



Charlotte Quilters' Guild 2012 Quilt Show

Dear Vendor,

We hope you will be able to join us in the 2012 Charlotte Quilters' Guild Quilt Show on March 9th and March 10th, 2012. We would like for you to participate as a vendor, sponsor, and/or advertiser.

- ⇒ **About the Show** - The 2012 Charlotte Quilters' Guild Quilt Show will be held at a new location: Metrolina Tradeshow Expo, 7100 Statesville Road, Charlotte, NC. The Show will be in Building C which is 20,000 square feet. This new location has much more space than in years past. It will be on one level and has close parking, good lighting, clean restrooms, and on-site food concessions. Another big advantage is the easy access to I-77 (1 mile away) and I-85 (within 5 miles). We anticipate this new venue will bring out more quilters who love to shop!
- ⇒ **Dates/Times** - The show will be open to the public on March 9th and 10th, 2012 from 9 am to 5 pm. Vendor set-up begins Thursday, March 8th at noon and must be completed by 5 pm. We will have a member's reception the evening of March 8th. There will be approximately 200 quilts displayed and 45 vendor spaces (which can be reserved individually as a single booth, or combined for double or triple booths). Additional information on Booths is included in the Vendor Information attachment.
- ⇒ **Sponsorship** - We have several levels of sponsorship. As a Sponsor, you can select your own vendor location at the Show. Additional information on Sponsorship is included in the Vendor Information attachment.
- ⇒ **Advertising** - We will be producing a Show Booklet. We hope you will advertise in the Booklet, drawing further attention to your booth, your shop, your website, and your wares. Additional information on Advertising is included in the Vendor Information attachment.
- ⇒ **About the Guild** - The Charlotte Quilters' Guild is a non-profit organization with approximately 200 members. The Guild's purpose is promoting the art and craft of quilting through fellowship, education, and outreach. Community outreach efforts include making quilts for children, cancer patients, and soldiers. The Guild also provides scholarships and grants for education. Visit us at charlottequiltersguild.org/.

Please complete the attached Vendor Contract and return it as indicated with your deposit. For questions, contact me at char.quilt-vendors@att.net. We are looking forward to shopping in your booth at the Show!

Marilyn Rowland



Charlotte Quilters' Guild 2012 Quilt Show Vendor Information

Booth Information

- ⇒ Single booths are 10' x 10'. Pipe and drape is provided. The back drape is 8' tall and the side drape is 3' tall and should not block the view of the neighboring booth. One 30" x 8' table and one chair are provided for each booth. If you do not want the table or the chair, please let us know. Extra tables are \$5 each and extra chairs are \$2 each.

Booth Description	Cost	Deposit
Single (10' x 10')	\$140	\$70
Double (10' x 20')	\$260	\$130
Triple (10' x 30')	\$380	\$190

- ⇒ Should electricity be required in your space, there is no separate charge for usage/hookup. There are NO phone lines inside the Vendor spaces. Manual charges or cell phones are required for credit card machines.
- ⇒ Sponsors will receive first choice of premium booth selection; location preferences for all others will be given in order of contract and payment received. Please see the Sponsor section for additional information. The Show layout is available on the Guild website at charlottequiltersguild.org/quiltshows.html.
- ⇒ No part of the Vendor space may be shared with other parties unless written approval is given by the Charlotte Quilters' Guild (CQG).
- ⇒ Booths must be staffed during show hours. Our guild volunteers are available to booth sit during meal breaks, etc. Breakdown is from 5 pm to 7:30 pm on Saturday, March 10th. Early breakdown is not allowed.

Sponsor Information

- ⇒ As a Sponsor of the Charlotte Quilters' Guild 2012 Quilt Show "Reach Out!", you will have the opportunity to choose your own booth location and the name of your company will be listed as a Sponsor on the advertising flyers for the Show, on our website, and on signage at the Show. Your sponsorship can be in the form of cash and/or gift certificates to be used in your Show booth, store and/or on-line.

Level	Amount	To be used for
Platinum (need 3)	\$200	First Place Winners Special Awards
Gold (need 2)	\$150	Second Place Winners
Silver (need 2)	\$100	Third Place Winners

- ⇒ Sponsor funds (cash and/or gift certificates) must be received by October 31st, 2011 for your business to be included in the early advertising.

Advertising / Show Booklet Information

⇒ The Show Booklet will be 5.5" x 8.5" and will include information regarding the Charlotte Quilters' Guild, the quilts displayed in the Show, a list of the Vendors, and Sponsor and Vendor advertising. We will be printing approximately 1500 Show Booklets.

⇒ The following advertising is available:

Ad Size	Size	Cost
Business Card	3 ½" x 2"	\$25
Half Page	4 ½" x 3 ½"	\$50
Full Page	4 ½" x 7 ½"	\$85
Inside Cover (Only 2 available - first 2 received will be accepted)	4 ½" x 7 ½"	\$100

⇒ Ad copy must be in black and white and must be received by January 15, 2012. For best results, email your ad copy in a pdf file to info@charlottequiltersguild.org.

⇒ How you can help advertise for the Show:

- List our Show on any flyers you hand out in your shop and at shows you are vending with prior to the Show.
- List the Show information on your website and link to the Charlotte Quilters Guild Website at charlottequiltersguild.org/.
- Post information about the Show on Facebook and Twitter.
- Email information about the Show to your mailing list.

Vendor Responsibilities	Charlotte Quilters' Guild Responsibilities
<ul style="list-style-type: none"> • Provide at least one vendor in your booth at all times. • Keep booth open until the end of the show - no early breakdown. • Provide signage, additional tables (if not rented), extension cords, trash receptacles, and any other items deemed necessary for your booth. • Vendors must carry and maintain the proper liability and personal insurance during the period of show, including move-in and move-out times at their sole cost and expense. • It is the sole responsibility of each vendor, at their cost and expense, to comply with all the rules and ordinances governing selling as a vendor in North Carolina. • Be respectful of other vendors, attendees, and show representatives as well as the show venue. 	<ul style="list-style-type: none"> • Vendor badges will be provided. Entrance to the Show is free for 2 vendors (single booth), 4 vendors (double booth), or 6 vendors (triple booth). All others will pay regular admission. • Vendor names will appear on our website and in the Show Booklet. • Quilt show promotion in national and local publications, distribution of flyers at shops, stores and at other shows, through websites and community bulletin boards. • Sponsor names will appear on our Show flyers, on our website and in the Show Booklet. • A Security Guard is on duty when the Show is not open. However, neither the Charlotte Quilters' Guild nor Metrolina Tradeshow Expo shall be responsible for the loss, damage, or theft of vendor merchandise.



Charlotte Quilters' Guild 2012 Quilt Show Vendor Contract

Please fill out completely (print legibly). Retain one copy for your records, and send an original signed copy along with your check made payable to: Charlotte Quilters' Guild. Mail Vendor Contract to: Marilyn Rowland, 2601 Forest Drive, Charlotte, NC 28211.

Vendor/Company Name	
Contact Name	
Address	
City/State/Zip	
E-mail address	
Contact Phone	
Contact Cell	
Website	
Please describe the items you will be selling in your booth(s). (Merchandise must be appropriate for a quilt show.)	
Do you have a tool, technique, or product that you would like to highlight with a short demo (10 to 15 minutes)?	Circle one: Yes No If Yes, what is the title of your demo? _____ Do you need any special equipment or supplies for your demo? _____ _____
Would you like to donate a door prize?	Circle one: Yes No (Door prizes will be redeemed from your Booth at the Show.)

Please make your selections for Booth, Sponsorship, and Advertising below. See the Vendor Information attachment for additional information.

<u>Category</u>	<u>Vendor Selections</u>	<u>\$ Amount</u>
Booth Type (See Booth Information attached.)	Circle One: Single \$140 Double \$260 Triple \$380 (Deposit \$70) (Deposit \$130) (Deposit \$190) Please indicate your first and second choices of booths or check best available. First _____ Second _____ Best Available _____	

