

# SO EASY DIGITAL KIT

WITH EXPERTISE EVENTS



  
**Craft  
& Quilt Fair**

SYDNEY: July 15 – 18, 2026  
ICC Sydney, Darling Harbour



  
**Craft  
& Quilt Fair**

MELBOURNE: September 9 – 12, 2026  
Melbourne Exhibition Centre, South Wharf



  
**Craft  
& Quilt Fair**

BRISBANE: October 14 – 17, 2026  
Brisbane Exhibition Centre, South Bank

[craftfair.com.au](http://craftfair.com.au)



# Introduction

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Please find below, for your convenience, several pre-generated Emails and Social Media Posts that look to promote YOUR presence at the Craft & Quilt Fairs.

We understand that in this day and age; time is a costly asset; and so, we hope these digital pieces can assist you to deliver a successful marketing campaign, event presence and ROI. All text has been designed so you can easily and simply drop in information relating to your brand/business, and what you will have on offer at the Craft & Quilt Fairs. The images have been designed so you can simply place your logo within them for effective and easy co-marketing campaigns.

## Digital Assets

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Please see the following links to a few digital assets you can use to further promote your presence at the Craft & Quilt Fairs.

- Sydney - <https://craftfair.com.au/sydney-marketing-assets>
- Melbourne - <https://craftfair.com.au/melbourne-marketing-assets>
- Brisbane - <https://craftfair.com.au/brisbane-marketing-assets>

## Event Details

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### **Sydney:**

Dates: July 15-18, 2026

Location: ICC Sydney, Darling Harbour

Website: <https://craftfair.com.au/sydney>

Tickets:

Regular: <https://expertiseevents.eventsair.com/cqfsyd26/ticket-sales>

Group: <https://expertiseevents.eventsair.com/cqfsyd26/group-tickets>

### **Melbourne:**

Dates: September 9-12, 2026

Location: Melbourne Exhibition Centre, South Wharf

Website: <https://craftfair.com.au/melbourne>

Tickets:

Regular: <https://expertiseevents.eventsair.com/cqfmel26/ticket-sales>

Group: <https://expertiseevents.eventsair.com/cqfmel26/group-tickets>

**Brisbane:**

Dates: October 14-17, 2026

Location: Brisbane Exhibition Centre, South Bank

Website: <https://craftfair.com.au/brisbane>

Tickets:

Regular: <https://expertiseevents.eventsair.com/cafbris26/ticket-sales>

Group: <https://expertiseevents.eventsair.com/cafbris26/group-tickets>

# Social Media

**Don't forget to tag us so that we can share your post to our story!**


Instagram - @craft.events_	Facebook - facebook.com/crafteventsau	TikTok - crafteventsau
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**Note cities and dates to fill in below:**

- Sydney
  - July 15-18, 2026
  - International Convention Centre, Exhibition Centre, Darling Harbour, Sydney.
- Melbourne
  - September 9-12, 2026
  - Melbourne Convention and Exhibition Centre, South Wharf.
- Brisbane
  - October 14-17, 2026
  - Brisbane Convention & Exhibition Centre.

Post Number	Suggested date to post	Copy
<b>Post 1</b>	When your stand is confirmed	<p>We're beyond excited to be part of the &lt;City(s)&gt; Craft &amp; Quilt Fair on &lt;Dates&gt;! 🇦🇺</p> <p>Experience Australia's ultimate craft events – try your hand at new projects, explore the latest products, marvel at the incredible quilt displays, and so much more.</p> <p>Come visit us and &lt;see our new XXXX&gt; – you won't want to miss it! Grab your tickets now at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a></p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p>
<b>Post 2</b>		<p>🇦🇺 Sneak peek! Check out what &lt;Company&gt; is bringing to the &lt;City(s)&gt; Craft &amp; Quilt Fair.</p> <p>Have you secured your spot yet? Grab your ticket now at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a> and make sure we're at the top of your must-see list!</p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p>
<b>Post 3</b>	Once your education session details have been confirmed	<p>🇦🇺 We're thrilled to announce that we'll be running &lt;Type of education&gt; at the &lt;City(s)&gt; Craft &amp; Quilt Fair on &lt;Dates&gt;!</p> <p>&lt;Info about your education session – e.g., "Learn how to create your own stunning quilt blocks in just 60 minutes!"&gt;</p>

		<p>Don't miss out – join us and book your tickets now at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a></p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p>
<b>Post 4</b>	The first morning of the event	<p>🇦🇺 The &lt;Specific City&gt; Craft &amp; Quilt Fair is officially OPEN!</p> <p>Come visit us at &lt;Location&gt; – we're at Stand #X! Doors are open 10 am – 4 pm until Saturday! There's so much to see and do, and we've got some amazing &lt;deals and offers&gt; at our stand, so be sure to pop in and say hi!</p> <p>🎫 Get your tickets at the door or online at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a></p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p>
<b>Post 5</b>	The 3 <sup>rd</sup> morning of the event	<p>🤖 Can you believe it's already Day 3 of 4 at the &lt;Specific City&gt; Craft &amp; Quilt Fair?</p> <p>Some highlights from the past two days include &lt;add highlights&gt; – what an amazing start! The fair is still open today and tomorrow from 10 am – 4 pm, so don't miss out.</p> <p>🎫 Grab your tickets at the door or online at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a></p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p>
<b>Post 6</b>	At the end of the event	<p>🇦🇺 And that's a wrap for the &lt;Specific City&gt; Craft &amp; Quilt Fair!</p> <p>A huge thank you to everyone who attended – what an incredible couple of days it has been.</p> <p>Some highlights included &lt;add highlights&gt; – we loved every moment!</p> <p>Head to our website to catch all the post-event excitement. We can't wait to see you back in 2027!</p> <p>🌐 &lt;company website&gt;</p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS &lt;Add your normal hashtags&gt;</p> <p><b>OR</b></p> <p>City specific sign offs</p>

		<p><b>Sydney</b> Head to our website to catch all the post-event excitement. Can't wait to see you back in Sydney in 2027!</p> <p><b>Melbourne</b> Can't wait to see you back in Melbourne in 2027!</p> <p><b>Brisbane</b> Head to our website to catch all the post-event excitement. Can't wait to see you back in Brisbane in 2027!</p> <p> <a href="#">&lt;company website&gt;</a></p> <p>#CraftAndQuiltFairs #craftevents #CQFSYD or #CQFMEL or #CQFBRIS <a href="#">&lt;Add your normal hashtags&gt;</a></p>
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## Short Form Content – TikTok, Youtube Shorts, Reels

Post Number	Suggested date to post	Copy
Post 1	Pre Event Highlights	<ul style="list-style-type: none"> <li>• <b>Countdowns:</b> “3 days until the Craft &amp; Quilt Fair!” with quick clips of packed supplies, fabric bundles, new tools arriving, or travel prep.</li> <li>• <b>Behind the Scenes:</b> Share booth setup, team preparations, cutting stations being organised, or your journey to the venue.</li> <li>• <b>Sneak Peek:</b> Tease an exclusive product, workshop, kit, or demo with a “see it first at the Craft &amp; Quilt Fair!” hook.</li> </ul> <p>Hashtags - #CraftandQuiltFair26 #CraftAndQuiltFairs #CraftEvents #CQFSYD or #CQFMEL or #CQFBRIS Mention - @crafteventsau (TikTok) @craft.events_ (Instagram)</p>
Post 2	During the Event	<ul style="list-style-type: none"> <li>• <b>Booth Tours:</b> Quick walk-throughs showing your display, featured products, and what visitors can find.</li> <li>• <b>Meet the Makers:</b> Short introductions to your team, artists, or collaborators.</li> <li>• <b>Mini Demos:</b> 15–30 second tutorials or product highlights – perfect for quilters and creators.</li> <li>• <b>Customer Moments:</b> With permission, capture reactions, purchases, or visitors trying your product.</li> <li>• <b>Trend Hook:</b> Use trending sounds or transitions to show “before vs after” booth setup, or “favourite finds at Craft and Quilt Fair &lt;Insert City Name&gt;.”</li> <li>• <b>Craft Fair Vibes:</b> Pan over the crowd, workshops, and venue atmosphere – show the energy and excitement.</li> </ul> <p>Hashtags - #CraftandQuiltFair26 #CraftAndQuiltFairs #CraftEvents #CQFSYD or #CQFMEL or #CQFBRIS Mention - @crafteventsau (TikTok) @craft.events_ (Instagram)</p>
Post 3	Post Event Highlights	<ul style="list-style-type: none"> <li>• <b>Thank You Message:</b> Team video saying thanks to everyone who visited – tag # CraftandQuiltFair26.</li> <li>• <b>Event Recap:</b> Quick cuts of your favourite moments from the weekend.</li> <li>• <b>Haul or Highlights:</b> Show what you discovered, bought, or loved most from other exhibitors.</li> <li>• <b>“See You Next Year” Teaser:</b> Build anticipation for Craft Fair 2027!</li> </ul> <p>Hashtags - #CraftandQuiltFair26 #CraftAndQuiltFairs #CraftEvents #CQFSYD or #CQFMEL or #CQFBRIS Mention - @crafteventsau (TikTok) @craft.events_ (Instagram)</p>

# Email

Email Number	Copy
Email 1	<p><b>Subject:</b> Join Us at the &lt;City(s)&gt; Craft &amp; Quilt Fair!</p> <p>Dear &lt;Name&gt;,</p> <p>We're excited to invite you to the &lt;City(s)&gt; Craft &amp; Quilt Fair!</p> <p>Australia's premier craft event is a must for every craft enthusiast. Try new things, discover the latest products, marvel at the quilt show, and so much more! The Fair runs &lt;Dates&gt; at &lt;Venue&gt;.</p> <p>Enjoy everything the Fair has to offer, explore new products in person, and maybe even try a new craft or two.</p> <p><b>OUR STAND:</b> &lt;Insert information about your stand – what's on offer, stand number, education sessions, demos, etc.&gt;</p> <p>Don't miss out! Grab your ticket at <a href="https://craftfair.com.au/">https://craftfair.com.au/</a> and make sure we're at the top of your must-see list.</p> <p>For more details on what we'll have on offer, visit &lt;insert company website&gt;.</p> <p>Kind regards,</p> <p>&lt;Brand/Business&gt;</p>
Email 2	<p><b>Subject:</b> That's a Wrap – &lt;City&gt; Craft &amp; Quilt Fair!</p> <p>Dear &lt;Name&gt;,</p> <p>That's a wrap for the &lt;City&gt; Craft &amp; Quilt Fair!</p> <p>A huge thank you to everyone who attended this incredible event – what an amazing couple of days it has been.</p> <p>&lt;Insert event highlights from your perspective – e.g., "We loved hosting Live Demos and Education Sessions, and seeing so many of you get hands-on with our products!"&gt;</p> <p>Although the &lt;City&gt; Craft &amp; Quilt Fair is held annually, our doors are open all year round. Head to our website at &lt;brand website link&gt; to explore our full range of products and services, and don't hesitate to reach out to our friendly team with any questions.</p> <p>As a special thank you to those who visited and engaged with us at the Fair, &lt;insert special offer&gt; – just our way of saying thanks!</p>



If you couldn't make it this year, don't worry! All the products showcased at the Fair are available online at [<Brand Website Link>](#), or you can catch us at our next event – [<Insert next event details>](#).

Stay up to date with everything happening at [<Brand/Company>](#) by connecting with us on social media: [<Facebook/Instagram Link>](#).

Thanks again, and we can't wait to see what you create with our products!

Kind regards,

[<Brand/Business>](#)