



IMPORTANT - PLEASE READ CAREFULLY

CRAFT HOBBY + STITCH International
NEC, Birmingham : 16-18 February 2020

EXHIBITOR MANUAL & INVOICE PACK

November 2019

Dear Exhibitor,

We are pleased to enclose the Exhibitor Manual Information for **Craft Hobby + Stitch International**. You should have received your invoice from our accounts@ichf.co.uk address for your exhibition space. **The payment date is 13 December 2019.**

All order forms are available on the Exhibitor Zone - <http://www.chsi.co.uk/exhzone/>

1. ORDER FORMS:

To help you keep track of your orders and replies to us please use the **CHECKLIST** on the Exhibitor Zone.

1.2 Show Guide: A – Z Entries & Product Index

DEADLINE 13 DECEMBER 2019

Forms to complete are available from the Exhibitor Zone. If you have not completed yours yet, please do so immediately as the exhibition listings are now live.

1.3 Stand Ordering Information:

Electrical Orders

DEADLINE 10 JANUARY 2020

- (a) Please return the order forms to us promptly as our contractor needs to order the mains supply several weeks in advance. Order Forms are online from the Exhibitor Zone.
- (b) **International Exhibitors** – Please use the International Electrical Order Forms available online from the Exhibitor Zone.
- (c) Please note that electrics may not be completed until Saturday afternoon.
- (d) **Please note – some of you will have already ordered electrics and lighting. Please check your invoice for details.**

Furniture

To order furniture please go to www.creativehire.co.uk/pages/forthcoming-events - this will take you to the show calendar, click on the show and complete as instructed.

Additional Services/ Special Requests

DEADLINE 10 JANUARY

Shelving, additional walling, change of wall colour, fabric rails etc. The form is online from the Exhibitor Zone.

Carpet

The aisles will be carpeted in grey and shell scheme stands will be carpeted in Sapphire Blue. Additional colour samples can be seen at <http://www.floorex.co.uk/exhibition-flooring/standard-recyclable-exhibition-cord>. You may order alternative colours if you wish on the Additional Services Form.

1.4 Invitation Leaflets

BY RETURN

All exhibitors are encouraged to help inform their customers about the show - the more visitors that attend, the better for everyone. The invitations we produce fit into a DL envelope and are a great way of letting your customers know of your participation. Your invoice indicates your current order. Please telephone or email sales@chsi.co.uk for any additional requirements.

1.5 E-Invitation

Invite your customers to register for the show via a unique trackable invite link on the exhibitor hub (Live Buzz).

1.6 IT/Wi-Fi Connection

If you require telephone, hard wired internet or multimedia services please contact the NEC at <http://www.thenec.co.uk/exhibitors/order>. Link is available on the Exhibitor Zone. Please note there is some Wi-Fi service in the halls and within public areas within the NEC.

1.7 Stand & Exhibitor Catering

- (a) Exhibitors can order lunches from 'Food 2 U' on 0844 338 8338 or email eventorders@thenec.co.uk
- (b) For more elaborate on-stand catering then please contact Oliver Birch on: +44 (0)121 767 3634 or email oliver.birch@amadeusfood.co.uk
- (c) Please wear your exhibitor badge when purchasing food so you receive your discount.

1.8 Accommodation

We have secured exclusive hotel deals for our exhibitors and visitors. Please visit <http://www.chsi.co.uk/hotel-deals/> to link through to our official hotel partner, TSC Hotels.

1.9 Exhibitor Badges

These will be available to order on-line from the Exhibitor Hub. The stand manager will be able to register badge requirements for themselves and all stand personnel. Each exhibitor will be emailed a pdf badge which they need to print off and take to the show. No exhibitor badges will be sent in the post. If you have any queries please telephone our Registration Office on 01425 277988.

1.10 Computerised Registration

All buyers will have bar coded badges. Exhibitors will have the opportunity to scan visitors' badges and capture leads. Details will be downloaded each evening and available to exhibitors using this service. The lead capture devices are available from the Registration company Live Buzz - see enclosed flyer. Order forms for this service will be on the exhibitor zone shortly and also available directly on the exhibitor hub.

1.11 Site Rules & Induction

Due to recent developments in the events industry regarding CDM regulations, it is now a requirement for all exhibitors to complete a site induction form when operating on the construction/ de-construction phase of an event at the NEC.

Please complete and return the Site Rules & Induction form found in the Exhibitor Zone. A signed copy **MUST** be returned to operations@ichf.co.uk no later than 25 January 2020. Please note that failure to complete and return the form will cause unnecessary delays in setting-up on-site.

2. BUILD UP:

2.1 Shell Scheme Stands

- (a) Exhibitors with shell scheme stands can offload **from 08:00 on Saturday 15 February. NO ACCESS will be available to the halls BEFORE this time.** Build-up continues until 22:00 on Saturday.
- (b) If you intend building any structure within your shell scheme stand, our new dividing walls are 50mm thick and hollow. The 100mm border around the top is 20mm thick – please note this if using hooks.
- (c) **Please note all shell scheme walling is BLACK**

2.2 Floor Area Contractors may commence build **from 10:00 on Friday 14 February** and may work until 20:00 each evening. Vehicles will NOT be allowed into the hall to unload due to carpet having been laid.

2.3 Floor Area Stands

BY RETURN

If you have booked this type (see invoice) then you **MUST** use a recognised stand contractor to build your stand. You must inform us of 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 require copies of your proposed stand design and build by 13 December. Risk Assessment, Method Statement, Health & Safety Documents and Public Liability confirmation will be required from your contractor. All of these items have to be approved by the NEC before your build can commence. Please email the documents to louisel@ichf.co.uk by the 13 December.

Carpet is NOT provided on FLOOR AREA stands, but can be supplied from £6.00/m² – see Additional Services Order Form. Please note that a SPECIFIC tape must be used when fixing carpet – the 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 stand on set-up day. Please ensure that the floor area around your stand is kept as tidy and self-contained as possible to avoid blocking the aisles.

All stands to be complete by 22:00 on Saturday 15 February.

2.4 Storage

Storage is available. Please ask at the Organisers Office on-site.

2.5 Forklift

A free of charge forklift service will be available for all deliveries on Friday 15 and Saturday 16 February from 08:00 to 18:00. Please note this is on a first come first serve basis.

For breakdown, it will be available on Tuesday evening 19 February until 22:00 and Wednesday 20 February from 08:00 until midday. This service is included in your exhibition costs.

2.6 NEC E-Guide for Construction and Items of Special Risk

Please see the link on the Exhibitor Zone.

2.7 Health & Safety

Please note **that children under 16 years old are not allowed in the exhibition hall during build-up and breakdown**. This is a requirement of the venue's Health & Safety policy.

2.8 Balloons

These 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. Please make us aware if you intend on using balloons.

2.9 New Product Showcase

This has become an important area of the show for buyers and is located in the entrance to the show. Each exhibitor may submit **ONE** product for inclusion in 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 15 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. **Please note: products are left at the exhibitors own risk.**

2.10 Vehicle Parking

Build-Up Day – Outer Area car park 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 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 with a pass by the NEC at the N1A lorry park. Please follow the roadway signage to this area.

2.11 Deliveries

From Friday 14 February (**NOT** before Friday – NEC will refuse the delivery)

The correct address is: Stand No:....., Company name
Craft Hobby + Stitch International
Halls 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.

2.12 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.

2.13 Catering

A range of outlets will be open in the concourse when the show is open.

3. SHOW DAYS:

3.1 Show Opening Hours (Open Days)

Sunday	09:00 – 18:00
Monday	09:30 – 17:30
Tuesday	09:30 – 16:00

3.2 Vehicle Parking:

- (a) **Open Days** – You are advised to arrive EARLY on the SUNDAY as the centre is likely to be busy with other major shows taking place. You will be directed to park in the NORTH CAR PARKS. The hall is open from 08.00. Breakfast will be available in the Hall each day. Shuttle buses will operate from the Car Parks from 08:00.
- (b) No vehicles or trailers are allowed to park around the perimeter or adjacent to the hall during open days.

3.3 Cleaning

Your stand will be cleaned each night, but it will NOT be cleaned if it is locked and/or closed off. 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.

3.4 Security

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

4. BREAKDOWN:

4.1 Breakdown

All goods and stand fittings can be cleared on Tuesday 18 February from 16:30 until 21:00, or from 08:00 Wednesday 19 February until 12:00 midday.

Breakdown details will be given to exhibitors on Monday 17 February.

The hall must be clear by 14:00 Wednesday 19 February latest. Any items left uncollected after this time may be destroyed or a storage charge levied.

5. MARKETING:

5.1 Show Guide Advertising, Sponsorship and Web Banners

We are delighted to introduce you to Event Guides Limited, our brand-new Official Publications partner. Designed to help you influence the purchasing decisions of visitors, the Official Event Publications provide an opportunity for exhibitors to create a powerful brand presence before, during and after the event.

With 3 publications – Event Guide, Digital Preview and Pocket Guide, you can be certain that your promotional efforts are directed through the correct, authorised channels and that your advertising will be seen by our visitors.

Exhibitors may be contacted by Event Guides Limited, regarding their complimentary entry into the Official Event Guide, as well as other editorial opportunities.

You can also discuss the marketing opportunities available by getting in touch with Naomi Gough on +44 (0)1228 541200.

5.2 Website Banner Advertising

A limited number of web banner adverts are available on www.chsi.co.uk. For costs and further details see the Advertising details on the Exhibitor Zone or contact Steve Mitchell on 01425 460811 or stevem@ichf.co.uk

5.3 CHSI Stitches - Logo

You are welcome to use the CHSi logo on any promotional material you wish to add it to. Download it from the Exhibitor Zone at www.chsi.co.uk Put it on your website and emails, promoting the show and the fact that you will be attending.

5.4 Press Relations

Jo Holdom and Sharon Foxwell 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/Sharon on sharon-jo@onevoicemedia.co.uk or Tel: 01392 278801 Fax: 01392 278804.

5.5 Press Lunch

There will be a press luncheon on Tuesday 19 February. Sponsorship of the lunch is available. Please email [Jordana Johnson](mailto:Jordana.Johnson@ichf.co.uk) Jordana.Johnson@ichf.co.uk for further details.

6. OTHER INFORMATION:

6.1 Other Facilities at the NEC - For general information visit www.thenec.co.uk

6.2 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. Please advise your customers of this rule.

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 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.

6.3 Equality Act 2010 (previously Disability & Discrimination Act)

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

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

Yours faithfully,

Steve Mitchell
Show Manager



Contact Details

Sales enquires

Rebecca Randall
07779 975916
Rebeccar@ichf.co.uk
Steve Mitchell
007973 670218
Stevem@ichf.co.uk

Event Guides Limited

Naomi Gough
01228 541200
naomi.gough@eventguides.co.uk

Invoice Queries, Electrics/Orders & Stand Extras

Jo Reynolds
01425 460801
Jor@ichf.co.uk

Education/Features

Jane Bolsover
Jane@janebcreatives.co.uk

Payment Queries

Nina West
01425 272711 Ext 6
Ninaw@ichf.co.uk

One Voice Media

Jo Holdom and Sharon Foxwell
01392 278801
sharon-jo@onevoicemedia.co.uk

Health & Safety

Louise Love
01425 460803
operations@ichf.co.uk

Marketing

Jordana Johnson
01425 460781
Jordanaj@ichf.co.uk

Furniture

Creative Hire
01672 542616
info@creativehire.co.uk