



1st – 4th August 2024
NEC, Birmingham, England

**Europe's ultimate
quilting destination!**

Sales and Media Pack

Visitor Attendance

-  Largest volume of patchwork and quilting enthusiasts in Europe!
-  22,000 affluent and passionate crafters expected in 2024



27% of visitors in 2023 were brand-new to the show



45% repeat visitors from 2023

Demographics



97% Female



Average age: 62



10% of visitors travel from outside of the UK

Visitor Income & Spending



Average visitor income
£55,500 compared to
UK average £34,963*



Total spend of 5.5m
in four days!



Average spend per
visitor £211



Average dwell time:
7 hours

Exhibit with us

thefestivalofquilts.co.uk

Brought to you by **IMMEDIATE LIVE** 

Marketing Campaign

Unrivalled access to targeted audiences through our extensive marketing campaign!



31 million –
Annual Campaign
Reach



Email Database
91,000+



Social Media
Instagram: 17.4k+
Facebook: 21.1k+



Website
143,000 unique users
943,000 page views

Advertising & Sponsorship Opportunities

Sponsorship

Bespoke packages to suit your objectives, engage targeted audiences and support your brand growth.

Show Guide Advertising

Gain significant brand exposure to over 35% of our audiences by advertising in our printed Show Guide.

Digital Packages

Engage with tens of thousands of passionate quilters – we will curate a bespoke digital package to suit your objectives.

First Time Exhibiting?

We'd love to hear from you! We welcome hundreds of brand-new companies to our shows every year and we're keen to help you manage the process.

Whether your aims are to grow your customer base, launch new products, meet customers face to face or simply sell, sell, sell – we will support you to get the most out of your exhibiting experience.

"Janome had a really positive experience and enjoyed helping customers achieve their goals – the increase in visitor numbers was great to see. FOQ is one of our favourite events and we're already looking forward to next year!"

DEBORAH SHEPHERD, CREATIVE DIRECTOR AT JANOME

"The Festival of Quilts was an amazing event, and everyone was buzzing with the excitement of it all. Superbly organised, and the fact that you were all so present throughout made such a difference."

KELLY DILLON, THE STITCHING POST

Contact us:

If you need more information or want to book, please contact one of our team as follows:

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