

CHSI

S T I T C H E S

17-19 February 2019, NEC Birmingham

THE UK'S TRADE SHOW
FOR THE CREATIVE
CRAFT INDUSTRY



www.chsi.co.uk

WHAT IS CHSI STITCHES?

The UK's trade show for the creative craft industry. Established for over 40 years and organised by ICHF Events the UK's leading organiser of events for the creative craft and hobby industry.

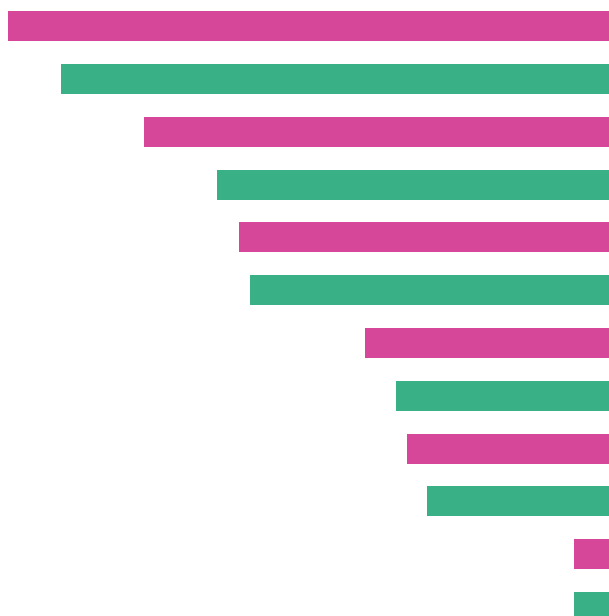
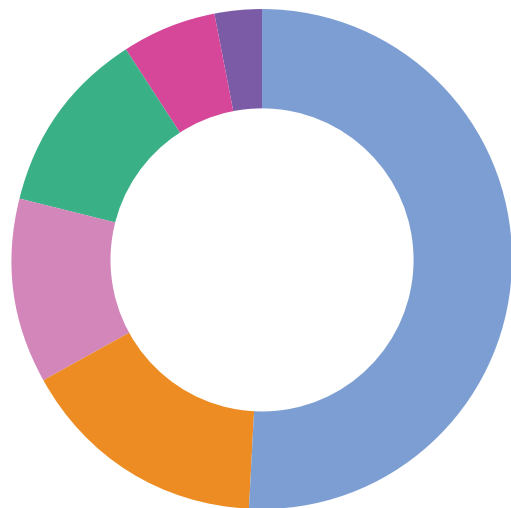
The 2019 edition will run from **17-19 February at NEC, Birmingham**. Taking place at the start of the buying cycle, CHSI Stitches attracts thousands of buyers who attend to source new products and stock for the year ahead.

Visitor Profile

6,195 Visitors in 2018

Organisation type

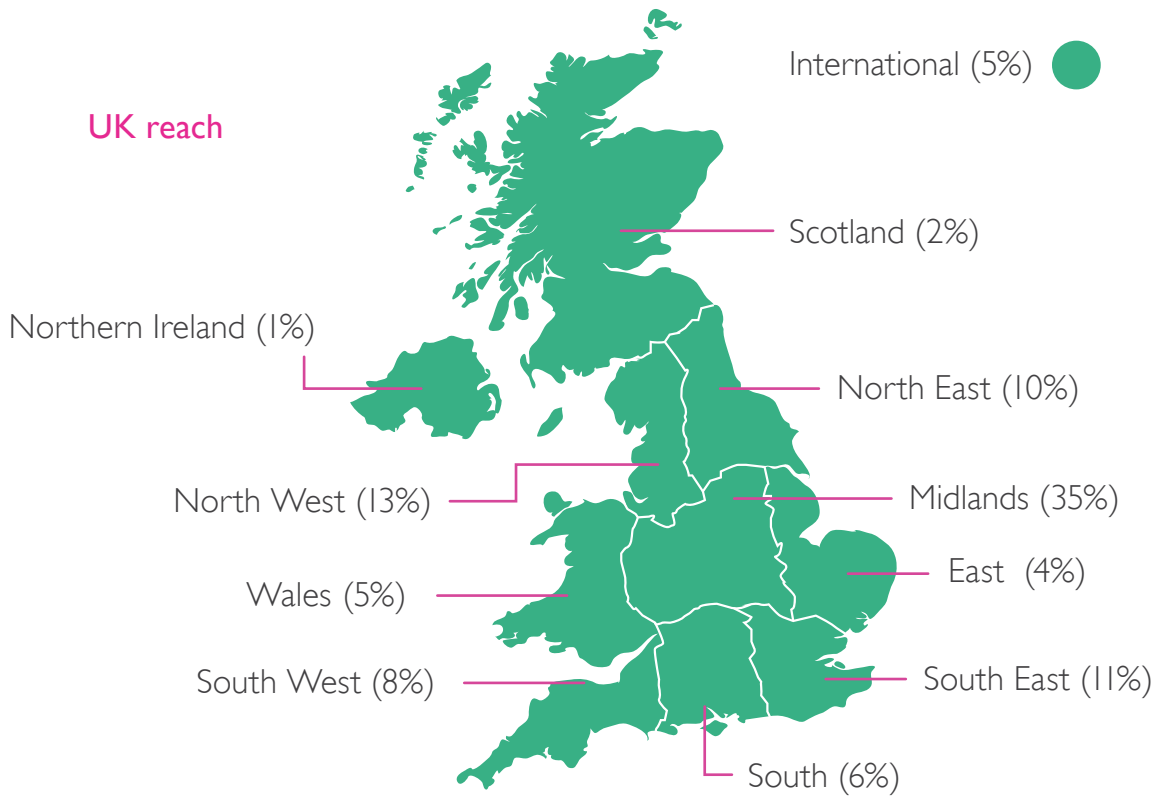
	%
Independent retailer	51%
Internet retailer	16%
Manufacturer	12%
Multiple retailer	12%
Wholesaler/Mail order	6%
Other	3%



Product areas of interest

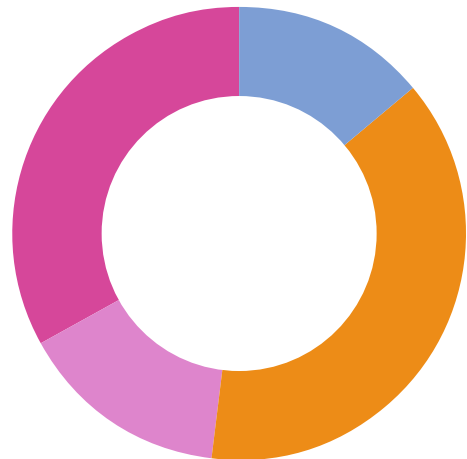
Sewing	(58%)
Craft Materials	(53%)
Fashion/Craft Fabrics	(45%)
Needlecraft	(38%)
Tools/Materials	(36%)
Yarns/Knitting	(35%)
Craft Classes	(24%)
Papercraft	(21%)
Gifts	(20%)
Art Materials	(18%)
Ceramics	(4%)
Cake Decorating	(4%)

UK reach

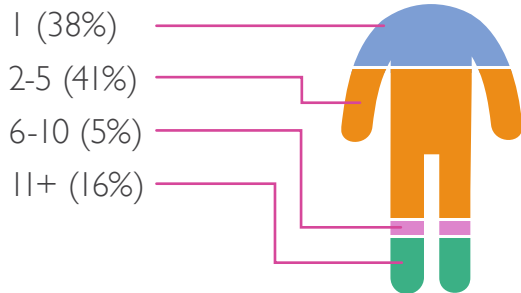


Trading time

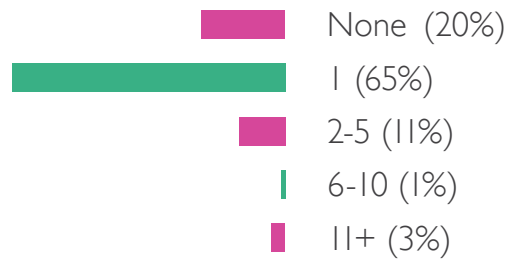
Trading time	%
New start up	14%
0-5 years	38%
6-10 years	15%
11+ years	33%



Number of employees



Number of outlets



WHY EXHIBIT?

The 2018 event welcomed 6,195 attendees across 3 days. CHSI Stitches is the focal point for thousands of UK buyers looking to source and procure for their outlets.

2018 saw a huge focus on attracting high calibre buyers looking for new products, innovation, education and networking opportunities.

85% of visitors to the show have purchasing responsibility

75% of visitors are owner/directors

With a commitment and firm strategy in place to increase visitor numbers in 2019, CHSI Stitches is your opportunity to access independents, internet retailers, manufacturers and wholesales.

Exhibitors are offered full support from the event team from the moment they sign up through to when they are onsite.

Marketing – what's included at no extra cost

- A dedicated PR agency to support your marketing campaigns
- Pre-show guidance to aid you in attracting buyers and possible stand sharers
- Exhibitor training
- Listing in the official event guide
- Comprehensive national marketing campaign incorporating multiple media channels

Online tools and promotion

- Access to your personalised online diary
- Access to the meetings planner to make one-to-one appointments with pre-registered buyers before the show
- Online exhibitor listing, promoting your company to visitors prior to the show

Onsite no cost extras

- Complimentary use of the fork lift
- 15% discount on food and refreshments in the NEC catering areas

Sponsorship and partnership opportunities

- Enhance your brand awareness with one of our cost effective sponsorship opportunities
- Increase your exposure before, during or after the event via a 6 month marketing campaign and ensure maximum impact as a result of exhibiting

EXHIBITING OPTIONS

Shell scheme

This stand will include wall panels, a fascia name board and carpet. Any extra features such as power and electrics, wifi and furniture will need to be arranged separately with the official contractors through our exhibitor manual.



Stand type

Price (per m²)

Type S1 Standard (frontage open to aisle)	£252
Type S2 Corner (2 sides open to aisle)	£262
Type S3 End of aisle (3 sides open to aisle)	£272
Type S4 Island (4 sides open to aisle)	£303

Space only

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.



Stand type

Price (per m²)

Type F1 Standard (frontage open to aisle)	£225
Type F2 Corner (2 sides open to aisle)	£230
Type F3 End of aisle (3 sides open to aisle)	£240
Type F4 Island (4 sides open to aisle)	£272

We are able to offer a number of different exhibiting options to suit every need and budget. Please speak to a member of the sales team for more information.

To book your stand please contact Dominic Fleming on dominicf@ichf.co.uk or call +44 (0) 1425 460 777