



S T I T C H E S

CELEBRATING 50 YEARS

23-24 FEBRUARY 2025
NEC, BIRMINGHAM

chsi.co.uk

#BuyAtCHSi

Buyers • Connections • Business • Orders



What is CHSI STITCHES?

CHSI Stitches is the UK's trade show for the creative craft industry.

For over 40 years, the show has occupied an unrivalled position in the UK as the meeting point for world leading suppliers and industry buyers.

Why exhibit?

The UK craft industry consists of 19.6million crafters with a further potential 7.9million, with the industry seeing considerable growth over the past few years.

CHSI Stitches brings together purchase ready buyers from high street retailers, department stores, independents, multiples, online retailers and garden centres.

Who are the buyers?

As the leading event in the industry calendar, CHSI Stitches attracts the largest number of UK craft industry buyers from leading retailers and independent business owners.

Amazon
Argos
Bobbins
British Red Cross
Camelot Crafts
Crafters Companion
Debbie Shore Ltd
Create & Craft
Fabraholic
Oh Sew Crafty Ltd
Dannells
Hochanda
Dunelm
The Craft Barn
GMC
Gueterman
Habbykids
The Knitting Network
Willow Crafts
John Lewis
Haberdasherydo
Island Fabrics
Fiskars UK
Knights Haberdashery
Material Needs
Kate Frazer Gown
Minerva Fabrics
The Works
Sew Unique
Sweet Vanilla
Simplicity
Toft
The Walt Disney Company
Dawn Bibby Creations
Lakeside Needlecraft
Sewing Street
The Button Box
Littlegems
The Range
Mark Warren Textiles
Oxford Yarn
TK Maxx
Children's Scrapstore
Wool Warehouse
Textile Express

1000's of Qualified Trade Buyers

95% of buyers have purchasing power

Over 50% of craft businesses represented

75% of visitors are owners/directors

A quarter of visitors have a budget upwards of £150k

81% of buyers are looking for sewing related products

67% of buyers are looking for papercraft products



Added value

As well as exhibiting, CHSI Stitches will provide a number of additional marketing and no cost extras to ensure you maximise your ROI and experience the best show possible.



Targetted marketing campaign



Online floorplan and exhibitor list



Exhibitor hub to invite contacts and facilitate networking



Sponsorship opportunities for further brand awareness



New Trends Showcase display providing additional exposure



Creative networking opportunities

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 £250 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 £220 per m².**

We are able to offer a number of different exhibiting options to suit every need and budget.

Please contact **Steve Mitchell**
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