

CHSI

S T I T C H E S

17-19 February 2019, NEC Birmingham



OFFICIAL PUBLICATIONS ADVERTISING & SPONSORSHIP

MAKE SALES | GENERATE PROSPECTS | TARGET NEW MARKETS
INCREASE BRAND AWARENESS | PROMOTE STAND LOCATION

WELCOME

CHSI Stitches is the UK's trade show for the creative craft industry, taking place over three days at the NEC, Birmingham.

More than 6,000 buyers from across the globe come together to source the latest new products, supplies and innovations from the creative craft industry; your company has the opportunity to showcase your offering and develop your business.

The Official Publications are designed to help you influence the purchasing decisions of visitors as they gather information on future products, services and suppliers. The Official Event Guide provides an opportunity for exhibitors to create a powerful brand presence during and after the event; and we are delighted to introduce Event Guides to you as our new Official Publications Partner.

By advertising in the Official Publications, you can be certain that your promotional efforts are directed through the correct channels and your advertising will be seen directly by our visitors. The Official Publications offer the opportunity to increase your company profile, generate more traffic to your stand and maximise sales – the complete show marketing solution.

Yours sincerely,
Jordana Johnson

Marketing Manager
ICHF Events



OFFICIAL EVENT GUIDE

The Official Event Guide is the complete and comprehensive guide to CHSI Stitches, distributed FREE OF CHARGE to visitors as soon as they arrive at the venue. It represents the No. 1 route to buyers at the show and is the proven method to help you promote your brand, make sales, and launch new products. It contains a unique company profile, contact details, product and brand information for every single exhibitor as well as the invaluable floorplan, exhibitor list, and an hour by hour timetable for all show features and seminars. It also acts as the independent industry product and supplier directory used throughout the year and will be found on the desk of buyers long after the event has finished. The Official Event Guide is the perfect solution to maximise brand awareness and generate sales leads throughout the year.

92% OF VISITORS TO TRADE EVENTS STATE IT IS IMPORTANT THAT THEY RECEIVE AN OFFICIAL EVENT GUIDE

CORE CONTENT

- ◆ Floorplan & exhibitor A-Z
- ◆ Exhibitor profiles
- ◆ Product indexes
- ◆ Show features and timetables

CIRCULATION

- ◆ Buyers on site

DISTRIBUTION

- ◆ 5,000 copies available free on site
- ◆ Digital distribution

FORMAT

- ◆ 210mm x 210mm
- ◆ 72pp + 6pp, perfect-bound



RATE CARD*

SPONSORSHIPS	PRICE
Overall Sponsorship	4995
Floorplan Sponsorship	3995
Exhibitor Profiles Sponsorship	3995
Product Locator Sponsorship	2995

ENHANCED ENTRIES	
Product Locator Category Upgrade	395
Exhibitor Profile Upgrade	295
Highlighted Company Name & Stand No. (in all lists)	195

INSERTS	
Single sheet, loose under 15 gms, full run	3000
Bound-in and other specifications	POA

ADVERTORIAL FEATURES	
DPS	3495
Full Page	1795

DISCOUNTS FOR MULTIPLE INSERTIONS

*All prices quoted in GBP Sterling (£)

E&OE

CALL EVENT GUIDES ON 44 (0)1228 541200 FOR DETAILS ON HOW TO BOOK YOUR ADVERTISING

DISPLAY ADVERTISING	PRICE
COVERS	
DPS Cover	POA
Outside Back Cover	2995
Inside Front Cover	2495
Inside Back Cover	1995

DOUBLE PAGE SPREAD	
DPS – with position	3295
DPS – no position	2495

FULL PAGE	
Full Page – with position	1695
Full Page – no position	1295

HALF PAGE	
Half Page – with position	895
Half Page – no position	695

QUARTER PAGE	
Quarter Page – with position	495
Quarter Page – no position	395

SPONSORSHIP PACKAGES

Ensure your brand is the one that stands out by partnering with the Official Event Guide for sponsorship.

Sponsorship is a powerful and distinct marketing opportunity that allows you to connect directly with senior decision makers by associating your brand with the strength, authority and credibility of CHSI Stitches. Not only will you create a competitive differentiation, you will also benefit from a stronger brand presence across all show sectors, cross-selling to buyers you otherwise would not reach. It's the perfect solution for standing out from the crowd.

The sponsorship packages offer different individual benefits. Each one is designed to maximise brand awareness, afford the opportunity to develop new relationships, provide a platform to convince existing customers of your leadership and drive more buyers to your stand.

VISITORS STATE THAT MEETING NEW SUPPLIERS AND IDENTIFYING NEW PRODUCTS ARE PRIMARY MOTIVATORS FOR ATTENDING TRADE SHOWS



OFFICIAL EVENT GUIDE SPONSORSHIP OPPORTUNITIES

OVERALL SPONSORSHIP - £4,995

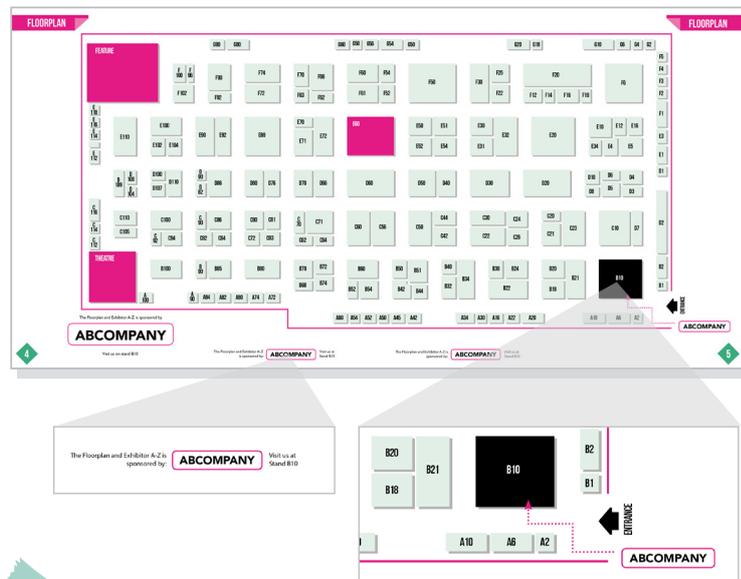
- ◆ Logo branding on the front cover with the words ‘Event Guide sponsored by..’
- ◆ Full page advertisement on the Outside Back Cover
- ◆ Logo branding across the top or bottom of every editorial page (subject to design)
- ◆ A message saying “Visit us at stand xx” printed with your logo across the top or bottom of every editorial page (subject to design)
- ◆ Logo and credit on the Contents page
- ◆ Logo and credit on the publication spine
- ◆ Logo/image upgrade with your Exhibitor Profile listing
- ◆ Horizontal banner advertisement at the bottom of the same page as your Exhibitor Profile
- ◆ Upgrade sponsorship of up to three product categories in the Product Locator (subject to availability)
- ◆ Company name and stand number highlighted in all lists



OFFICIAL EVENT GUIDE SPONSORSHIP OPPORTUNITIES

FLOORPLAN SPONSORSHIP - £3,995

- ◆ Full colour logo branding on the Floorplan with the words “sponsored by...”
- ◆ A message saying “Visit us at stand xx” printed with your logo
- ◆ A directional trail is marked from the entrance to your stand location on the Floorplan
- ◆ Your stand is highlighted on the Floorplan
- ◆ Full colour logo branding on the exhibitor A-Z listing (subject to design)
- ◆ Full page advertisement on the fold-out Inside Front Cover
- ◆ Company name and stand number highlighted in all lists
- ◆ Logo/image upgrade with your Exhibitor Profile listing
- ◆ Horizontal banner advertisement at the bottom of the same page as your Exhibitor Profile (subject to availability)



96% OF VISITORS TO TRADE EVENTS RATE THE FLOORPLAN AS AN IMPORTANT SOURCE OF INFORMATION

OFFICIAL EVENT GUIDE SPONSORSHIP OPPORTUNITIES

EXHIBITOR PROFILES SPONSORSHIP - £3,995

- ◆ Logo branding across the top or bottom of every editorial page of the Exhibitor Profiles section (subject to design)
- ◆ A message saying “Visit us at stand xx” printed with your logo
- ◆ Full page advertisement opposite the opening page of the Exhibitor Profiles section
- ◆ Company name and stand number highlighted in all lists
- ◆ Logo/image upgrade with your Exhibitor Profile listing
- ◆ Horizontal banner advertisement at the bottom of the same page as your Exhibitor Profile

ABCOMPANY **J64E**

Perivale Park, Horsenden Lane South, Perivale, London, UB6 7RH, UK
 t: 020 8997 7771 | e: info@artem.com | w: www.artem.com
 We design and sell high quality, reasonably priced crafting kits that will encourage young and old alike to turn their hand to traditional 'make and do' skills, such as hand sewing, crochet, knitting and needle felting.

ABCOMPANY

EXHIBITOR PROFILES

<p>COMPANY NAME E60E</p> <p>Unit A11, Park Royal Industrial Estate, Edon Way London, NW10 7QQ UK t: 020 730 4219 e: london@zenon.com w: www.zenon-light.com/zenon/</p> <p>Our soft and durable GOTS certified organic knit fabric is designed in the UK and printed in Europe using environmentally friendly reactive dye techniques. The distance component of the jersey provides two way (or four way as some people describe it) stretch and gives it good recovery so clothes made from this fabric will be more wearable.</p>	<p>COMPANY NAME E19E</p> <p>Depler, Miles Street, BA4 4QN UK t: 01474 821312 e: prof@hollibonnet.co.uk w: www.hollibonnet.com/en/</p> <p>Needled in the heart of the West of England, the Bath & West Showground is a simple, versatile venue with a variety of lighting, indoor and outdoor spaces. Across a spectacular size of 240 acres the Showground features six scalable indoor venues, numerous meeting, conference & exhibition spaces, a permanent roof infrastructure, site-wide catering & bathroom facilities.</p>
<p>COMPANY NAME F22E</p> <p>26 Core Road, 20 32 Histon, London, EC3N 1PE, UK t: 020 7377 4217 e: ebs@jps.co.uk w: www.jps.co.uk</p> <p>The highest quality American, knit and flat in all Boud offers its customers. Located in Limerick, Maine, Boud has been distributing American-Made products for over 40 years. With over 200 patterns available, you will definitely find something that appeals to your craft talents.</p>	<p>COMPANY NAME J80E</p> <p>w: www.zeete.com</p> <p>Exclusive hand-knitting yarns at unbeatable prices. We have an extensive range of quality yarns, from value acrylics to premium 100% wool we have something to suit all tastes and budgets.</p>
<p>ABCOMPANY J64E</p> <p>Perivale Park, Horsenden Lane South, Perivale, London, UB6 7RH, UK t: 020 8997 7771 e: info@artem.com w: www.artem.com</p> <p>We design and sell high quality, reasonably priced crafting kits that will encourage young and old alike to turn their hand to traditional 'make and do' skills, such as hand sewing, crochet, knitting and needle felting.</p> <p>ABCOMPANY</p>	<p>COMPANY NAME OS4C</p> <p>w: www.zeete.com</p> <p>Our soft and durable GOTS certified organic knit fabric is designed in the UK and printed in Europe using environmentally friendly reactive dye techniques. The distance component of the jersey provides two way (or four way as some people describe it) stretch and gives it good recovery so clothes made from this fabric will be more wearable.</p>
<p>COMPANY NAME F78E</p> <p>w: www.rimedi.com</p> <p>Exclusive hand-knitting yarns at unbeatable prices. We have an extensive range of quality yarns, from value acrylics to premium 100% wool we have something to suit all tastes and budgets.</p>	<p>COMPANY NAME K16E</p> <p>w: www.zeete.com</p> <p>We design and sell high quality, reasonably priced crafting kits that will encourage young and old alike to turn their hand to traditional 'make and do' skills, such as hand sewing, crochet, knitting and needle felting.</p>

ABCOMPANY VISIT US ON STAND J64E

BANNER ADVERTISEMENT

The Exhibitor Profiles are sponsored by **ABCOMPANY** Visit us at Stand J64E

89% OF VISITORS TO TRADE EVENTS CONSIDER THE OFFICIAL EVENT GUIDE AS AN EXCELLENT REFERENCE TOOL

The Exhibitor Profiles are sponsored by **ABCOMPANY** Visit us at Stand J64E

OFFICIAL EVENT GUIDE SPONSORSHIP OPPORTUNITIES

PRODUCT LOCATOR SPONSORSHIP - £2,995

- ◆ Logo branding across the top or bottom of every editorial page of the Product Locator (subject to design)
- ◆ A message saying “Visit us at stand xx” printed with your logo
- ◆ Full page advertisement opposite opening page of the Product Locator section
- ◆ Upgrade sponsorship of up to three product categories in the Product Locator (subject to availability)
- ◆ Company name and stand number highlighted in all lists
- ◆ Logo/image upgrade with your Exhibitor Profile listing
- ◆ Horizontal banner advertisement at the bottom of the same page as your Exhibitor Profile

PRODUCT LOCATOR

COMPANY	STAND	COMPANY	STAND	COMPANY	STAND
CRAFT MATERIALS		RIGHT GUARD SECURITY	F50E	XL DISPLAYS	B20E
ACE CREW LTD	H74E	SHOWFENCE	J82E	FELT	
CORPORATE ENTERTAINMENT PROFESSIONALS	F10E	SPINDLEWOOD	A65E	I ENTERTAINMENT	J2E
DRLIN CAFE	F19E	CRAFT BOXES		ARSTAR EUROPEAN NETWORK	E50E
EVENT AND EXHIBITION PARTNERSHIP	G34E	I ENTERTAINMENT	J2E	FESTIVAL AND OUTDOOR EVENTS SHOW	L72E
FESTIVAL AND OUTDOOR EVENTS SHOW	L72E	ARSTAR EUROPEAN NETWORK	E50E	FONIX	C82E
FIRST CALL CREW LTD	B40E	ARTEM	J44E	GET ME CONNECTED	D20E
INHOUSE ENTS LTD	IS0E	FESTIVAL AND OUTDOOR EVENTS SHOW	L72E	IELVE EVENT SERVICES	J38E
LE MARK GROUP	J72E	FESTIVAL CHAIRS	I30E	JL LIGHTING LTD	G80E
MEDIA GROUP	H16E	FLIGHTCASE WAREHOUSE	J54E	LAMP AND PENCIL	J42E
MINNACLE CREW	F40E	GL EVENTS UK	A47E	THE POWERLINE ENTERTAINMENTS	H40E
STAR EVENTS	F30E	HALO	H70E	STAGECRAFT UK	D50E
STAGECRAFT UK	D50E	HARRISONS CREATIVE	D72E	VISIONS EVENT SOLUTIONS	G65E
CRAFT TOOLS		HAWTHORN	C35E	EMBOSSING	
IMA SOLUTIONS	G45E	JL LIGHTING LTD	G80E	I ENTERTAINMENT	J2E
KJE SFX	F20E	LAMP AND PENCIL	J42E	ARSTAR EUROPEAN NETWORK	E50E
LE MARK GROUP	J72E	LE MARK GROUP	J72E	ARC INTERNATIONAL	F22E
LUKER ROWE INSURANCE	B65E	LUKER ROWE INSURANCE	B65E	CORPORATE ENTERTAINMENT PROFESSIONALS	F10E
PRESENTATION DESIGN SERVICES	C62E	PRESENTATION DESIGN SERVICES	C62E	CREATIVE TEAM EVENTS	I65E
ARSTAR EUROPEAN NETWORK	E50E	SHOWFENCE	J82E	DRLIN CAFE	F19E
BARLOUX BY PORTABLE FLOOR MAKER	C48E	STE EVENT	B45E	EXTREME WHEELS ROADSHOW	K65E
ABCOMPANY	C64E	STAR EVENTS	F30E	FESTIVAL AND OUTDOOR EVENTS SHOW	L72E
FESTIVAL AND OUTDOOR EVENTS SHOW	L72E	TABLE ART	J38E	FLIGHTCASE WAREHOUSE	J54E
HERTS TRAFFIC MANAGEMENT LTD	C23E	TECNA UK	E80E	HARLEQUIN FLOORS	C70E
		TRIPLE E	K70E	INHOUSE ENTS LTD	IS0E
		VERSATILE NUJES	E55E	JL LIGHTING LTD	G80E
		VISIONS EVENT SOLUTIONS	G65E	OUTSPOKEN CYCLES	D2E
		WEDHEAD	H82E		

ABCOMPANY

ABCOMPANY J54E
www.abcompany.co.uk t: 0123 456 789

The Product Locator is sponsored by: **ABCOMPANY** Visit us at Stand B10

The Product Locator is sponsored by: **ABCOMPANY** Visit us at Stand B10



CALL EVENT GUIDES ON 44 (0) 1228 541200 FOR DETAILS ON HOW TO BOOK YOUR ADVERTISING

YOUR OPPORTUNITIES EXPLAINED

ENHANCED ENTRIES

PRODUCT INDEX CATEGORY

DRUM CAFE	F19E
EVENT AND EXHIBITION PARTNERSHIP	G34E
FESTIVAL AND OUTDOOR EVENTS SHOW	L72E
FIRST CALL CREW LTD	B40E
INHOUSE ENTS LTD	I50E
LE MARK GROUP	J72E
MEDIA GROUP	H16E
PINNACLE CREW	F40E
STAR EVENTS	F30E
STAGECRAFT UK	D50E

CRAFT TOOLS

ABCOMPANY

ABCPMANY J54E
 www.abcompany.co.uk t: 0123 456 789

AIRSTAR EUROPEAN NETWORK	E50E
BARLOK® BY PORTABLE FLOOR MAKER	C48E
ABCOMPANY	C64E
FESTIVAL AND OUTDOOR EVENTS SHOW	L72E
HERTS TRAFFIC MANAGEMENT LTD	C23E

EXHIBITOR PROFILE / PROFILE UPGRADE

COMPANY NAME E50E

Unit A11, Park Royal Industrial Estate, Edgou Way, London, NW10 7QJ, UK
 t: 020 3301 6339 e: london@airstar-light.com w: www.airstar-light.com/en/vent
 Our soft and durable GOTS certified organic knit fabric is designed in the UK and printed in Europe using environmentally friendly reactive dye techniques. The elastane component of the jersey provides two way (or four way as some people describe it) stretch and gives it good recovery so clothes made from this fabric will be more wearable.

COMPANY NAME F22E

St. Clare House, 30-33 Minorities, London, EC3N 1PE, UK
 t: 020 7977 7637 e: ehoo@arc-int.co.uk w: www.apex-ins.co.uk
 The highest quality interfacing, foam and fiber is all Bosal offers its customers. Located in Limerick, Maine, Bosal has been distributing American made products for over 60 years. With over 200 patterns available, you will definitely find something that appeals to your craft talents.

ABCOMPANY J64E

Perivale Park, Marsenden Lane South, Perivale, London, UB6 7RH, UK
 t: 020 8997 7771 e: info@artem.com w: www.artem.com
 We design and sell high quality, reasonably priced crafting kits that will encourage young and old alike to turn their hand to traditional 'make and do' skills, such as hand sewing, crochet, knitting and needle felting.

ABCOMPANY

COMPANY NAME F78E

w: www.stmondie.co.uk
 Exquisite hand knitting yarns at unbeatable prices. We have an extensive range of quality yarns, from value acrylics to premium 100% wool we have something to suit all tastes and budgets.

HIGHLIGHTED COMPANY NAME & STAND NO. (IN ALL LISTS)

I ENTERTAINMENT	J2E
AIRSTAR EUROPEAN NETWORK	E50E
ARTEM	J64E
FESTIVAL AND OUTDOOR EVENTS SHOW	L72E
FESTIVAL CHAIRS	I30E
FLIGHTCASE WAREHOUSE	J54E
GL EVENTS UK	A67E
HALO	H70E
HARRISONS CREATIVE	D72E
HAWTHORN	C25E
IMA SOLUTIONS	G45E
JL LIGHTING LTD	G80E
KJE SFX	F20E
LAMP AND PENCIL	J42E
LE MARK GROUP	J72E
LUKER ROWE INSURANCE	B65E
PRESENTATION DESIGN SERVICES	C62E
SHOWFENCE	J82E
SITE EVENT	B45E
STAR EVENTS	F30E
TABLE ART	J38E
TECNA UK	E80E
TRIPLE E	K70E
VERSATILE VENUES	E55E
VISIONS EVENT SOLUTIONS	G85E
WEDHEAD	H82E



S T I T C H E S

17-19 February 2019, NEC Birmingham



CALL EVENT GUIDES ON 44 (0) 1228 54 1200
FOR DETAILS ON HOW TO BOOK YOUR ADVERTISING

MAKE SALES | GENERATE PROSPECTS | TARGET NEW MARKETS
INCREASE BRAND AWARENESS | PROMOTE STAND LOCATION