

# CHILLCON



## EXHIBITOR PACK

### SHEFFIELD 2027



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# WELCOME

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.

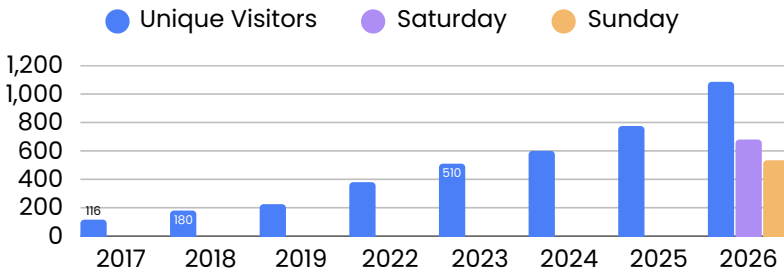
Known for its unique vibe, welcoming environment, and commitment to providing an excellent experience for all attendees, CHILLCON invites vendors from diverse areas of the tabletop, board game, and wargaming industries.

## REASONS TO EXHIBIT WITH US

CHILLCON is an exciting, rapidly growing tabletop gaming convention, dedicated to creating an exceptional experience for all attendees.

- Friendly, organized team & great atmosphere
- A chance to connect with the public and showcase your range
- Affordable pitches and sponsorship options
- Daily or weekend trade stands to support small businesses
- Support across social media

## ATTENDANCE HISTORY



# WHEN IS IT?

Our next event is on Saturday 20th March and Sunday 21<sup>st</sup> March 2027.

Saturdays trading times: 10:00 to 17:00

Sundays trading times: 10:00 to 16:00

# WHERE IS IT?

CHILLCON is held at Hillsborough College, 30 Livesey Street, Sheffield, S6 2ET

# VENUE DETAILS

The event is arranged across three unique areas: the Atrium, the Refectory, and the Sports Hall. Each space is thoughtfully designed to create a smooth flow, featuring clear signage that allows visitors to navigate with ease.

The venue provides ample parking options, including an overflow car park for additional convenience. Trader parking is conveniently located behind the venue, away from the main crowd.

Public transport connections are excellent, with the venue situated close to the train station, as well as tram and bus stops.



## 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 £98.00 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.

<b>6FT</b>	<b>£98.00</b>
<b>12FT</b>	<b>£196.00</b>
<b>18FT</b>	<b>£294.00</b>

## 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.

Please note, chairs are included. Stands will be allocated 2 chairs.



# Add On Options

# TRADE STAND

STEP 2

## TABLES

Tables measure 6 feet by 2 inches and are not included in the stand price. Please be sure to add any tables you need to your order.

**ADD  
£9 EACH**

## 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. This is from a wi-fi event company.

**ADD  
£25**

## POWER

Power Availability at the Venue:

- Power sources are limited to specific areas of the venue and may not always be accessible.
- All electronic devices and extension leads must undergo PAT testing.

If you need power, please let us know. We will do our utmost to accommodate your requests, but availability is not guaranteed.



# Add On Options

# SWAG BAGS

STEP 3

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 encourage traders to submit their contributions for a few key reasons: to guarantee that the items are suitable for the swag bags and to create a guide for the lucky gamers who will receive them. This guide will detail the contents and provide information on how to locate the contributing companies. Contributions can be submitted through the application form and will be subject to approval.

## 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.

# Add On Options

# SPONSORSHIP

STEP 4

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.

## MAJOR SPONSOR

**£500**

**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
- A direct link to your website on our Linktree.
- A full page advert in our show guide.
- Space to showcase 2 roller banners around the venue (not supplied)
- Your logo featured on our attendee wristbands
- Your logo on the lanyards for staff and VIP's/Guests (around 300)

## EVENT GUIDE

**£250**

1 Available

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 logo and mentioned as a 'Sponsor' on our website
- A full page advert features on the back cover of the event guide
- A direct link to your website on our Linktree.

## SEMINARS

**£250**

**SOLD OUT**

Seminars play a significant role in the show, attracting numerous guests each day. The seminar room can accommodate up to 100 attendees.

Additionally, all seminars will be recorded, and the footage will be made available after the event.

Additional features include:

- Opportunity to place 2 roller banners either side of the stage (not supplied)
- Your logo and mentioned as a 'Sponsor' on our website
- A full page advert
- A direct link to your website on our Linktree.
- Mentioned as a sponsor on all related posts leading up to the event and after.

## LANYARDS

**£250**

1 Available

We're introducing collector edition lanyards, these will be exclusive to each year. These will be available to VIP bags, staff and creators.

Additional features include:

- Space on the lanyard for you to design and use.
- Your logo and mentioned as a 'Sponsor' on our website
- A full page advert features on the back cover of the event guide
- A direct link to your website on our Linktree.



## ACTIVITY SPONSOR

**£100**

1 Available Per Activity

The show offers numerous free activities, including Bring & Buy, Paint in 20, Bitz Blitz, Kids Zone, Hobby Clinic, and Board Games Library, providing a great chance to showcase your business.

Additional features include:

- Between two and four A4 acrylic advertising holders to showcase your design (printing supplied, artwork required)
- A direct link to your website on our Linktree.
- Mentioned as a sponsor on all related posts to the specific activity leading up to the event.

## OTHER OPPERTUNITIES

We have have some amazing oppertunities within our activities that engage our visitors, here's some more details:

### CHILLCON Challenge

We are excited to introduce an activity sheet for visitors to complete, which includes tasks like purchasing items from traders and participating in free activities. We are seeking items to fill the prize bags for those who complete the sheets.

Items Needed: Our goal is to provide 400 free prize bags.

### Paint in 20 and Bitz Blitz

Throughout the event, we will have spot prizes for each round, running up to 10 rounds per day. We would require 20 prizes per activity per day.

## EVENT GUIDE ADVERTISING

Our show guide is more than just a sleek map; it's an engaging and vibrant A5 booklet filled with fascinating articles, thoughtful reviews, and an abundance of extra content! Each attendee who enters will receive a copy, creating a wonderful opportunity for advertising!

### DEADLINES

Please note that the deadline for your confirmed advertisement is set for no later than **January 29, 2027**. This timeframe is necessary to ensure proper design and printing. Should you miss this deadline, we may need to proceed without including your advertisement in the event guide.

#### Quarter Page £40

Artwork Size:  
74mm x 105mm



#### Half Page £80

Artwork Size:  
148mm x 105mm



#### Full Page £120

Artwork Size:  
148mm x 210mm



**Artwork submissions:** Please provide your artwork as uncompressed PDF's. Send to: [traders@chillcon.net](mailto:traders@chillcon.net)



## **WHAT IS THE TRADER POP UP?**

This section is designed specifically for new traders to CHILLCON, with the goal of uplifting small independent businesses. Participants will have the chance to trade at CHILLCON Sheffield for one day, selecting either Saturday or Sunday.

- Each trade stand measures 6 feet in size.
- Only one stand is allowed per trader, along with one table.
- The trade stands will be arranged in a traditional format, rather than an open-plan layout.

## **IS SPONSORSHIP AN OPTION?**

Unfortunately not, traders taking part in the 'Trader Pop Up' have access to advertisement options for the event guide; however, show sponsorship is only available to exhibitor stands.

## **AM I ABLE TO TRADE?**

Absolutely, there are no restrictions on this stand apart from it being available for just one day, consisting of a single 6-foot stand, along with sponsorship options.

## **HOW DO I APPLY?**

Please ensure you apply via the 'Trader Pop Up' application form. The price for a 6ft stand and a table is £60.00.



# After Show Party at **THE OUTPOST**

## **WHAT IS THE AFTERPARTY?**

In 2026, we hosted the spectacular inaugural aftershow party, and since it fell on a weekend, we teamed up with 'The Outpost' for attendees eager for more excitement after the show! The event was a phenomenal success, with a huge crowd naturally flocking over after the convention. Running from 5 PM until late, this is a free event and it features an incredible licensed bar offering refreshing soft drinks, tasty snacks, and amazing food vendors on site.

## **CAN I TRADE AT THE EVENT?**

Absolutely! Trading at the after-party is completely FREE, allowing you to showcase and sell your products during the event. You will have access to a single table for your use. Please keep in mind that this opportunity is exclusive to select traders and is subject to approval from The Outpost team.

Table size: 6ft x 2ft (roughly)

## **LOOKING TO HOLD A DEMO GAME?**

If you're interested in hosting a demo game, you are more than welcome to do so! This is another excellent opportunity to highlight your products.



# More INFORMATION

## TRADING HOURS

After receiving feedback from the public regarding longer opening hours we have decided to add an hour to the Saturdays trading hours. So each day will be:

**Saturday:** 10:00 to 17:00

**Sunday:** 10:00 to 16:00

## SETTING UP

Please note these are a rough guide and times will be confirmed closer to the time. We will be running a system where you will need to book your unloading slot.

Provisional times:

Friday: 18:00 to 20:00

Saturday: 07:30 to 09:30

You will be given a specific unloading spot closer to the time depending on where your stand is located.

We will have a team of volunteers to help you unload and pack up, however we do not accept any responsibility for damages.

## BREAKDOWN

Please note traders are not permitted to begin breaking down until the final closing time of the show. This is built into our risk assessment with the venue.

Saturday: from 17:00

Sunday: from 16:00

## PARKING

Traders will have their own dedicated parking behind the venue. You will be given a parking pass; please ensure it's visible and the information is filled in to help locate any traders.

You will have more instructions closer to the time in a trader update.

# More INFORMATION

## APPLICATION PRIORITY

We will give priority to applications from game publishers and designers to guarantee an exceptional experience for all attendees.

To prevent oversaturation and highlight outstanding products, we have set a limit on specific categories, including but not limited to: 3D printing, gift ideas, terrain, and resellers/retailers.

To facilitate this, please allow time for us to review and process applications.

## APPLICATION PROCESS

- 1) Complete the online booking form, and we will assess your application.
- 2) After reviewing and approving your application, you will receive an invoice. You will have 28 days to make the full payment; if we do not receive payment within that timeframe, we may offer your spot to another trader.

## USE OF AI

We strongly advise against the use of AI at the event. Consequently, any AI-generated products will not be allowed at CHILLCON. Should you choose to bring items created by AI, you will be required to leave the event, and no refunds will be provided.

## DEADLINES

**Artwork:** If you have reserved advertising space in our event guide, kindly submit your artwork by the deadline indicated on the 'Step 5' page. Should you miss this deadline, the event guide will go to print without your advertisement, and no refunds will be provided.

**Swag Bags:** If you are submitting items for our swag bags, please ensure these arrived by the deadline date stated on 'Step 3'

# More INFORMATION

## TRADE STANDS

**Furniture:** Trade stands do not come with tables. If you require tables, then please ensure you have added them to your application. (with the exception of the 'trader pop up' stand)

**Trade passes:** Two trade passes will be issued for a 6ft stand, then 1 extra for each additional 6ft: e.g. 12ft - 3 passes and 18ft - 4 passes.

**Subletting:** Traders may not sublet or allocate any of their trade stand to other exhibitors.

**Swapping your stand:** Exhibitors may not just 'offer up' or 'give' their stand to another exhibitor. If you are unable to attend, please follow the cancellation policy.

**Public Liability Insurance:** All exhibitors must secure their own insurance coverage. Prior to the event, we will ask for proof of insurance. If you are unable to provide your certificate, you may not be permitted to attend the show, and no refunds will be issued.

## CANCELLATION/ REFUND POLICY

If you're no longer able to make the event, please inform us via email as soon as possible, and the following refund policy applies:

Up to 10 weeks prior to the event:  
100% refund paid by the exhibitor.

Up to 8 weeks prior to the event:  
50% refund paid by the exhibitor.

Up to 6 weeks prior to the event:  
No refund given.

