

# CHILLC N

## 2024 TRADER PACK

# CHILLCON

CHILLCON's first show was back in 2017 in Sheffield. Since then it's been become one of the North's favourite conventions.

Attended by 500 - 600 people per show, CHILLCON prices itself on being different, being family friendly and ensuring everyone has an enjoyable experience. We soon expanded to two shows per year, one in Sheffield and the other in Derby, and will return to hosting two shows in 2024. We welcome traders from across the board game and wargaming industry, so if you have any questions please get in touch.



## BOOKING YOUR STAND

Booking your stand at CHILLCON is easy. We offer stand sizes in 6ft plots with the maximum plot being 24ft. 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 £45.00 including VAT. If you wished to book a corner plot, an additional £20.00 will be added to your stand fee. Tables are NOT included, tables are approximately 6ft x 2ft in size.

**6ft - £45**

**12ft - £90**

**18ft - £135**

**24ft - £180**



**TABLES ARE AVAILABLE FOR £6.00 EACH**



# ADD ON OPTIONS

# SPONSORSHIP

All money raised from sponsorship goes directly into developing the show, making it bigger and better and ensuring everyone that attends has a great day out. It's also a great way to draw our visitor's attention to your business and products.

We have several sponsorship options available which are detailed below. In addition all sponsorship levels include:

## SPONSORSHIP BENEFITS

- Listing as a sponsor on our website homepage with your logo
- Listing as a sponsor in our show guide, which every attendee receives
- Listing as a sponsor in our 'Mailchimp' newsletter
- A half page advert in our show guide
- Posts across 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 (1 available)

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 logo featured on our carrier bags which every attendee receives
- Your show guide advert upgraded to a full page and also will feature on the back cover
- Your logo featured on our attendee wristbands

## THE GUIDE SPONSOR

£150 (1 available)

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

- Your logo featured on the front cover of the show guide
- Your advert upgraded to a full page and will be featured on the inside front 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



HOBBY CLINIC

## HOBBY CLINIC SPONSOR

£50 (1 available)

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)

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

## SWAG BAGS

As far as we are aware CHILLCON is the only convention in the UK that offers SWAG Bags to attendees. Swag Bags are a premium entry ticket option which always sells out long before the date of the show.

The Swag Bag is a fantastic way of show casing your product and driving new sales opportunities!



## HOW DOES IT WORK FOR TRADERS?

Traders that are attending the show that wish to place products in our SWAG Bags receive up to a 50% discount on their stand fee in exchange for 50 identical items. Ideally we would like miniatures but we are willing to consider any product you may offer. We do ask that they come in packaging such as blisters to prevent damage.

## HOW DOES IT WORK FOR COMPANIES NOT ATTENDING

Companies that are not attending the show can also place items in the SWAG Bags. In all cases please contact [steve@chillcon.net](mailto:steve@chillcon.net) before booking to discuss this option.



# ADD ON OPTIONS

## ADVERTISING



Our 2022 show guide  
You can download the full guide on our website

## 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

