

25 - 26 February 2024, NEC Birmingham

THE 3 P'S OF SUSTAINABILITY PEOPLE + PLANET = PROFIT

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.



Haberdasherdo **Island Fabrics Papermilldirect** Willow Crafts

Dawn Bibby Creations Lakeside Needlecraft Sewing Street The Button Box Littlegems

# Fiskars UK

**Knights Haberdashery** 

Material Needs Kate Frazer Gown Minerva Fabrics

# The Works

Sew Unique Sweet Vanilla

Simplicity Toff

Mark Warren Textiles Oxford Yarn

The Range

Children's Scrapstore

Textile Express

The Walt Disney Company



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# 1000's of Qualified Trade Buyers

95% of buyers have purchasing power

Over 50% of craft businesses represented

75% of visitors are owners/directors

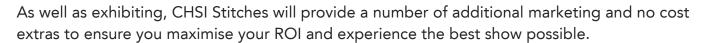
A quarter of visitors have a budget upwards of £150k

81% of buyers are looking for sewing related products

67% of buyers are looking for papercraft products



### Added value





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 £240 per m<sup>2</sup>.



#### 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 £210 per m**<sup>2</sup>.

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

Please contact Steve Mitchell on + 44 (0)1425 460 811 or email stevem@ichf.co.uk