

Craft & Hobby Formula EXHIBITION

RUSSIA



Duration

Spring 2011: March, 4-7

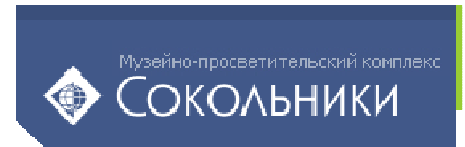
04.03.2011 for trade visitors only!

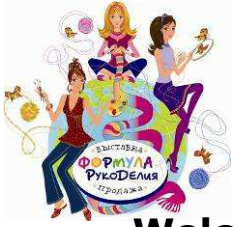
Autumn 2011: September, 29-30 to October, 1-2

29.09.2011 for trade visitors only!

Venue

The exhibition complex «Sokolniki» Moscow, Sokolniki Park, Pavilion 2





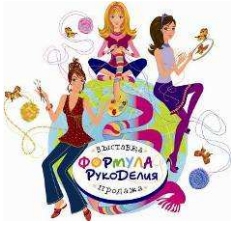
What does it mean «Craft & Hobby Formula Show»?

Welcome to the Craft & Hobby Formula Show, the only international craft exhibition in Russia.

The market of goods for craft and hobbies has demonstrated a tremendous growth within the last few years in Russia. Craft & Hobby Formula Show aims at giving mass appeal to all kinds of modern craft and hobbies popular nowadays. The event's goals are:

- Further advance and promotion of all kinds of modern craft and hobbies, spiritual and creative growth of exhibition's guests and visitors;
- Association of people who are enthusiastic about creativity, craft and hobbies regardless their gender, age, nationality and social status;
- Focusing the tendencies taking place in craft and hobby industry and presenting new brands, products, trends, ideas etc;
- construction of long-term communications between the companies which are engaged in manufacture and sale of the goods and articles for needlework and house decor.





About the project

Frequency:

2 times a year – spring and autumn

First day- is the b2b day (for trade visitors), other 3 days for visitors.

Exhibition subjects:

Cross-stitching, embroidery, knitting, crochet, beadwork, sewing, hooking, weaving, moulding, the House decor, art of wrapping, periodicals, magazines and books etc.

The exhibition program:

The exposition of handmade works

Selling/buying craft and hobby goods and articles

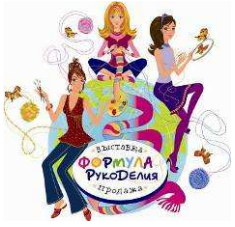
Master classes and training seminars

Business and leisure activities

The official rewarding of the contests' prize-winners

Daily contests, lotteries and draws of prizes





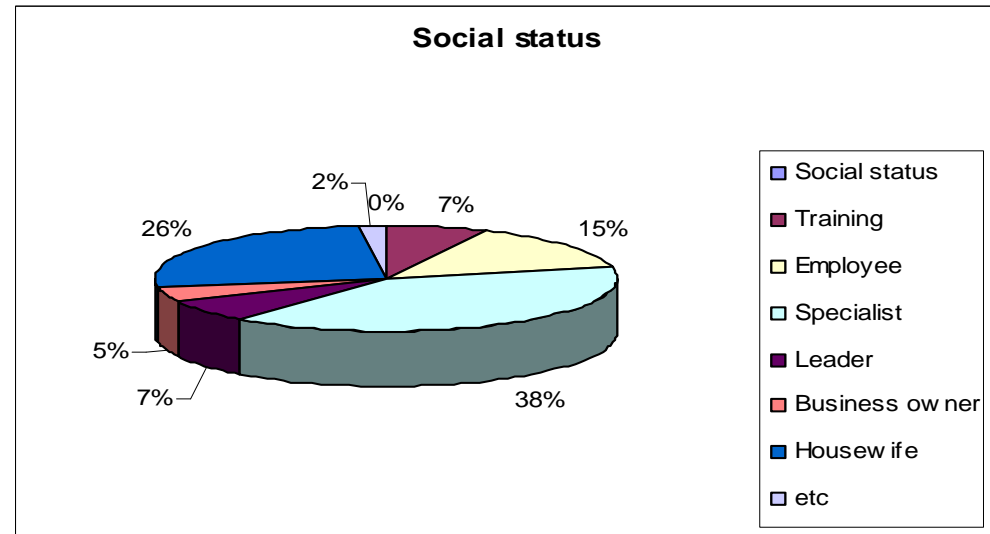
Auditorium

1. Business auditorium.

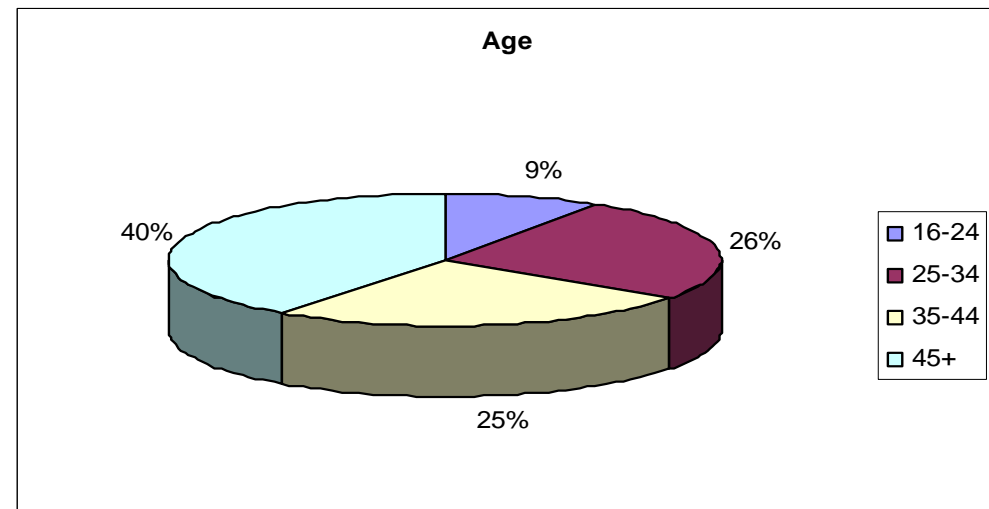
The representatives of the craft industry (directors, owners of the business, customers etc.)

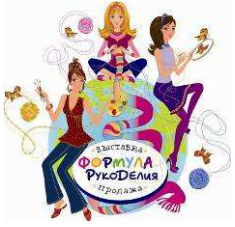
2. End consumers.

The exhibition visitors are mostly women aged from 20 till 55 years old with incomes above the average, successful in career and family, craft and hobby enthusiastic, embroidery in particular.



The number of visitors is more than **40000** people a year!

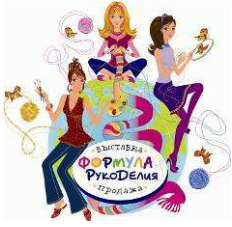




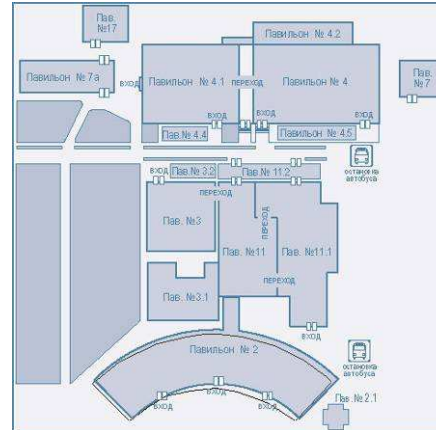
Participants

The exhibition is of great interest for companies engaged in manufacture and selling goods and articles for all kinds of crafts and hobbies: Wholesale company, Distribution companies, Manufacturers, Retail networks, Shops, Internet, Training Centers and Courses, and many others...





Venue



The exhibition complex «Sokolniki» Moscow, Sokolniki Park, Pavilion 2

Technical specifications:

Total area: 4 500 sq. м

Ceiling height: 8 м

Conference hall: 100 sq. м

Cafe: 200 sq. M

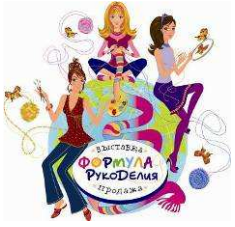
Note: The exhibition complex today is 13 pavilions total area more than 330000 sq.m. There are more than 80 foreign specialized exhibitions and more than 1000000 visitors per year.

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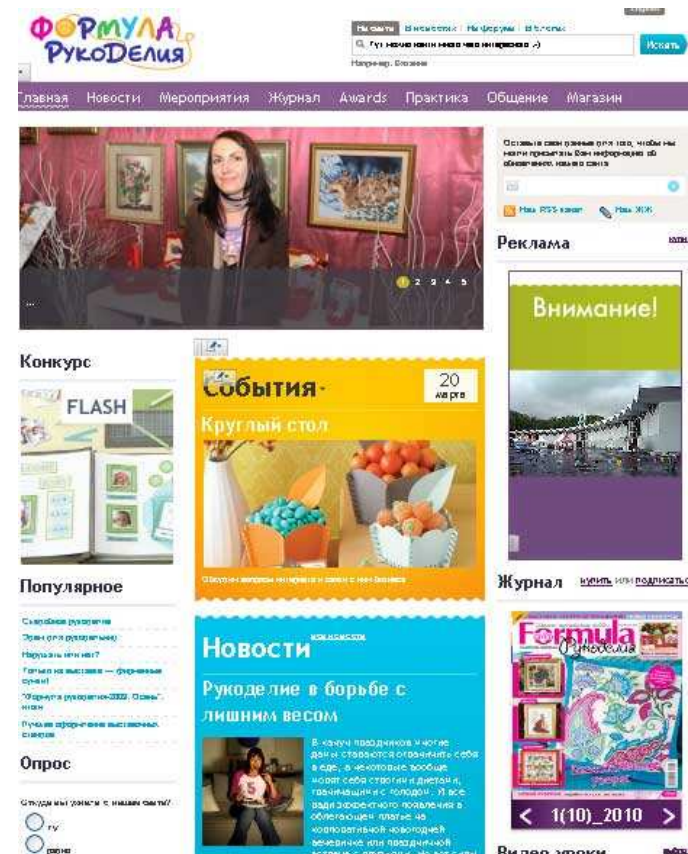
www.formula-rukodeliya.ru

Internet Portal www.formula-rukodeliya.ru has been created for communication between exhibitors, as well as guests and organizers

The exhibition services:

- conditions of participation
- calendar of events and master-classes
- news and announcements
- online sale of exhibition tickets
- list of exhibitors
- plan of exhibition hall

We have more than **60000** visitors every month

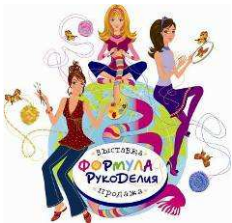


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