

CRE Midlands Cranmore Park, Birmingham 8-9 Nov 2023



www.creonline.co.uk

Where churches go to discover YOU



New customers in a fresh location

New customers in a fresh location, please. That's been the call from our valued exhibitors and we're delighted to respond with the first-ever CRE at Cranmore Park.

Almost 50 per cent of the visitors at our regional exhibitions in Manchester and Exeter told us they had never before been to a CRE. Anywhere. Still more had not been for many years. We expect similar statistics at CRE Midlands 2023. Indeed, some organisations will ONLY exhibit at venues outside Greater London, such is the interest from first-time visitors.

Now you can join them.

Our last visit to the Midlands, in March 2020, coincided with the onset of Covid-19. So we're returning in double-quick time to

make sure churches throughout Greater Birmingham and beyond get another opportunity to discover your goods or services.

Cranmore Park is a friendly, relaxed venue, conveniently located near the motorway network. At other nearby locations parking can prove prohibitively expensive for exhibitor and visitor alike - but Cranmore has space for hundreds of vehicles. And it's all free!

Who should exhibit?

Thousands of church leaders and decision-makers visit CRE to find the latest products and services to meet the needs of their church and ministry, making it the premier trade exhibition for those organisations with relevant resources to offer.

In addition, CRE provides a great context for networking and creative thinking between exhibitors. Many significant partnerships and projects have started with a 'chance meeting' at CRE.

If you provide church-orientated products or services, CRE is the key event to introduce them in person to thousands of local church leaders and officers.

Businesses and charities benefit from a vital opportunity to increase awareness of their work and mission and meet new contacts and supporters. While the internet is a useful tool, face to face beats mouse to mouse! And CRE is not a conference with an exhibition as an afterthought. 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 for their ministry, many with specific needs to address
- 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 decisions
- Inspiration seekers - 91% of visitors walk into the exhibition expecting to get new ideas and inspiration, primed to discover your product or service.



Exhibiting at CRE

CRE stands are shell scheme, construction. The diagram (above) 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.

'We have supported CRE from its inception in 1985 and it is a great opportunity to discuss new products with a huge number of prospects and existing customers in one place.'

Diane Pontin, GoPak Ltd

Ten great reasons to exhibit

1. **To launch your new products and services**
2. **Increase awareness of your business or charity**
3. **Promote your organisation to thousands of influential church-goers across the Midlands and beyond**
4. **Meet regional church leaders and decision-makers face to face in a professional setting**
5. **Benefit from entries on the CRE website and in our resources guide handbook**
6. **Raise your profile through PR opportunities before and during the exhibition**
7. **Discover new prospects: half of CRE Midlands visitors expected to be first-timers**
8. **Research your market sector and keep pace with change**
9. **Network with other like-minded exhibitors**
10. **Play a significant part in an event that brings together different Christian traditions**

Be heard and seen

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

- **Sponsorship opportunities**
Raise your profile across the exhibition by sponsoring the resources directory, presentation areas, restaurant etc.
- **Entries in CRE News (print)**
Exhibitors receive a free entry in our resources directory mailed out before each exhibition to more than 11,000 local church leaders and officers. Complimentary copies are given to every visitor
- **Entries in CRE News (online)**
We will include information about your organisation in

our regular e-news sent out to more than 35,000 previous CRE visitors

- **Pound a Person payback**
Take advantage of our unique complimentary ticket scheme that rewards you for bringing visitors through the doors of CRE
- **Promotional materials**
Make the most of our online and leaflet artwork, created for you to use in your own mailings and publications

'CRE provides the perfect opportunity to develop new partnerships and maintain existing friendships.'

Iain Harvey-Smith, DM Music



'CRE is more than just an event. It's an exhibition with God at the centre, providing a platform for relationship building and opportunities to share the work of many ministries and services.'

Peter Bell, Head of Fundraising,
Starfish Malawi

Promotion to visitors

Decades of experience has given CRE unequalled understanding of this sector and shown us how best to reach prospective visitors.

CRE Midlands 2023 will have a dedicated and well-planned promotional campaign, targeting church leaders and active church members across all major denominations. The campaign will be delivered through the following media:

- **Direct marketing** - A high-impact, targeted direct marketing campaign via email, post and telephone.
- **Advertising** - We advertise in key Christian and specialist publications prior to each exhibition, using local and national media.
- **PR** - CRE has an enviable record of innovative publicity campaigns that heighten the profile of the exhibition and your organisation.
- **Online promotion** - Our comprehensive website lists all exhibitors, runs regular exhibitor news stories and welcomes online registration from visitors.
- **Social media** - We are in regular touch with thousands of visitors through Facebook, Instagram and Twitter, welcoming interaction throughout the year.

Visitor survey *

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

| | |
|------------------------------|-----|
| Worship | 46% |
| Leadership | 43% |
| Mission | 40% |
| Children's ministry | 37% |
| Youthwork | 36% |
| Church infrastructure | 25% |
| Seasonal gifts and resources | 23% |
| Arts | 15% |

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

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

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