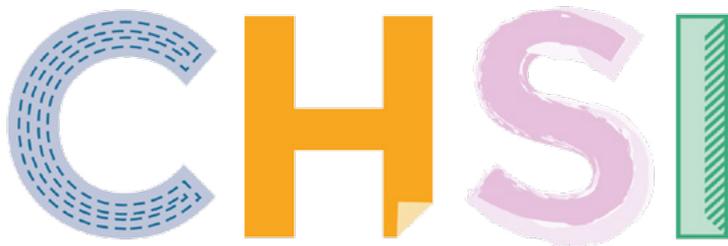


# Advertising, Sponsorship & Promotional Opportunities



S T I T C H E S

18–20 February **2018**  
**NEC** Birmingham UK

Sponsorship | Show Guide  
Advertising | Web Banner  
Advertising  
Show Offer Promotions

**ICHF** Events

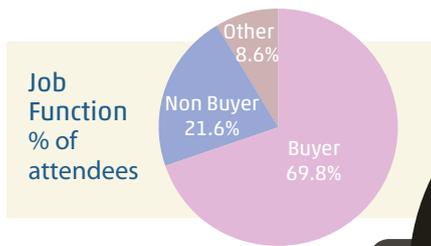
# CHSI

18-20 February  
2018  
Hall 11 & 12  
NEC Birmingham

## S T I T C H E S

"The show for us has been fantastic with a lot of footfall. We've launched the Art Gallery Fabrics' designer thread collection which is a collaboration between Aurifil and Art Gallery Fabrics where the designers have created a collection of threads that complement their fabric range. They've been very well received with lots of orders and new UK stockists."

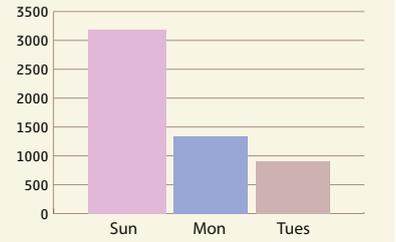
**BRADLEY MITCHELL, UK SALES MANAGER**



"We have exhibited at CHSI for more than 20 years and I think this year is the best our stand has ever looked, we have the best product range and it has been the busiest show."

**JONATHAN THOMPSON, EXECUTIVE DIRECTOR, DMC**

Day by Day Attendance



**Business Seminars**  
gave an insight to many business related topics

**Excellent International transport links**

**35 countries**  
were represented by buyers

**Catwalk**  
with exclusive yarn, fabric and dressmaking sets launching at the show

**New Creative Forum** - exclusive new research on the UK creative craft market

**5,346 visitors**

**Show floor in excess of 14,000sqm**

**Increasingly growing BrightSparks:**  
Increasingly growing BrightSparks Area Just starting out? Launch your new products and designs

**UK's largest exhibition venue**

**Extensive Marketing & PR campaign**

**Over 200 companies** exhibited at CHSI Stitches 2017

**Over 100 hours** of education ran throughout the show

# ADVERTISING, SPONSORSHIP & PROMOTIONAL OPPORTUNITIES



## Take action now to maximise your **IMPACT!**

Dear Exhibitor,

We are pleased to enclose the **Show Guide, Advertising, and Sponsorship** opportunities that are available to you as an exhibitor at *CHSI Stitches International 2018*.

By using these additional marketing opportunities you will be spreading your marketing coverage, not only at the show but for a long time afterwards! Please read the various options listed below and take action now!

### Advertising

Advertising in the Show Guide at *CHSI Stitches International* is an excellent way of attracting buyers to your stand. Your advertisement in the Guide also acts as a reminder for buyers when they are back in their stores after the show, using it to place orders. It also acts as a valuable resource for the rest of the year. All buyers visiting Craft Hobby & Stitch International will be given a FREE of Charge copy as they enter the show. Advertising rates are very reasonable, but space is limited!

**All advertising needs to be booked via CreativeByte who are handling the Show Guide for 2018. Their contact details can be found on the enclosed Advertising rates sheet or call 01202 916408.**

## Remember – The Show Guide is given FREE to visitors!

### Show Offers - 18th December 2017

Will you be promoting a Special Show Offer next year? If you are, then book space in the Show Offers brochure to promote it. We will be mailing and emailing the Show Offers brochure to all registered buyers prior to the show in January 2018. If you would like to provide a 'Show Offer' all you need to do is complete the enclosed form and let us have it back detailing the offer you are providing.

### Sponsorship

There are a number of areas within the show that are available to sponsor. A number of these sponsorship opportunities have been taken, but there are still some opportunities available. Check out the details enclosed and act immediately to secure anything that is of interest.

### Web Site Banner Advertising

During the lead up to the show the [www.chsi.co.uk](http://www.chsi.co.uk) web page receives a huge volume of traffic with buyers registering for their badges and downloading information about the exhibitors who will be at the show. One way to highlight your companies participation and to stand out from the crowd is to book a Web Site Banner advert. For a three month period there is a nominal cost of £120.00. Details of how to book are enclosed.

If you have any questions or queries regarding the promotional opportunities available please email [info@chsi.co.uk](mailto:info@chsi.co.uk) or call 01425 272711 and speak to Dominic Fleming.

Yours faithfully,

The ICHF Team

**ICHF** Events

## SPONSORSHIP

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<b>Visitor Badges</b> (one company only): Insertion of your logo and stand number on all visitor badges at the show.	£1,000	
<b>Carrier bags</b> (one company only): Your company's branding will appear on a single or double side of the official show bag.	£1,500	
<b>New Product Showcase:</b> <b>Sold to: Craft Focus Magazine</b>	£500	SOLD <input checked="" type="checkbox"/> X
<b>Overseas Visitor Lounge</b> (one company only): Your company's own promotional material (leaflets, posters, handouts, products etc) can be placed in this area, restrictions apply.	£500	
<b>Exhibitor Coffee Lounge:</b> Your company's own promotional material (leaflets, posters, handouts, products etc) can be placed in this area, restrictions apply.	£500	
<b>Coffee Point</b> (only three available): Have your company's Branding on one of the coffee points. Drop bins will also be available to accommodate literature up to A4 size.	£500	
<b>Press Lunch:</b> Exclusive advertising with the Press Lunch for one company's advertising material	£750	
<b>Executive Lounge:</b> Exclusive promotion for one company's advertising material	£500	
<b>Presentation Theatre:</b> Sponsorship of the dedicated business related seminar sessions	£500	
<b>Retailer Prize Draw:</b> Sponsorship of vouchers presented to 3 retailers for £1,000 each during the show	£3,000	

Company/Organisation

Contact Name

Position

Address

Postcode

Tel

E-mail

Date

ICHF Ltd, Dominic House, Seaton Road,  
 Highcliffe, Dorset, BH23 5HW  
 Tel: 01425 272711  
 Fax: 01425 279369

**ICHF** Events

## SHOW OFFERS

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Is your company planning to promote a Show Offer/Incentive for *CHSI Stitches International* next year? Or would you like to? If the answer to either question is YES, then please read on.

As part of the pre-show publicity we will be promoting all Show Offers/Incentives that exhibitors will be offering both in printed copy and on-line via the show web pages [www.chsi.co.uk](http://www.chsi.co.uk) FREE OF CHARGE

To participate in this offer please complete and return this Order Form.

Company name:

Contact person:

Email:

Telephone:

SHOW OFFER DESCRIPTION: (no more than 50 words)

EXAMPLE

Your Company Logo or Name

**10% Discount**

LOGO: Please forward your company logo in jpeg format

RETURN TO: **lucyj@ichf.co.uk** with heading '**CHSI offers**'

Liability for errors in the Show Offers brochure is limited to the cost offer entry.

Date

**RETURN BY: 18th December 2017**

## WEBSITE BANNER AD

18-20 February  
2018

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### Booking Form

#### Option 1

**Website banner ad** – on CHSI's homepage which has over 1 million hits per month.

360x60 pixels • Located in top right corner • Holds for 5 secs • Rotates with max of 5 ads

£60 per month: **Please tick**

£120 for 3 months: **Please tick**

#### Option 2

**E-Newsletter banner ad** – on CHSI'S enewsletter, this is sent up to three times a month to our database of around 22,000 people.

360x60 pixels • Located in top right corner • Permanent ad

£100 per E-newsletter: **Please tick**

**Any website or E-newsletter queries please contact Lucy Judd, Marketing Assistant on 01425 460803 or email [lucyj@ichf.co.uk](mailto:lucyj@ichf.co.uk)**

Company/Organisation

Contact Name

Position

Address

Postcode

Tel

E-mail

Date

**PLEASE FILL IN FORM AND RETURN ASAP or FAX back on 01425 460803 or email [lucyj@ichf.co.uk](mailto:lucyj@ichf.co.uk)**

# ADVERTISING RATES

18-20 February  
2018

Hall 11 & 12  
NEC Birmingham



## For the Craft Hobby & Stitch Showguide

Quarter Page	Landscape	64mm H x 185mm W (See 'Advert Sizes' for full specification)	£190
	Portrait	134mm H x 90mm W (See 'Advert Sizes' for full specification)	£190
Half Page	Landscape	134mm H x 185mm W (See 'Advert Sizes' for full specification)	£330
	Portrait	272mm H x 90mm W (See 'Advert Sizes' for full specification)	£330
Whole Page		297mm H x 210mm W (See 'Advert Sizes' for full specification)	£530
<b>SPECIAL POSITIONS</b>			
Back Cover		297mm H x 210mm W (See 'Advert Sizes' for full specification) – includes FREE Banner Advert	£836
Inside Front Cover		297mm H x 210mm W (See 'Advert Sizes' for full specification) – includes FREE Banner Advert	£726
Inside Back Cover		297mm H x 210mm W (See 'Advert Sizes' for full specification) – includes FREE Banner Advert	£599

Specified positions apart from those above cannot be guaranteed.

Contact Philip on **01202 916408** or email [philip@creativebyte.co.uk](mailto:philip@creativebyte.co.uk)

**Profile Upgrade in show guide (first come first served basis)  
Your company's details to be in bold in the show guide listing to  
stand out to maximum effect. Restrictions apply – max 3 per page.**

Price	Required (please tick)
£40	<input type="checkbox"/>

ALL PRICES FOR ADVERTISING & SPONSORSHIP ARE EXCLUSIVE OF VAT

Liability for all material included in the Show Guide will be limited to the cost of the entry.

Company/Organisation

Contact Name

Position

Address

Postcode

Tel

E-mail

Date

**Copy to be supplied to Creativebyte by the following methods: DEADLINE: 27/01/2018**

- If below 8 Meg to [dave@creativebyte.co.uk](mailto:dave@creativebyte.co.uk)
- If above 8 Meg use [www.wetransfer.com](http://www.wetransfer.com) using the email address [dave@creativebyte.co.uk](mailto:dave@creativebyte.co.uk)

### Acceptable Formats:

Hires PDF, jpeg, tiff or eps. Files to be cmyk, 300 dpi actual size and all fonts embedded

### Design Service:

If you would like an advert designed for you then Creativebyte can provide this service. An additional cost will be levied for the Design Work, for more details please contact Philip on 01202 916408 or email [philip@creativebyte.co.uk](mailto:philip@creativebyte.co.uk)

**creativebyte**

# ADVERT SIZES

## For the Craft, Hobby & Stitch Showguide

Full page  
Page size: 297 x 210mm  
Type area: 272 x 185mm  
Full page with bleed: 303 x 216mm

Half page portrait: 272 x 90mm  
Half page landscape: 134 x 185mm

Quarter page portrait 134 x 90mm  
Quarter page landscape: 64 x 185mm

**Copy deadline 27th January 2018**

## ICHF Events

Bleed area

