

The Knitting & Stitching Show

An event for anyone with a love of textile based crafts

7th – 10th November 2024
TEC, Belfast

Sales & Media Pack



EMBROIDERY & QUILTING

CROCHET & KNITTING

DRESSMAKING & SEWING

EXCITING NEW LAUNCH IN BELFAST!

Immediate Live (Upper Street Events) are excited to announce a return to the island of Ireland with the launch of **The Knitting & Stitching Show, Belfast, 7th – 10th November 2024!**

Featuring the K&S shows' winning combination of quality craft exhibitors, learning workshops, demonstrations and inspiring textile art galleries, The Knitting & Stitching Show Belfast is the ideal platform for visitors to shop, explore, learn and connect with fellow makers. The event was formerly based in Dublin and attracted over 13,000, visitors making it the largest textile and craft event in Ireland.

Due to popular demand from the sewing and knitting community in Ireland (alongside our loyal community of UK craft traders), we have decided to bring the event to its new home of Belfast!

The Belfast edition will take place at the Titanic Exhibition Centre, located at the heart of the city's thriving Titanic Quarter. The TEC is only a short distance from Belfast City Centre, close to a number of local hotels, restaurants and attractions. Alongside its strong road, rail and air access and over 2,000 car parking spaces, the venue is ideally positioned to satisfy all visitors' needs.

Visitor Numbers

BELFAST 2024
10,000
EXPECTED IN 3 DAYS

K&S Dublin had over 13k visitors in 4 days in 2019

Audience Profile*

 97% FEMALE

 57 AVERAGE AGE

 £154 AVERAGE SPEND

AFFLUENT AUDIENCE

Average household income of £51,056 (nearly double the national average)

Digital & Social Reach

 24K DATABASE

 44k FOLLOWERS

 24k FOLLOWERS



CONTACT US

Interested in buying a stand or becoming a sponsor, a teacher or demonstrator? We'd love to hear from you!

FOR STAND SALES ENQUIRIES PLEASE CONTACT:

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BOOK A STAND TODAY

The Knitting & Stitching Show in Belfast will be the 5th event in Immediate Live's successful craft portfolio (including The Festival of Quilts, Stitch Festival and K&S Shows in London and Harrogate), and offers access to a passionate audience of crafters who are keen to buy. If you're a retailer, distributor, manufacturer, artist or designer and you're interested in taking a stand at the show, please contact the team or apply online



[Click here to apply online](#)

REASONS TO EXHIBIT...



Immediate Live are trusted as the organisers of the very best craft and textiles events



Direct access to potential new buyers



Reach new customers in the Republic of Ireland, Northern Ireland, North Wales and the North West of England



A platform to launch new products



Brand presence in a targeted marketing campaign

www.theknittingandstitchingshow.com/belfast