

# CHILLCON



Trader Pack

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Welcome to the CHILLCON traders pack, here you will find some useful information and walk you through the application process.

CHILLCON held its inaugural event in Sheffield in 2017.

Since then, it has developed into one of the most eagerly awaited conventions in Northern England, expanding annually with increased attendance and enhancements as necessary.

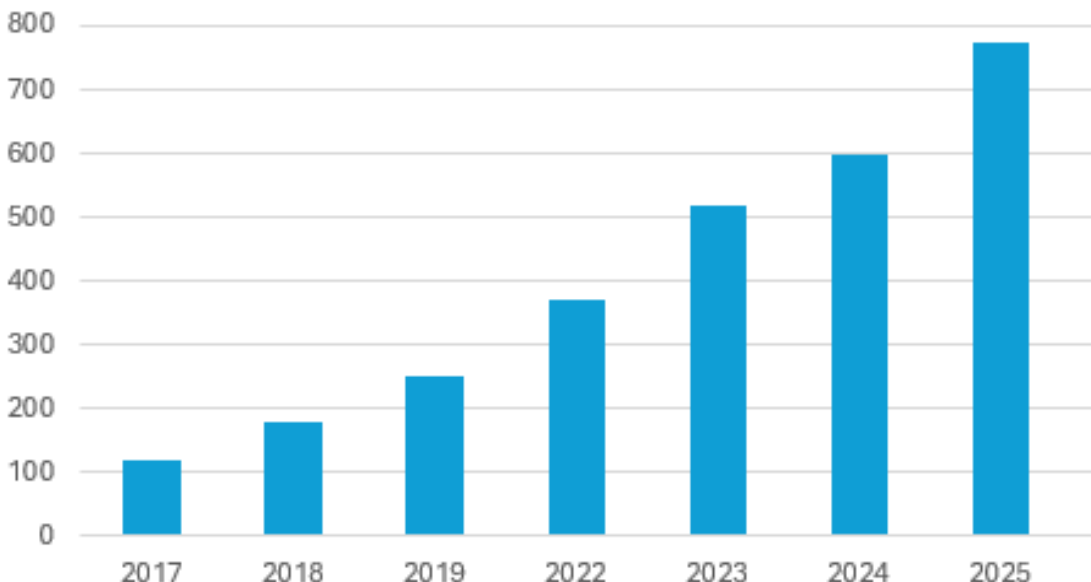
Known for its unique vibe, welcoming environment, and commitment to providing an excellent experience for all attendees, CHILLCON invites vendors from diverse areas of the tabletop, board game, and wargaming industries.

Feel free to reach out with any inquiries.



## SHOW ATTENDEES

Below, you can observe the increase in attendance over the years. The figures represent only paying adults. Regrettably, there were no events held in 2020 or 2021 because of the pandemic.





# START HERE TRADE STAND

## STEP 1

## BOOKING YOUR STAND

Booking your stand at CHILLCON is easy. We offer stand sizes in 6ft plots with the maximum plot being 18ft. We also offer more prominent corner stands which are ideal for those wishing to host demonstration games or to showcase new products.

## PRICING

A standard 6ft plot costs £90.00 including VAT, covering both Saturday and Sunday. Please note that **tables are not included** in this price, but they can be ordered separately, tables are approximately 6ft x 2ft in size.

If you wished to book a corner plot, an additional £20.00 will be added to your stand fee.

**6ft - £90**  
**12ft - £180**  
**18ft - £270**



**TABLES ARE AVAILABLE  
FOR £8.00 EACH**

## STAND SIZE

Every stand size may be slightly different with the venue being a college and making the most of the available space. However most stand sizes have a 6ft frontage and 6ft depth.

## WI-FI

The venue does not provide WiFi. However, we will offer WiFi for traders to accept payments via a mobile hotspot router. This service will incur an additional fee to cover the cost of equipment and data.

**Add Wi-Fi - £10**



# ADD ON OPTIONS

# SWAG BAGS

## STEP 2

We are excited to introduce 'Swag Bags,' an exclusive ticket option for our attendees. To the best of our knowledge, we are the only convention offering this unique feature.

These bags are highly sought after and serve as an excellent method for engaging with people and boosting sales both during and after the event.



## HOW DOES IT WORK FOR TRADERS?

Traders attending the show who wish to include products in our SWAG Bags can receive up to a 50% discount on their stand fee (excluding add-ons) in exchange for 50 identical items. Ideally, these items should be miniatures or hobby-related products that are commonly used. We request that the items come in packaging, such as blisters, to prevent damage and to ensure they stand out.

## SUBMITTING YOUR CONTRIBUTION

We request traders to submit their contributions for several reasons: to ensure the items are appropriate for the swag bags and to create a guide for the fortunate gamers who receive the bags, detailing the contents and providing information on where to find the contributing companies.

## DEADLINES

All items from traders must be received by Friday, 30th January 2026. This schedule provides enough time for packing the bags before the show and conducting any necessary quality checks.





All sponsorship funds directly support the show's development, making it more enjoyable for attendees. Sponsoring also highlights your business and products to our visitors.

## SPONSORSHIP BENEFITS

We offer various sponsorship options listed below. All levels include:

- Sponsor listing with logo on our homepage
- Sponsor listing in our show guide for all attendees
- Sponsor listing in our 'Mailchimp' newsletter
- Half-page advertisement in our show guide
- Posts on all social media platforms

If you're interested in sponsoring CHILLCON then please get in touch: [steve@chillcon.net](mailto:steve@chillcon.net)

### MAJOR SPONSOR

£400 (2 available)

**SOLD OUT!**

Becoming the major sponsor for CHILLCON is a great way to raise your company or product's profile. Your logo will be featured on all of our printed and digital promotional material from when you sign up.

Additional features include:

- Your logo at a larger size and mentioned as a 'Major Sponsor' on our website
- Your logo featured on our entry door roller banner welcoming attendees to the show
- Your show guide advert upgraded to a full page .
- Space to showcase 2 roller banners around the venue (not supplied)
- Your logo featured on our attendee wristbands

### THE GUIDE SPONSOR

£150 (1 available)

**SOLD OUT!**

Every attendee receives one of our full colour A5 show guides upon arrival. The guide includes articles, floor plans and important information.

Additional features include:

- Your logo featured on the front cover of the show guide
- Your advert upgraded to a full page and will be featured on the back cover
- You will also have a page footer listed with your website or message listed on two pages
- Your company will be mentioned on related posts as sponsoring the show guides across our social media platforms



# ADD ON OPTIONS SPONSORSHIP

## STEP 3



HOBBY CLINIC

### HOBBY CLINIC SPONSOR

£50 (1 available)

**SOLD OUT!**

Our Hobby Clinic is a popular feature of the show where attendees can sit down with and learn new skills and techniques from a range of hobby experts.

- Your logo featured on the Hobby Clinic page of our website as a sponsor
- Your logo on the A4 artist profiles on the tables in a prime location
- Your company mentioned as a sponsor on related social media posts

### BRING & BUY SPONSOR

£50 (1 available)

**SOLD OUT!**

One of the busiest parts of any show where there is always a large crowd looking for something to catch their eye.

- Your logo featured on the Bring and Buy page of the website as a sponsor
- Your logo featured on A3 posters for attendees to see
- Your company mentioned as a sponsor on related social media posts

### TABLE TALKERS SPONSOR

£10ea (40 available)

We're working hard to improve the look of the show and money raised from this option will fund improvements such as new table cloths for gaming tables. We place table talkers on all participation game tables, board games library tables and on the tables of the seating area.

A minimum of 10 table talkers are required (40 available in total).

You will have a panel on the table talker for you to advertise your company on in full colour and you may use it as you wish (DL Size).



All of our sponsorship options are available whether you are attending the show as a trader or not. Traders can apply for sponsorship options via the booking form. Companies that wish to sponsor the show but are unable to make the event please email [steve@chillcon.net](mailto:steve@chillcon.net)

# ADD ON OPTIONS ADVERTISING

## STEP 4



Our 2025 show guide  
[You can view it here](#)

## SHOW GUIDE

Our show guide isn't just a fancy map, it's a full colour glossy A5 booklet with articles, reviews and so much more. Every single attendee that comes through the door receives a show guide, so this is a great way to advertise.

Please ensure that all artwork is submitted in PDF format. For an additional fee we may be able to assist in the production of artwork – please contact us with your requirements.

### QUARTER PAGE

£20

Trim size: H:90mm x W:63mm



### HALF PAGE

£40

Trim size: H:90mm x W:130mm



### FULL PAGE

£80

Trim size: H:210mm x W:130mm

