



# CRE

CHRISTIAN  
RESOURCES  
EXHIBITION



**CRE South 24      9-10 October**  
**Marshall Arena, Milton Keynes**



# Where churches go to discover you!



**After almost 40 years as the UK's leading exhibition of church resources, it's the turn of Milton Keynes to host the Christian Resources Exhibition for the very first time (9-10 October 2024).**

Alongside our many and varied exhibitors, covering all aspects of Christian life and church ministry, you will be in the heart of the home counties just 40 miles from London. The Marshall Arena is a purpose-built venue offering visitors easy access by road and rail, with plenty of onsite parking.

Almost 50 per cent of the visitors at our exhibitions outside Greater London tell us they have never before been to a CRE. Anywhere. Still more tell us it is their first visit for years. We expect similar statistics in Milton Keynes.

Join us at CRE South where key purchasers from hundreds of churches across the south of England will go.

To discover you.

**'CRE brings churches together to see what's new and what can improve their mission and purpose. There is a buzz about it. Almost every visitor comes from a forward-thinking fellowship. It is really exciting to know so many are growing and flourishing.'**

**Katie Duggan, JBKS Architects**



**More contacts • More supporters • More sales**



**'CRE is the first date in my diary each year. I can meet local church decision-makers face to face and discuss their requirements first hand in a unique, friendly environment. My business has grown as a direct result.'**

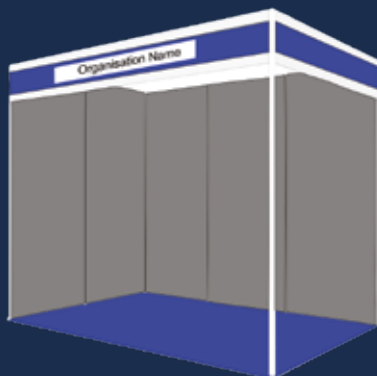
**Chris Dunphy, founder of ChurchEcoMiser**

### 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

### Exhibiting at CRE

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



expecting to get new ideas and inspiration, primed to discover your product or service

### 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, seen by more than 11,000 local church leaders and officers. Thousands are sent by post before each exhibition and complimentary copies given to every visitor.
- **Entries in CRE News (online)**  
We will include information about your organisation in our regular e-news sent out to around 30,000 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

### Promotion to visitors

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

Our exhibition in 2024 will have 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 X - formerly known as Twitter, welcoming interaction throughout the year.

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

**'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 Ponting, GoPak Ltd**



'Tired feet, completely wildflower bombed out, but great conversations along the way.  
Looking forward to CRE in 2024.'

Heather Ford, Ecclesiastical Insurance



To discuss your exhibition requirements, please contact

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

## 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 UK
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 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



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

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