

The UK's No.1 creative craft trade show

CHSI

S T I T C H E S

21 - 23 February 2021
NEC Birmingham, UK



chsi.co.uk

LEADING THE CHANGE



21-23 FEB 2021 • NEC BIRMINGHAM, UK

**THE MOST INNOVATIVE
AND INSIGHTFUL YET**



**QUALIFIED
TRADE BUYERS**



**NEW
TRENDS AREA**



**SHOW
STOPPING CONTENT**



**ART &
PAPERCRAFT ZONE**



**KNITTING &
STITCHING ZONE**



NEW FLOORPLAN



**TUESDAY
TRANSFORMATION**



**SHOWCASE PRODUCTS
ON THE CATWALK**



**GREAT SOCIAL
ENGAGEMENT**



**RUN DEMO WORKSHOPS
WITH PROSPECTIVE BUYERS**

**FREE EXHIBITOR
ADDED VALUE**

**WORKSHOP PROGRAMME
TRENDS AREA
NETWORKING DRINKS**

**CATWALK SHOW
PARKING
EXHIBITOR BREAKFAST**

All new VIP PLATINUM BUYER CLUB

Make your business thrive at the UK's number 1 Creative Craft Trade Show

CHSI Stitches is the UK's number 1 destination for buyers from high street retailers, department stores, independents, multiples, online retailers and garden centres.

Held at the UK's largest exhibition centre, the NEC Birmingham offers fantastic transport links to support you and your buyers.



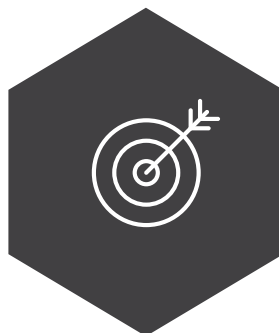
Over 6,000
buyers in 2020



International
representation



95% of visitors
have purchasing
power



Over 50% of UK
craft business
represented



Meet the full spectrum
of trade craft buyers
face-to-face



75% of visitors
are owners /
directors

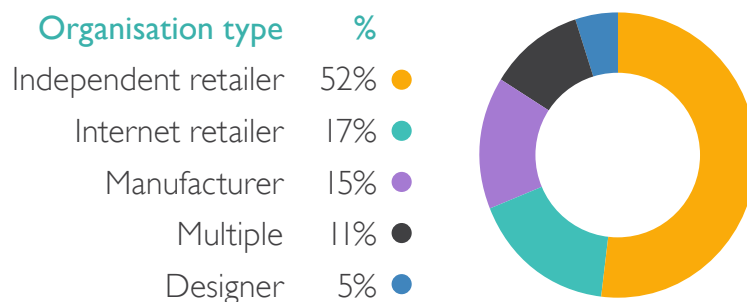


Opportunity to
build lucrative
partnerships

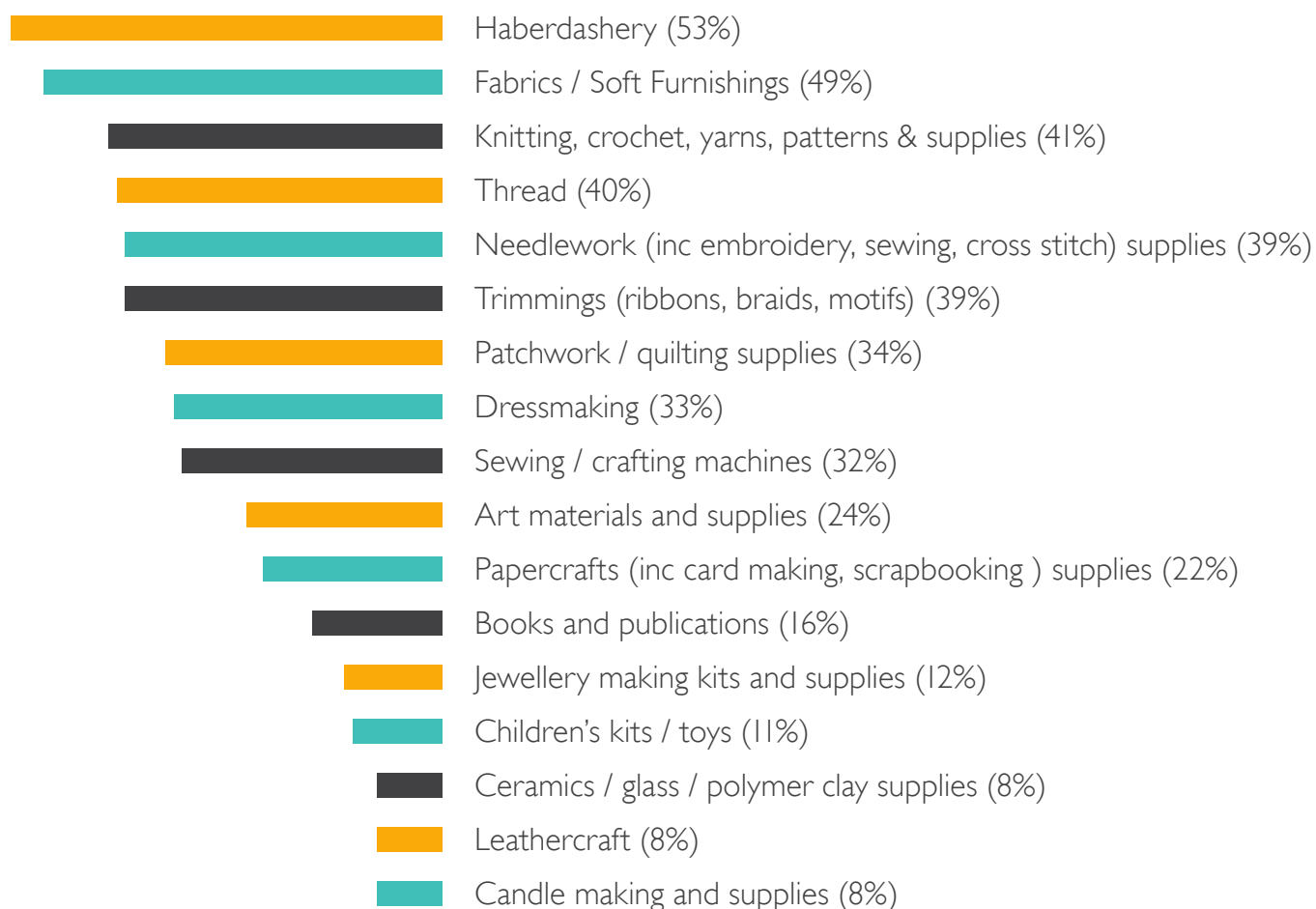


New product
launches

Visitor Profile



Product areas of interest



Craft Audience

The craft audience has seen significant growth from 14.6 million in 2017 to 15.1 million in 2019. Research from 2020 The Craft Report suggest reasons for this are:

- The 'normalisation' of craft – it's no longer considered a niche hobby
- Crafting is becoming a community-based activity
- Medical endorsement – craft activities are often recommended to help promote mental wellbeing
- Innovation – new techniques and activities are springing up all the time
- New, younger crafters who enjoy experimenting and learning new skills

EVEN MORE REASONS TO EXHIBIT!

- It's free for buyers to attend
- 'Invite your contacts' service to strengthen networking opportunities
- Entice and direct buyers to your stand from the offset. Present your best product at the forefront of buyers minds in our 'New Trends Showcase' display
- Targeted marketing campaign with an extensive PR strategy, with the craft industry's key magazines, blogs and news websites attending CHSI Stitches

NEW FOR 2021 PLATINUM BUYERS CLUB

A brand new VIP club that will focus on key buyers at the show, providing one to one support with pre-event planning, unlimited access to the club lounge and dedicated networking events. A Platinum Club team will also help buyers navigate the show floor and find the right products and suppliers.



EXHIBITING OPTIONS



Shell scheme - Your complete exhibiting solution

This stand will include wall panels, a fascia name board and carpet. Any extra features such as electrics, wifi and furniture will need to be arranged separately with the official contractors. **Prices start from £265 per m².**



Space only - Custom build your stand

This stand will include floor space only (no carpet). You will need to use your own suppliers to arrange for the construction of your own unique stand. **Prices start from £236 per m².**



Bright Sparks - The first port of call for buyers looking for inspiration

A new area for those companies that are just starting out, with shallower depth stands but all the same great features and promotional opportunities available. **Prices start from £930 (4m x 1m stand).**



GOING STRONG FOR 42 YEARS

We've helped shape the growth of the UK craft industry
worth a staggering **£5 BILLION PER ANNUM**

The creative audience is growing and currently
stands at 15.1 million crafters*

Our mission
is to have a
crafter
in every
household!

A teal line graph showing an upward trend from left to right, starting at a low point and ending at a high point with an arrowhead.

**15.1 MILLION
UK CRAFTERS****

**27.1 MILLION
UK HOUSEHOLDS**

*3.4% growth within 2 years **The Craft Report 2020.

**FREE AND EXCLUSIVE
ACCESS TO THE
LATEST ANNUAL
CRAFT REPORT FOR
ALL ATTENDEES!**

ICHF Events commissions the Annual Craft Report. The extensive independent research requires a significant financial investment, but supports our bid to shape the growth of the UK craft industry. **The Craft Report** has interviewed over **10,000** crafters over the past three years. The report digs deep into consumer behaviour, industry trends, and how retailers can adapt to serve an ever-changing market.

Find the solution that's right for you, get in touch with your personal business contact:

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