

19-21 February 2012  
NEC Birmingham Hall 12

## **IMPORTANT - PLEASE READ CAREFULLY**

### **EXHIBITORS' INFORMATION PACK**

November 2011

Dear Exhibitor,

We are pleased to forward the Exhibitors' Information for ***Craft Hobby + Stitch International***, together with the balance invoice for your exhibition space. The payment date for the invoice is **10 December 2011**.

Included in this Exhibitors' Information Pack are all the details you need to finalise your booking.

**Exhibitor Zone : All order forms and additional information for the show is now ON-LINE in the Exhibitor Zone at [www.chsi.co.uk](http://www.chsi.co.uk)**

**Password for Exhibitor Zone : CHSI2012**

To assist you in finalising your orders a **CHECKLIST** is on the Exhibitor Zone; please use this as it will help you keep track of your orders.

**Show Guide A – Z Entries** You will have received details to complete and return to us in the last two weeks. Duplicate copies of the forms to complete are available from the Exhibitor Zone.

#### **Show Guide Advertising, Sponsorship and Editorial**

- (a) Advertising details will be sent to you by our advertising agents Exclusive Media [www.exclusivemediadesign.co.uk](http://www.exclusivemediadesign.co.uk)
- (b) Sponsorship information is available in the Exhibitor Zone
- (c) Editorial details will be sent to you in due course

#### **Website Banner Advertising**

A limited number of web banners will be available on [www.chsi.co.uk](http://www.chsi.co.uk) For costs and further details see Exhibitor Zone.

#### **Electrical Orders**

**DEADLINE 13 JANUARY**

- (a) Please return the order forms to us promptly as our contractor needs to order the mains supply several weeks in advance. Order Forms available on-line from the Exhibitor Zone.

- (b) **International Exhibitors** – Please use the International Electrical Order Forms from the Exhibitor Zone.

## **Furniture & Floral Requirements**

**DEADLINE ASAP**

**Floral** : You can bring your floral if you wish, or hire direct from our official contractors. Contact details available from the Exhibitor Zone.

**Furniture** : Official contractor - Melville Furniture Hire [www.melville.co.uk](http://www.melville.co.uk) or telephone 0121 780 3025 or e-mail [furnishings@melville.co.uk](mailto:furnishings@melville.co.uk) **ALL ORDERS TO BE MADE DIRECT WITH MELVILLE.** Link available via the Exhibitor Zone.

## **Additional Services/Special Requests**

**DEADLINE 23 JANUARY**

Other stand extras are detailed on the on-line order form on the Exhibitor Zone.

## **Carpet**

The standard colour of the STAND carpet is Denim Blue (034). The aisles will be Nutmeg (402). (Colour samples can be seen at <http://www.floorex.co.uk/range.htm> You may order alternative colours if you wish on the Additional Services Form.

## **Storage**

EMPTY boxes CANNOT be stored in the hall due to the fire risk. Storage is very limited and a charge may be made. If storage is required please ask for a quote on [sales@ichf.co.uk](mailto:sales@ichf.co.uk)

## **Forklift**

This service will be available to all deliveries on Friday and Saturday to facilitate offloading. Available from 07.00 on Friday 17 February and 08.00 Saturday 18 February. For breakdown, it will be available on Tuesday evening 21 February until 2200 and Wednesday 22 February until midday. This service is included in your exhibition costs.

## **Floor Area Stands**

**DEADLINE 15 DECEMBER**

If you have booked this type (see invoice) then you MUST use a recognised stand contractor and let us have their name and address for passing on to the NEC. Please note that if a floor plinth is incorporated then any 'open' corner can be a trip hazard (Health & Safety) and should be protected. **We also require copies of your proposed stand design and build by the 15 December deadline.**

**Carpet is NOT provided on FLOOR AREA stands**, but can be supplied from £3.00/m<sup>2</sup> - see Services Order Form. Please note that a SPECIFIC tape must be used when fixing carpet - NEC will levy charges if floors are damaged. Please make sure if you are taking FLOOR AREA space that you or your contractor orders carpet. Failure to do so could result in a delay in building your displays on set-up day.

**Floor Area Contractors Only** may commence build from 0700 on Friday 17 February and may work until 2000 each evening. Lorries will NOT be allowed into the hall due to carpet laying.

**Stand Contractors do not need passes on build-up days.**

**All Stands** must be completed by Saturday evening 18 February. Please note that electrics and muslin ceilings may not be completed until Saturday afternoon.

**Health & Safety** Please note that no under 16s are allowed in the exhibition hall during build-up and breakdown. This is a requirement of the venue's Health & Safety policy.

### Shell Scheme Stands

- (a) Exhibitors with shell scheme stands can offload from 0800 on Saturday 18 February (NO ACCESS to the halls BEFORE this time) with build-up continuing until 2200 on Saturday.
- (b) If you intend building any structure within your shell scheme stand, please remember that dividing walls are 50mm thick.

### Balloons

These items are not recommended and are subject to removal at ICHF's discretion. If they dislodge from your stand and float to the ceiling, the NEC will charge for their removal and any damage caused to the heating/air ducts will be passed on to the exhibitor. Helium balloons require a RISK ASSESSMENT.

### Freight/Shipping – Recommended Contractor – ILS LTD

Overseas exhibitors are strongly advised to use the following company for smooth importation, customs clearance and delivery of goods to the exhibition.

**I L S Ltd**, Tel: 02476 339285; Fax: 02476 336795 or book on-line via the Exhibitor Zone.

### Invitation Leaflets

**DEADLINE ASAP**

All exhibitors can help by informing their customers of the show - the more visitors that attend, the better for everyone. The invitations fit into a DL envelope and are a very cost-effective way of letting your customers know of your participation. Your invoice, which you will receive in the near future, indicates your current order. Please telephone or fax for any additional requirements. Cost per 100 - £3.50 plus postage, packing and VAT.

### E-Invitation

For those of you who wish to use email to contact your customers, we will have an email version available for you to use in due course from the Exhibitor Zone.

### Craft Hobby + Stitch International - Banner Logo

Please feel free to use the CHSi logo by downloading it from the Exhibitor Zone at [www.chsi.co.uk](http://www.chsi.co.uk) Put it on your website and emails, promoting the show and the fact that you will be attending.

## IT/Telecommunication Services

If you require telephone, internet or multimedia services please contact the NEC by e-mail [eventorders@thenec.co.uk](mailto:eventorders@thenec.co.uk) or by 'phoning 0844 338 8338 for the necessary order forms. Order Form also available from the Exhibitor Zone.

## New Product Showcase

This has become an important 'must see' area of the show for buyers during their visit. Each exhibitor may submit ONE product for inclusion on this area FREE of CHARGE.

- (a) Your stand number will be placed with your product on this area.
- (b) No additional description or company details/logos will be accepted.

You must take your product to the Designated Area in the Show (Front Entrance) on Saturday 18 February from **10.00 until 15.00**. Professional dressers will be responsible for the display. ICHF reserve the right to refuse any item deemed not suitable for whatever reason. Products will not be accepted after 15.00.

## Other Facilities at the NEC

For general information visit [www.necgroup.co.uk](http://www.necgroup.co.uk)

## Cleaning/Nightsheets

Your stand will NOT be cleaned if it is closed off at night with NIGHTSHEETS and locked. If you intend to use this method to secure your stand a set of keys must be left at the Organisers Office for the cleaners to use for the duration of the show.

## Stand & Exhibitor Catering

- (a) Exhibitors can order lunches from 'Food 2 U' on 0844 338 8338 or email [eventorders@thenec.co.uk](mailto:eventorders@thenec.co.uk)
- (b) For more elaborate on-stand catering then please contact Mr Danny Jenks on: Telephone: +44 (0) 121 767 3634 or [danny.jenks@necgroup.co.uk](mailto:danny.jenks@necgroup.co.uk)

## Accommodation

We have negotiated extremely good rates for on-site hotels. Go to [www.chsi.co.uk](http://www.chsi.co.uk) for more details and easy booking. Make sure you tell your customers that these rates are available.

## Vehicle Parking

- (a) **Build-Up Day** - Outer Area carpark passes will be available from the Organisers Office on build-up day (or during the show). You do not need them to access the NEC. On arrival at the NEC follow the signs to the NORTH car parks if you do not have product to deliver to the stand. If you are delivering product on Build-Up day you will be issued a pass by the NEC at GATE 3.
- (b) **Open Days** - You are advised to arrive EARLY on the SUNDAY and will be directed to park in the NORTH CAR PARKS (the Hall is open at 07.30) as the centre is likely to be busy with other major shows taking place. Breakfast will be available in the Hall each day. Shuttle buses will operate from 07.30 from the car parks.

- (c) No vehicles or trailers are allowed to park around the perimeter or adjacent to the hall during open days.

### Exhibitor Badges

These will be available to order on-line from the Exhibitor Zone. You will be able to register badge requirements for yourself and all stand personnel if you are the stand manager. Each exhibitor will be emailed a bar code which they need to print off and take to the show. This will enable them to print their badge on-site when they arrive at the exhibition. TheIR bar code is scanned and a badge printed INSTANTLY. If you have any queries please telephone our Registration Office 01425 277988.

### Computerised Registration

All buyers will have bar coded badges. Exhibitors will have the opportunity to 'zap' visitors' badges and gather relevant details about that potential customer. Details will be downloaded each evening and available to exhibitors using this service. The Bar Code Zappers are available from the Registration company QRS and their Order Form is in the Exhibitor Zone. Please consider using this service as it is an excellent way of gathering important contact details for existing and future customers.

### Breakdown

**All goods and stand fittings can be cleared on Tuesday 21 February evening until 2100 or by 1400 on Wednesday 23 February at the latest.**

**Breakdown details will be given to exhibitors on Monday 20 February.**

### Security

There will be security cover during the period of the show, but all products and liabilities should be covered by exhibitors' own insurance.

### Press Relations

**Jo Holdom / Lizzie Jane** of One Voice Media are liaising with the press and media. If you have details that may be of interest to the press then please contact [jo.h@onevoicemedia.co.uk](mailto:jo.h@onevoicemedia.co.uk) or Tel: 01392 278801 Fax: 01392 278804.

### Press Lunch

There will be a press luncheon on Tuesday 21 February. Sponsorship of the lunch is available. Please email Andrew Morton [andrewm@ichf.co.uk](mailto:andrewm@ichf.co.uk) for further details.

### Visitor Entry & Registration

As this is a professional trade show, entry will only be given to buyers from the trade. No persons under the age of 16 will be admitted.

We check the trade status of visitors by asking for copies of either suppliers' invoices, Business Rates or Company Registration number. Being a trade event there are other categories that cannot provide any of the above, e.g. press, designers and potential new retailers. Until we are satisfied of a person's validity a badge is not issued.

### Disability & Discrimination Act

Please remember your responsibilities under the Act, and in particular access onto your stand if you have a plinth.

## Show Opening Hours

Sunday 0900 – 1800  
Monday 0900 – 1800  
Tuesday 0900 – 1600

## Stand Payment

Please note that the enclosed invoice is due for payment by **10 December**. After this date outstanding amounts are subject to an interest charge (see contract).

## Deliveries

can arrive from Friday 17 February (**NOT** before Friday – the NEC will send them away!)

The correct address is:

Stand No:.....  
*Company name*  
Craft Hobby + Stitch International  
Hall 12  
NEC  
BIRMINGHAM B40 1NT


Please note: ICHF will sign for goods but they will NOT be liable for any loss or damage, however caused.

## On-Site Organisers Office Contact details

If you wish to have the number of our office in the hall please ask on build-up day, as we do not know the exact number until we are on-site.

If you have any queries please do not hesitate to contact us.

Yours faithfully



David W Bennett  
Managing Director

and

Andrew Morton  
Show Manager

### WARNING

#### Expo Guide / Construct Data – Exhibitors Directory

Expo Guide / Construct Data is an organisation that is sending information to exhibitors which looks like it has come from ICHF offering a catalogue listing which appears to be FREE. It is not. We have no connection with this company.

Please **IGNORE** anything received from them as in the small print you will see there is quite a high charge involved.