



Craft4Crafters Ltd

Presents

The
Craft4
Crafters
Show

The
Stitching
4 All
Show

Exhibition Information

Join Us

At Craft4Crafters, our mission is clear: to organise unrivalled textile and craft supply exhibitions that captivate audiences with the perfect blend of attractions and retailers.

Our devotion to value extends to every customer, whether they're a visitor looking for worth in their ticket price or a trader seeking a profitable return.

Born in 2001, we have matured over the past two decades to become one of the leading textile and craft exhibitions in the South West. What started as a haven for hobby and paper crafts expanded to embrace a broader array of textile disciplines, including quilting, sewing, knitting, fashion, embroidery, and a spectrum of needle crafts.

Our recent introduction of the Stitching 4 All Show has been met with widespread enthusiasm from our regular visitors and newcomers alike.

Why exhibit in the South West?

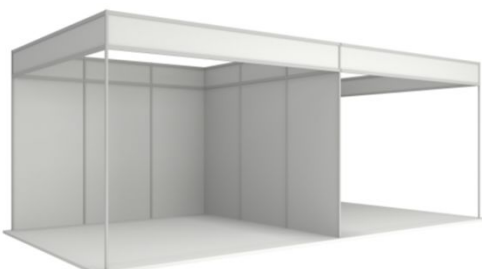
- ★ *It has the fastest growing population in the UK with over 5.2 million now living in its region.*
- ★ *It offers a unique blend of natural beauty, cultural richness, economic opportunities, and a desirable lifestyle, making it an attractive place to live, work, and invest.*
- ★ *It currently has the highest number of retired and the lowest unemployed in the country.*
- ★ *The South West has a thriving creative and cultural scene.*
- ★ *It is recognised as now being the second wealthiest part of UK.*
- ★ *Household incomes in the South West are above the UK average .*



Booking a Stand

If you would like more details about stand availability, copy of floorplans or wish to discuss in more detail any of our forthcoming shows, please call us, see details below, alternatively you can email, and we will get straight back to you.

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 Craft **4** Crafters Show

Stitching **4** All

Bath & West Showground
Thursday 12th - Saturday 14th October 2023

- ★ The Bath and West Showground is one of England's largest showgrounds.
- ★ Seeing over a million visitors to the site every year
- ★ Set in 240 acres with multi exhibition halls and plenty of free parking
- ★ Easy access, with onsite camping available for traders



Show Attracts:
6,000 visitors

BATH & WEST
SHOWGROUND

Exhibitors Attending:
89 traders

The home of one of the first crafting shows seen in the UK.

Images: C4C Bath & West April/Oct 2019



The
Craft4
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The
Stitching
4 All
Show

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 offers modern and versatile facilities, and offers a wide range of exhibitions, from trade shows to consumer events.

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

Images: C4C Westpoint Feb 2020



event marketing strategy

We know how important it is to do the right amount of pre-show marketing and with our years of experience we have been able to perfect our marketing strategies to get outstanding results. We understand your customer profile and have built a network of marketing data which allows us to effectively target the correct type of audience. Our goal is to bring the right customer to your stand, giving you the chance to make good sales, introduce new products and enhance relationships with existing and new customers. We do this through ...



Website

One important factor in getting a good footfall is an effective website, our goal when marketing any of our events is to have an informative, and easy to navigate website. Our site has a high trust value, with an 85% return rate. Visitors can view all the latest show news and purchase tickets, discover and book workshops, download exhibitors' details and floorplans - our site receives a high number of visits with nearly 60% of the attendance purchasing tickets prior to the event.



Media

Over the last 20 years our events has developed an excellent media relationship, with national and local publications, local & national press, TV and Radio. Previous years have seen BBC TV and Radio. The event is reported and advertised heavily building up to the show



Social Media

Our social media campaigns cover a wide spectrum of online platforms, including Facebook, Twitter and Instagram. We run specific advertising and organic marketing campaigns months before the event. We join creative communities, getting event information to them quickly and effectively. We have a strong loyal following and have found this a perfect way of getting event feedback. This is always followed by a post-event marketing campaign.



Grass Roots

Key to our success is the relationships we have built with creative groups, guilds, learning institutions within the region, through this we are able to get the right show message attracting the right type of visitor to the event.



Email/Postal Marketing

With close to nearly 20,000 email subscribers, we use email marketing to promote ticket offers, show news, and workshop details. This is extremely effective and generates a large amount of advanced ticket sales. In addition, we mailshot previous visitors with special ticket offers and show news.

If you would like to find out more about our marketing programme, please call or email us, we would be happy to discuss.

Book your stand
Email: debbie@craft4crafters.co.uk
Call Debbie on 07834 163455



www.craft4crafters.com

www.stitching4all.co.uk

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