5m²	£143	£157.30	£164.45	£199	£218.90	£228.85	£248	£272.80	£285.20	£145	£155	£145	£155
5 - 10m ²	£138	£151.80	£158.70	£193	£212.30	£221.95	£232	£255.20	£266.80	£145	£155	£145	£155
Over 10m ²	£133	£146.30	£152.95	£187	£205.70	£215.05	£227	£249.70	£261.05	£145	£155	£145	£155

		HESTER ptember	EXE 24 - 27 Se	TER eptember	GLAS 22 - 25 (BIRMINGHAM 5 - 8 November	
AUTUMN	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit	Standard Unit	Corner Unit
	Price	per M²	Price	per M²	Price	per M²	Price per M ²	
Under 5m²	£125	£135	£145	£155	£145	£155	£200	£220
5 - 10m²	£125	£135	£145	£155	£145	£155	£200	£220
Over 10m²	£125	£135	£145	£155	£145	£155	£200	£220

(All prices are subject to VAT)

Want to come to more than one show?

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

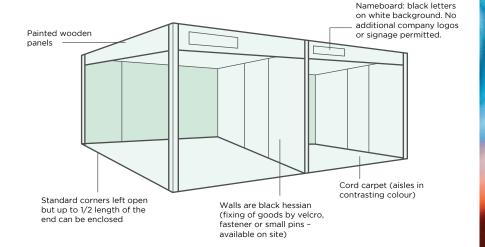


7-8 Shows



9+ Shows





OTHER OPPORTUNITIES

DIGITAL,

Engage 70k crafters when you're featured in our Creative Craft Show e-newsletter. We can time your inclusion to suit your marketing strategy or promote your attendance at our events.

E-NEWSLETTER

100 word editorial (plus image)

£200.00 + VAT

SOLUS EMAILS

Please contact terrih@ichf.co.uk to discuss.

SOCIAL MEDIA PROMOTIONS

Please contact rebeccar@ichf.co.uk to discuss.

PRINT

Make a lasting impression or an immediate impact with an advert in a Show Guide - 2,500+ copies sold per show.

SHOW GUIDE - WHOLE PAGE (250mm x 176mm)	£300.00 + VAT
SHOW GUIDE - HALF PAGE (176mm x 125mm)	£165.00 + VAT
SHOW GUIDE - COMPANY LOGO IN A-Z LISTING	£20.00 + VAT

SPONSORSHIP

Sponsorship packages are available for those looking to maximize presence and brand awareness. Contact Jane at jane@janebcreatives.co.uk to find out more.

CONTACT US

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

Rebecca Randall

Creative Portfolio Executive 01425 460 796 rebeccar@ichf.co.uk

Karrina Randall

Sales Executive 01425 460 814 karrinar@ichf.co.uk

ICHF Ltd, Dominic House, Seaton Road, Highcliffe, Dorset BH23 5HW www.ichfevents.co.uk Tel: 01425 272711 Email: info@ichf.co.uk

ICHF Events

A TI Media Company Registered No: 1290524 England





















MORE GREAT SHOWS





Fun for all the family with activities, shopping, food and more



The world's largest sugar craft, cake decorating & baking show



The UK's No. 1 creative craft trade show



The ultimate Christmas shopping experience.

Bespoke and unusual gifts and festive foods and drink





A stitchers paradise. Latest suppliers and ideas for sewing, knitting and embroidery enthusiasts.