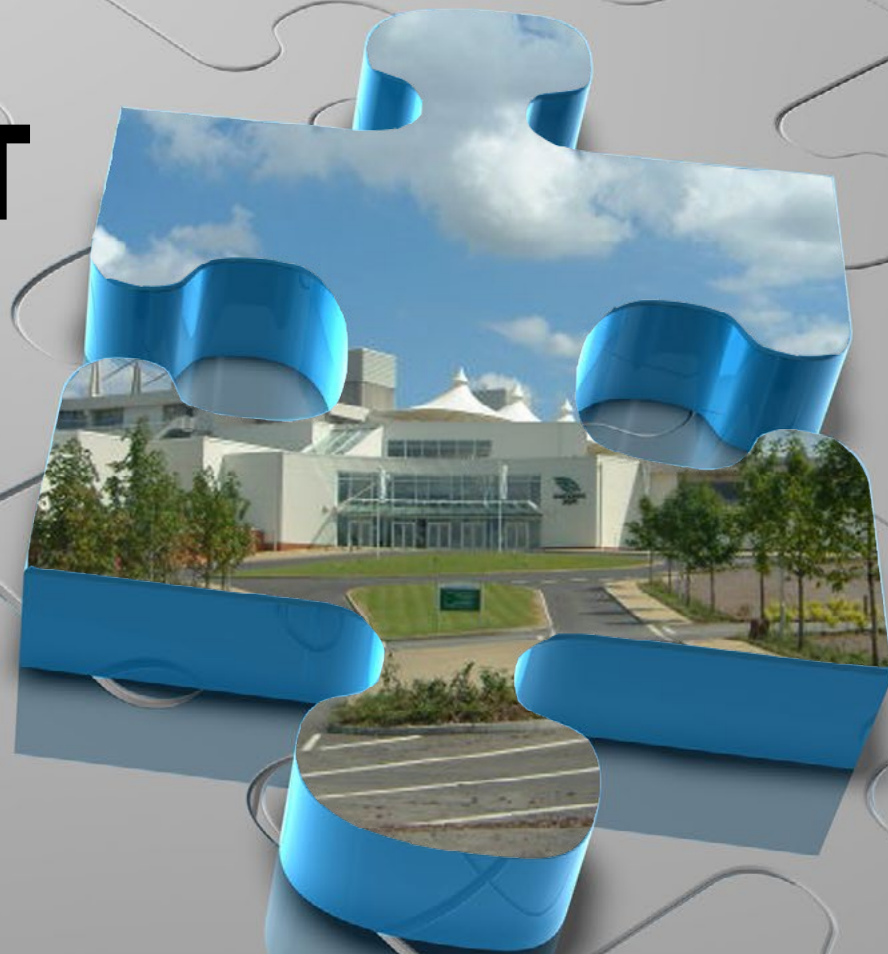


# SOME PLACES JUST SEEM TO FIT



17-19 October 2017  
Sandown Park



## Who should exhibit?

If you provide church-orientated products or services, CRE is the key event at which you can tell thousands of active Christians all about them.

Businesses and charities benefit from a vital opportunity to increase awareness of their work and mission, introduce new products and services to church leaders and influential church members and meet new contacts and supporters. CRE is not just another conference with an exhibition attached. At CRE, the exhibition is the main attraction. You are the star!

## Who will you meet at CRE?

- **Decision makers and influencers** 77% of visitors either influence or make the final decision when choosing products or services for their church or deciding which charities to support
- **Explorers** – 75% of visitors are there to find new resources or services with many looking to address a specific need in their ministry
- **Ordained clergy** – 35% of visitors are ordained - one of the most difficult sectors to reach through other marketing methods
- **Church groups** – 38% of visitors come as part of a team from their church – making on the spot decision more likely
- **Inspiration seekers** – 91% of visitors walk into the exhibition expecting to get new ideas and inspiration. It's up to you to make sure they're not disappointed!

## We listened! The Christian Resources Exhibition is returning home

It's 30 years since we first set foot on Esher's hallowed turf and more than three years since we last brought Europe's leading annual exhibition of Christian resources to the venue.

But after listening to dozens of you, our valued exhibitors, we were told in no uncertain terms – Sandown Park really is where CRE belongs! So:

- We have booked dates in October (17-19, 2017) with Christmas just around the corner
- We will open for three days instead of four, reducing your staffing costs
- We will use just two levels, the Esher and Surrey Halls, to improve visitor flow round your stand
- We are maintaining 2014 stand prices

## Ten great reasons to exhibit

1. Launch your new products and services
2. Increase awareness of your organisation or business
3. Promote yourself to thousands of influential church-goers across the UK
4. Meet church leaders and decision makers face-to-face in a cost-effective setting
5. Introduce yourself to an exhibition that attracts a high proportion of first-time visitors
6. Benefit from the entries on the website and in the exhibition handbook
7. Raise your profile through PR opportunities before and during the exhibition
8. Discover new market prospects
9. Research your market sector and keep pace with change
10. Network with other like-minded exhibitors

*Information based on past surveys of CRE Sandown Park*



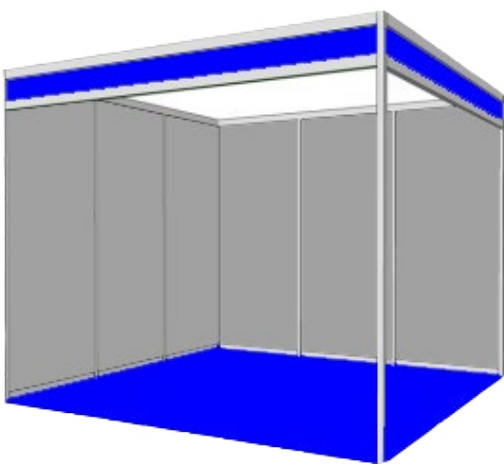


## Exhibiting at CRE

CRE stands are shell scheme, consisting of grey tweed looped nylon, velcro compatible walls and fascias with your organisation's name board. Each stand is carpeted.

The diagram (below) shows a typical stand. Electrical power points, lighting and furniture are not included in the price and should be ordered directly from the official contractors for each event.

Exhibitors may supply their own furniture.



## Raise your profile

We also provide several tools to help you to promote your presence at CRE more effectively:

- Sponsorship opportunities
- A free 50-word entry in the exhibition show guide
- An opportunity to advertise in the show guide
- Promotional leaflets for your own mailings
- Editorial and artwork for use in your own publications
- Details of our media schedule, should you wish to advertise alongside the CRE promotion
- A complimentary ticket scheme to offer to your customers/supporters

## Promotion to visitors

Many years of experience in this sector has given CRE unequalled understanding of the needs of this market and shown how best to reach prospective visitors.

CRE 2017 will have a dedicated and well-planned promotional campaign, targeting church leaders, active church members and Christian organisations across all denominations. The campaign will be delivered through the following media:

- **Direct marketing** – A high-impact targeted direct marketing campaign via email AND post using quality in-house and sourced lists.
- **Advertising** – We will advertise in key Christian and specialist publications prior to each exhibition, using local and national media.
- **PR** – CRE is now owned by a specialist, experienced media relations consultant with more than 25 years' experience in providing the exhibition with innovative PR campaigns – to heighten the profile of the exhibition and your organisation.
- **Online promotion** – Our comprehensive website lists all exhibitors, runs regular exhibitor news stories free of charge and welcomes online registration from visitors.
- **Social media** – We are in regular touch with thousands of visitors through Facebook and Twitter, welcoming positive interaction throughout the year.

### Prices held at 2014 Sandown Park levels!

	Commercial Tariff	Charity Tariff
Esher Hall (standard)	£273 per m <sup>2</sup>	£246 per m <sup>2</sup>
Esher Hall (corner)	£288 per m <sup>2</sup>	£262 per m <sup>2</sup>
Surrey Hall (standard)	£288 per m <sup>2</sup>	£262 per m <sup>2</sup>
Surrey Hall (corner)	£304 per m <sup>2</sup>	£278 per m <sup>2</sup>

Prices per square metre of floor space  
All prices subject to VAT

## Advertising rates for the CRE Exhibition Show Guide

	Exhibitor price (ex VAT)	Non-exhibitor price	Dimensions (mm)	Bleed size (mm)	Trim size (mm)
Full page	£577	£625	220 x 148	246 x 174	240 x 168
Half page (portrait)	£388	£445	220 x 72		
Half page (landscape)	£388	£445	108 x 148		
Quarter page (portrait)	£278	£309	108 x 72		

- Special cover positions:  
Outside back: add 40%  
Inside Front and Inside Back: add 25%  
Guaranteed positions if available: add 10%
- Inserts: £100 per 1,000 according to size and weight
- Print run: 8,000 copies



To discuss your exhibition requirements, please contact one of the sales team

Carol Malpass, Sales Manager  
0161 250 2467

Brett Pitchfork, Event Director  
0161 250 6297

Steve Goddard, Managing Director  
0161 250 2701

David Ramsay, Sales Manager  
0161 250 2306

Email: [sales@creonline.co.uk](mailto:sales@creonline.co.uk)

### The new CRE team

Gospatric Home, Honorary President  
Steve Goddard, Managing Director  
Brett Pitchfork, Event Director  
Jenny Brygan, Marketing and Administration  
Carol Malpass, Sales Manager  
David Ramsay, Sales Manager  
Gloria Walters, Finance Administrator



[www.creonline.co.uk](http://www.creonline.co.uk)