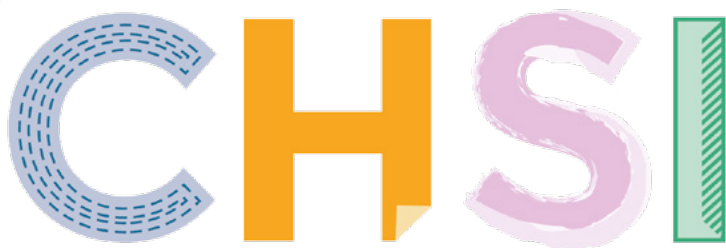


Advertising, Sponsorship & Promotional Opportunities



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

STITCHES

18-20 February 2018
Hall 11 & 12
NEC Birmingham

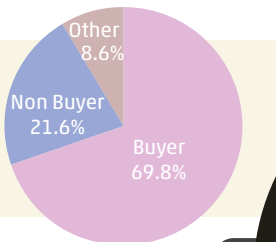
"The show for us has been fantastic with a lot of footfall. We've launched the Art Gallery Fabrics' designer thread collection which is a collaboration between Aurifil and Art Gallery Fabrics where the designers have created a collection of threads that complement their fabric range. They've been very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

BRADLEY MITCHELL, UK SALES MANAGER

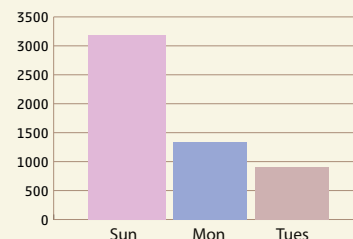
"We have exhibited at CHSI for more than 20 years and I think this year is the best our stand has ever looked, we have the best product range and it has been the busiest show."

JONATHAN THOMPSON, EXECUTIVE DIRECTOR, DMC

**Job Function
% of attendees**



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 Bright Sparks:

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



UK's largest exhibition venue



Over 200
companies exhibited at CHSI Stitches 2017

Over
100 hours
of education ran throughout the show



Extensive Marketing & PR campaign



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 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 or call 01425 272711 and speak to Dominic Fleming.

Yours faithfully,

The ICHF Team

ICHF Events

SPONSORSHIP

18-20 February
2018

Hall 11 & 12
NEC Birmingham



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

18-20 February
2018

Hall 11 & 12
NEC Birmingham



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 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

ICHF Events

WEBSITE BANNER AD

18-20 February
2018

Hall 11 & 12
NEC Birmingham



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

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

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
SPECIAL POSITIONS			
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**

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
- If above 8 Meg use www.wetransfer.com using the email address 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

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

Page size

Type area

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

Quarter page portrait

134 x 90mm

Quarter page landscape

64 x 185mm

Half page landscape

134 x 185mm