



Craft4Crafters Ltd

Presents

The
Stitching
4 All
Show

Exhibition Information

The
Craft4
Crafters
Show

A Tapestry of Talent at The Stitching 4 All & Craft4Crafters Show.

Craft4crafters is dedicated to producing exceptional textile and craft supply. Our exhibitions are meticulously curated, combining a wide array of retailers and attractions to engage and ignite the creativity of our audiences.

Our commitment to delivering value is unwavering. Whether you're a visitor seeking value for your ticket or a trader in pursuit of a profitable venture, Craft4Crafters & Stitch 4 All is your ideal platform.

Established in 2001, we've expanded over the past two decades from a haven for hobby and paper crafts to a dynamic forum for a wide range of textile disciplines - including quilting, sewing, knitting, fashion, embroidery, and a multitude of needle crafts.

Our recent launch of the Stitching 4 All Show has gained enthusiastic response from both our regular customers and first-time attendees.

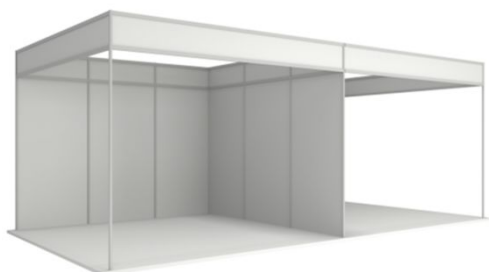
Why You Should Exhibit in the Vibrant South-West

- **Boasting the UK's fastest** growing population of over 5.2 million, the South-West is a flourishing market ripe with potential.
- **With its captivating natural** beauty, rich culture, economic opportunities, and desirable lifestyle, the South-West is an attractive hub for both living and investing.
- **Home to the country's highest number** of retirees and lowest unemployment rate, it offers a stable and diverse demographic.
- **As the second wealthiest region in the UK**, the South-West offers above-average household incomes, symbolising a prosperous consumer market.
- **The South-West's thriving creative and cultural** scene enhances its appeal, making it the perfect fit for our vibrant and eclectic exhibitions.



Booking a Stand

For more in-depth information on stand availability, detailed floor plans, or to further discuss our upcoming shows, we're just a call away. You'll find our contact details below. Alternatively, drop us an email and we assure you a swift response. Exhibiting prices start at £480 (excl. VAT) and include shell scheme, fascias, company name sign, a night stand clean and carpet. Demonstration and workshop space can also be negotiated when booking a stand.



Stands Include

Double sided, Velcro compatible hessian covered walling, company fascia sign, and carpet.

Stand Enquiries: 07834 163455
General Enquiries 0117 370 3372
Email: Debbie@craft4crafters.co.uk

The
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Westpoint Arena, Exeter
Thursday 4th – Saturday 6th April 2024

Since its humble beginnings in January 2001, this show has flourished, securing a revered spot as one of the largest and most sought-after events of its kind in the South West.

The show's growth has made it a beacon in the industry, attracting enthusiasts from far and wide. Its rise in prominence is a testament to its superb quality and consistency, making it a jewel in the crown of South West's cultural landscape.



Westpoint Arena is one of the largest exhibition and entertainment venues in the southwest of England

It is a versatile venue, with the capacity to host an eclectic mix of exhibitions. Annually, it welcomes over quarter of a million visitors, transforming into a thriving hub of activity that resonates with the hum of countless interactions and experiences.



Nestled in a vibrant region that's home to more than 470,000 residents, the venue boasts seamless connections to Devon's bustling population of 1.2 million, creating an expansive network of potential visitors.

Strategically positioned just a stone's throw from the M5, the venue offers unparalleled ease of access.

Visitors enjoy the convenience of effortless venue accessibility paired with abundant complimentary on-site parking options, ensuring a stress-free experience.

Show Attracts: - 12,000 visitors **Exhibitors Attending:** 145 traders



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Bath & West Showground
Thursday 19th - Saturday 21st September 2024

Born in the early 80s, this show emerged as one of the pioneering crafting supply exhibitions in the UK. Over the decades, it has remained a beloved event, continually drawing the adoration of a broad local community and visitors from across the region.

This year, the Stitching 4 All show debuted successfully, attracting large numbers of both enthusiasts and newcomers. As we progress into 2024, we aim to build on this success. With a more diverse marketplace, larger display areas, and a variety of specialised workshops, all to engage in the region's growing interest in textiles.

BATH & WEST
SHOWGROUND

Situated in the heart of Somerset, it provides easy access for exhibitors and visitors from across the South West and beyond, making it a convenient and central hub.

The Showground offers vast indoor and outdoor spaces that can accommodate a wide variety of exhibits, allowing for flexibility in design and layout to suit your needs.

The venue is equipped with top-notch facilities, ample parking, and on-site catering services, ensuring a comfortable and seamless experience for all participants.

Bath & West Showground is synonymous with celebrating British culture and craft, which can add a layer of prestige and historical context to your event.

The Showground regularly hosts well-attended events, indicating a strong, enthusiastic, and engaged local community. This can potentially lead to high footfall and interest in your exhibit.

Show Attracts: - 6000 visitors **Exhibitors Attending:** 89 traders



Our Blueprint to Driving Success and Engagement to you!

Recognizing the paramount significance of pre-show marketing, our seasoned team leverages years of industry expertise to craft impeccable strategies that consistently yield remarkable outcomes. We diligently analyse your customer profile, utilizing our expansive network of marketing data to precisely target your ideal audience.

Our overarching mission is to deliver the right customers to your stand, paving the way for substantial sales growth, dynamic product introductions, and the strengthening of relationships with both existing and new customers. We achieve this through...

Website



Crucial to driving robust footfall, we meticulously craft our website to be both engaging and user-friendly. Every event we market hinges on a site that is informative and easy to navigate, fostering a trusted digital environment evidenced by our impressive 85% return rate. From browsing the freshest show news to seamlessly securing tickets, exploring workshops to accessing exhibitors' details and floor plans, our platform streamlines your experience. Boasting a high traffic volume, nearly 60% of our attendees conveniently purchase tickets before the event. We aren't just marketing our events, we're revolutionising the attendee experience.

Media



Over the past 20 years, our events have fostered strong relationships with national and local media outlets, including print publications, press, TV, and radio. In previous years, our event has been featured on BBC TV and radio. The event receives extensive coverage and advertising leading up to the show.

Social Media



Our comprehensive social media campaigns span across a diverse range of online platforms, encompassing popular networks such as Facebook, Twitter, and Instagram. We strategically plan and execute targeted advertising and organic marketing campaigns months in advance of the event, ensuring maximum visibility. By actively engaging with creative communities, we swiftly and effectively disseminate event information, fostering quick and efficient communication. As a result, we have cultivated a robust and devoted following, which serves as an invaluable source of event feedback. Moreover, we diligently follow up with a post-event marketing campaign to further enhance our reach and impact.

Grass Roots



Our success hinges on the invaluable relationships we have forged with creative groups, guilds, and esteemed learning institutions within the region. Through these partnerships, we ensure that our show message resonates with precision, attracting the ideal audience to our event.

Email/Postal Marketing



With an impressive subscriber base of nearly 40,000 individuals, our email marketing campaigns serve as a powerful tool for promoting exclusive ticket offers, sharing exciting show news, and providing comprehensive workshop details. This highly effective approach consistently yields remarkable results, generating a substantial volume of advanced ticket sales. Furthermore, we strategically target our previous visitors through personalized mailshots, extending special ticket offers and keeping them updated with the latest show news.

To learn more about our comprehensive marketing program, please don't hesitate to reach out to us. Our team would be delighted to engage in a discussion with you. Feel free to contact us via phone or email.

Stand enquiries and further information

Email: debbie@craft4crafters.co.uk

Call Debbie on 07834 163455



www.craft4crafters.com

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