

creative APRIL 2023
GUIDING SMALL BUSINESSES TO SUCCESS
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Elevate your pattern design business in 2024 and distinguish your brand from the crowd with a comprehensive multi-platform package.



2024 Creative Retailer® Power Up Pattern Designer Package

Guiding Small Businesses to Success

Contact:
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What's included: *Strategic use of multiple platforms to elevate your brand visibility.*



Total Value \$15,555

- Two print display ads, twelfth page in two issues of Creative Retailer - Value \$490
 - April (h+h americas issue)
 - October (Fall Quilt Market issue)
- Spot in h+h americas Pattern Designer Pavilion – Value \$8,565
 - Hosted by Creative Retailer
 - Booth space PLUS promotion
 - Booth space: includes peg wall (94" high x 37" wide), one shelf (42" wide x 12" deep), light
 - Admission to the show
 - Unlimited admission tickets to give to current and potential retail customers.
 - Print ad
 - Dedicated email blast
 - Newsletters
 - Social media posts
 - Swag Box Opportunity — Value \$500
- Placement on creativetailer.com on Creative Retailer Pattern Designer Dedicated Page (Full Year) — Value \$6,000



Pattern Pavilion Promotion Included: Leading up to *and* after the 2024 h+h americas show

Print Ads

Brand included in full page ad promoting the pattern pavilion in February and April issues of Creative Retailer magazine. (Value: \$3,260)

Dedicated Email Blast

Brand included in a Creative Retailer email blast promoting the pattern pavilion leading up to the show. (Value: \$1,635)

Newsletters

Brand included in Creative Retailer Newsletters (two) leading up to the show promoting the pattern pavilion. (\$600)

Website Placement

Inclusion on pattern pavilion dedicated page on Creative Retailer website – live until the following year. Listing includes: Logo, Brand Name/Tag Line, URL, contact information (Value: \$6,000)

Social Media Posts

Promotion of pattern pavilion in social media posts leading up to the show. (\$900)



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IT'S SHOW TIME!

h+h americas, June 21-23, 2023, Chicago, IL

A premier trade show open to all making a living through crafts.

Creative Retailer® is exhibiting (Booth #633) and would like to offer you a **free ticket** to attend.

Simply register using the link below and then make plans to attend.

We can't wait to see you there!

[REGISTER NOW!](#)

[MORE INFORMATION ABOUT THE SHOW](#)



2024 h+h americas

Trade shows play a crucial role in showcasing your products, services, and innovations. They provide an opportunity for networking, brand exposure, and connecting with potential customers and partners.

However, you may not have the time, resources, or logistical capacity to attend these events in person. **Creative Retailer makes it possible for your brand to be represented.**

Creative Retailer Pattern Designer Pavilion h+h americas show May 1-3, 2024

You will receive the following:

- Sign with your brand name and QR code to learn more about you.
- One peg wall (94" high x 37" wide)
- One shelf (42" wide x 12" deep)
- Light
- Two tables / six chairs shared with other Creative Retailer pattern pavilion participants.
- Directory listing in show program.
- Listing on show floor plan.
- Inclusion on h+h americas digital platform
- Admission to the show.
- Unlimited admission tickets to give to current and potential retail customers.



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What's needed from you for the h+h americas show:



Send your items for the show to Creative Retailer by April 10, 2023, based on the design of the space provided.

If you plan on attending the show, you may deliver your products and set up your space, but it must adhere to the design provided. No additions will be allowed.

Recommended items to send:

- Six patterns – three copies of each with the expectation they may be given out as samples.
- Postcards or rack cards with holder.
- Finished product or banner no bigger than (24"wide x 30 high)
- One item for shelf (optional)

If you will be there in person, we will schedule you in the booth and promote the date and time you will be there in advance.

You may also do a demo at a scheduled time, but you will need to bring needed equipment – iron, ironing board, etc.

One bar height table will be available for demos — 4' long x 2' wide.

Introductory 2024 price: \$899

A multi-platform package that allows you to cast a wide net and reach your target audience and maximize engagement wherever they are through print, digital, and trade show environments — all without leaving home if needed.

Limited space available – register today; once it's filled, it's gone.

Participation in 2024 will secure your priority access for 2025.

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You receive:



Enhance your brand's visibility and reach with two display ads (designed by you) in two issues of Creative Retailer magazine combined with the swag box opportunity included with the October 2024 issue.



Professional representation by Creative Retailer eliminates the need for physical attendance at the show and also provides a strategic and tailored approach to showcasing your brand in the best possible light.



Pattern Pavilion will be featured in print ads in Creative Retailer magazine leading up to the show will give you an excellent opportunity to enhance your visibility and reach within the craft industry. Leverage the magazine's audience and build anticipation for your presence at the upcoming h+h americas show.



Inclusion in all promotions for the show by Creative Retailer and featured on the Pattern Pavilion page after the show gives an opportunity to enhance your brand's presence, credibility, and connections within the crafting industry. Position your products for success not only during the event but also in the long term.