

# The & Knitting Stitching Show

## SALES INFORMATION PACK

The Knitting & Stitching Shows:

10TH – 13TH OCTOBER 2019

ALEXANDRA PALACE, LONDON

7TH – 10TH NOVEMBER 2019

RDS, DUBLIN

28TH NOVEMBER – 1ST DECEMBER 2019

HARROGATE CONVENTION CENTRE, HARROGATE

PLUS The Spring Show:

27TH FEBRUARY – 1ST MARCH 2020

BDC, LONDON

Please contact:

[michelle.prah@upperstreetevents.co.uk](mailto:michelle.prah@upperstreetevents.co.uk)

0207688 6855

[www.knittingandstitchingshow.com](http://www.knittingandstitchingshow.com)



HCC, Harrogate  
28<sup>th</sup> Nov -1st Dec 2019



For stands sales contact Michelle Prah  
[michelle.prah@upperstreetevents.co.uk](mailto:michelle.prah@upperstreetevents.co.uk)  
020 7688 6855

For sponsorship contact Agnes Hankowska  
[agnes.hankowska@upperstreetevents.co.uk](mailto:agnes.hankowska@upperstreetevents.co.uk)  
020 7150 5975

The largest textile event in the North.

Each visitor spends an average of £128 at the show.

84% of visitors attend to look for ideas and inspiration.

70% of visitors don't attend any other events

*"M Rosenberg & Son is a family run business and we have been exhibiting at The Knitting & Stitching Show in Harrogate for nearly 20 years. The team at TwistedThread do a fantastic job and continue to deliver the best attended, most inspiring events. Our customers return year after year and we highly recommend taking part in the Harrogate show. Not only is the event very important to our business, it's also a lovely town to spend a week in!"*

JENNI ROSENBERG,  
M ROSENBERG & SON

Show Attracts:

**17,962**

Visitors

**211**

Exhibitors

**£2.3million**

Spent over 4 days

**5-6hrs**

Average dwell  
time

**85%**

Visitors attend to  
purchase craft  
products

## SHOW INFORMATION

The Knitting & Stitching Shows were established over 30 years ago and have become the best known and loved textile craft events in the UK and Ireland.

With a campaign that reaches millions, and shows that welcome over 76,000 textile enthusiasts every year, The Knitting & Stitching Show brand boasts a unique combination of hands-on learning, inspiration and shopping that offers an unrivalled experience for craft lovers.



## Media Partners

The Knitting & Stitching Shows were recently acquired by Immediate Media and is now part of a family of market-leading craft titles and platforms. These include TV channel, Sewing Quarter and magazines including Love Crochet, Simply Knitting, The Knitter, Mollie Makes and Simply Sewing.

Show Attracts:

**76,035**

Annual visitors  
across four  
venues

**904**

Exhibitors/year

**£11.5m**

Spent by visitors  
across four  
shows

**5-6hrs**

Average dwell  
time

**75%**

Exhibitor  
retention rate



## Why Exhibit?

We offer direct exposure to a highly targeted and receptive audience of over 76,000 passionate crafters.

Our audience is affluent and spend an average of £138 across the four shows – opportunity for immediate ROI through onsite sales.

Gain valuable customer feedback on your brands and products – improve your brand exposure, capture valuable data and ensure you're ahead of your competitors.

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*"Janome have been exhibiting at The Knitting & Stitching Shows and The Festival of Quilts for more years than I can remember and the shows continue to deliver the largest audiences of any other events.*

*Not only do we achieve great sales at the shows, we also get the opportunity to meet our customers face to face and really understand their needs. The Upper Street team deliver a great experience for their visitors and their events really live up to their name as the premium sewing shows in the market. I highly recommend them."*

DEBORAH SHEPHERD,  
CREATIVE DIRECTOR,  
JANOME UK LTD

## Previous Sponsors Include:

**brother**  
at your side

**baby lock**

**black sheep** est. 1983  
wools

**BOMBAY STORES**  
**Fabrics**  
THE UK'S LARGEST FABRIC RETAILERS  
[www.bombaystoresfabrics.co.uk](http://www.bombaystoresfabrics.co.uk)

**Create AND CRAFT**

**Lewis & Irene**  
threaded with love

**JANOME**

**JUKI**®

**Frym**

**ROWAN**

**TOFT**  
EST. 2006

**vlieseline**®

*"We have worked with Upper Street for many years and it's always been a pleasure. Their inherent understanding of our market and the needs of brands, both from an exhibitor and a sponsor perspective, make them an excellent events partner."*

STEPHEN BOGOD, BERNINA

## Sponsorship Opportunities

We offer bespoke packages to suit your specific company needs so you can truly optimise your presence and increase your visibility to a relevant and passionate audience across the UK and Ireland.

Sponsor one of our features and enjoy benefits that stretch across all parts of our campaign, showcase products in multiple areas across the show or work with us to create something completely unique to you.

For sponsorship and advertising contact  
Agnes Hankowska at:  
[agnes.hankowska@upperstreetevents.co.uk](mailto:agnes.hankowska@upperstreetevents.co.uk)  
020 7150 5975

## Advertising Opportunities

Print and digital advertising opportunities start at £100 which include features in our show guide (combined readership of 66,000 across the 4 shows). Advertise online via our website, digital or social media campaigns which reach over 100,000 relevant consumers.

## Marketing Reach:

**126,926**

Database

**8.9k**

Monthly views

**f 38,010**

Facebook followers

**o 13.7k**

Instagram followers

**t 8,430**

Twitter followers

**p 2k**

Pinterest followers