



SOUTH WEST 2021

17-18 March 2021



Where churches go
to discover you

We're back in the South West

CRE South West 2021: 17-18 March 2021

After taking CRE to Event City, Manchester (March 2019) and Stoneleigh Park, nr Coventry (March 2020), it's time to take our regional event to the South West for the first time since 2015. Easily-accessible, just a mile off the M5 and with plenty of free parking, Exeter's Westpoint Arena is a tried and tested venue.

You will meet church leaders, officers and decision-makers from all over Devon, Dorset, Somerset and Cornwall with more coming from Bristol, Bath, Salisbury, Bournemouth and beyond.

As well as being a strategic place to meet regional church leaders, CRE also provides you with a great context for networking and creative thinking with other organisations.



The venue

Westpoint is situated in the heart of the South West, just off the M5 and only six miles away from the historic, cathedral city of Exeter. It is the largest exhibition and entertainment venue in the South West with a column-free indoor arena, located on a 150-acre landscaped external showground, home of the Devon County Show. Five miles from Exeter St. Davids mainline train station and Exeter International Airport, it offers free onsite car parking and free visitor wi-fi.

Who will you meet at CRE South West 2021?

Ordained clergy – 19% of visitors are ordained church leaders. They form a sector difficult to reach personally through other marketing.

Decision makers and influencers – 77% of CRE visitors influence or make the final decision on choosing products or services for their church.

Explorers – 75% of visitors come to CRE to find new resources or services, many looking to address a special need.

Church groups – 38% of visitors come to CRE as part of a church team. They have got together specially to come to CRE, so it's more likely that they will be making on-the-spot decisions to buy.

Inspiration seekers – 91% of visitors are looking for new ideas and inspiration. You can make sure they're not disappointed!

A new market – 50% of visitors to our last two regional exhibitions had never before been to a CRE. Most will probably be encountering your product or service for the first time.

We put you in the spotlight

CRE South West 2021 is not another conference with an exhibition tacked on! Our visitors, most of them in some form of local church leadership, are seeking specific resources for their area of responsibility. They are there to meet companies and mission agencies, to buy, network, discover new ideas and extend their ministry and expertise. It's never a case of 'feast or famine' for exhibitors with long hours of empty aisles while visitors are in conference. At CRE South West 2021, YOU are our visitors' destination!

Face to face – not mouse to mouse!

It's the age of the internet but nothing beats listening to it, trying it on, tasting it, sampling it, sitting on it, comparing it – and, most of all, meeting you, the person behind

the product or service. Face to face is so much better than mouse to mouse!

Seminar programme

A carefully-chosen programme of practical seminars, concerts and special events equip, train and add value to visitors with contributions from exhibitors and well-known speakers and artists.

Promotion to visitors

Our extensive advertising campaign, in Christian periodicals and other media, encourages church leaders and members to visit the exhibition. Alongside that is a direct marketing campaign via email and post, using quality in-house and GDPR-compliant lists.

CRE News

Our regular e-newsletter is sent to around 40,000 former visitors, increasing in frequency as the exhibition approaches. Offering news and features about our exhibitors, it builds insight and expectation among potential visitors. We encourage all exhibitors to share their news with us, so visitors are primed to meet you.

Advertising

We advertise in key Christian and specialist publications before each exhibition, using local and national media.

Media relations

CRE is owned by a media relations consultant with more than 25 years' experience, providing the exhibition with innovative PR campaigns.

Online promotion

The CRE 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, Twitter and Instagram, welcoming positive interaction throughout the year.

We pay you!

We encourage you to be part of the marketing mix! Our unique 'Pound a Person' initiative rewards exhibitors who successfully bring visitors to CRE – with hard cash, post-event!

Visitor survey

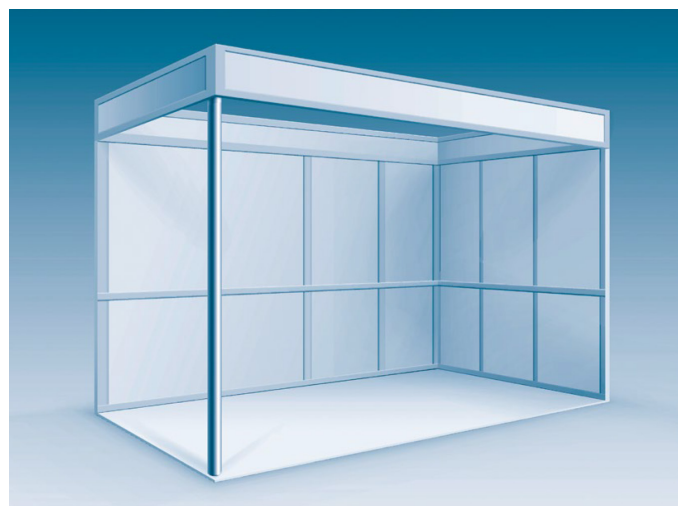
Our recent survey revealed that CRE visitors were looking for resources in the following areas:

Worship	46%
Leadership	43%
Mission	40%
Children's ministry	37%
Finance and administration	31%
Youth work	26%
Church infrastructure	25%
Seasonal gifts and resources	23%
Arts	15%

Based on this research, we are developing themes of leadership, mission and worship alongside our regular focus on children's and youth ministry.

*Statistics from CRE visitor registration.
Source: Jonas Events Technology*

Exhibiting at CRE



CRE stands are shell scheme, with grey tweed looped nylon, velcro compatible walls and fascias which carry your organisation's name.

Each stand is carpeted.

Electrical power points, lighting and furniture are not included in the price and should be ordered directly from the special contractors for each event. Exhibitors can supply their own furniture.

Every exhibitor has a free 50-word listing in the exhibition handbook supplied to visitors and opportunities exist for sponsorship and advertising to boost your presence at the event.

CRE

CHRISTIAN
RESOURCES
EXHIBITION

SOUTH WEST 2021

"In the five years since the Christian Resources Exhibition was last in the South West there has been lots happening at a local church level. There are new worshipping communities, new leaders, new volunteers taking-up important roles and lots of exciting projects in our local communities. I want to help people to be inspired in their faith and get the support they need to make a difference where they are. CRE is a great opportunity to access new resources, ideas and practical tools to meet the many challenges of local ministry."

- The Right Revd Robert Atwell,
Bishop of Exeter



Contact the CRE sales team



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