

Quilt Festival Screening Committee
7660 Woodway Drive, Suite 550
Houston, TX 77063
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E-mail: roser@quilts.com

Dear Prospective Exhibitor:

Thank you for your interest in joining our International Quilt Festival as a vendor. We are always interested in new exhibitors and their products. The upcoming fall edition is from November 4-7, 2010 with a Preview Night on November 3, at the George R. Brown Convention Center in Houston, Texas.

To maintain the high standards set for the Quilt Festival, we require the following from prospective exhibitors:

- A letter from you indicating the quilt show/s you are interested in, and that your company has been producing or selling its product lines for one year or more;
- A recommendation letter from a business associate in the industry; and
- Product samples or photo/s of the items to be sold at the Festival, such as a catalog, a sample pattern, or other substantiation of the line of products to be cleared by the Festival Screening Committee. Keep in mind that we are a textile-related show and we require that at least 75% of the merchandise you bring to Festival be related to this theme. Please only submit items that do not need to be returned.

The requirements for the spring, summer, and fall editions of the International Quilt Festival are the same. Please submit your request letter and other requirements to the above address. If you are interested in exhibiting at Market, you must undergo the same screening process.

We will notify you of the action taken by the Screening Committee through letter, fax, or e-mail. If your company has been accepted as a new exhibitor, you will also receive a contract of the Festival following your acceptance. The contract packet contains information on booth types and prices. It is our company policy to release booth pricing information only after you have passed the screening process.

We look forward to hearing from you and we hope that you will be able to join us at the Festival as an exhibitor. We have also enclosed an information sheet on the Quilt Festival for your use in advance planning. If you require further assistance, please call Rose Reyes at Ext. 125. You may also submit your screening information electronically to roser@quilts.com

Yours truly,

Judy Murrah
Vice-President for Education and Administration

INFORMATION SHEET
FALL INTERNATIONAL QUILT FESTIVAL
November 4-7, 2010, Preview Night — November 3
George R. Brown Convention Center
Houston, Texas

HISTORY OF THE FESTIVAL

The International Quilt Festival began in 1974. It is the largest annual consumer quilt show in the world, and was attended by more than 50,000 people in 2008 from all over the U.S. and more than 28 countries around the world, from **A**ustralia to **Z**imbabwe. The International Quilt Festival is held in Houston in the Fall immediately after the International Quilt Market. A spring edition began in 2003 in Rosemont, Illinois. A summer edition will debut in July 2008 in Long Beach, California. International Quilt Festival is produced by Quilts, Inc., which also produces International Quilt Market, the nation's only wholesale trade show for the quilting industry. We have all the special quilt exhibits that so many people come to see right in the same hall with the booths, so that interested crowds are assured throughout the show. The show gets extensive publicity in both national and local print and broadcast media, and in mailings to all quilt guilds in the U.S.

BOOTH INFORMATION

Booth size is 10' x 10'. Included in the booth rental fee are the following: one 6' or 8' table, two chairs, simple lettered booth identification sign, and a listing in the *Quintessential Quilt* show program. It is our company policy to release booth pricing information only after the screening process and your company has been accepted.

EXHIBITORS AND MERCHANDISE

At the 2009 fall International Quilt Festival, there were about 1000 booths and over 500 exhibitors, including most of the finest quilt dealers in America as well as many quilt specialty shops. Quilt Festival is not an antique show, nor a craft show. We have developed our reputation because we carefully screen our exhibitors to make sure that their merchandise is suitable for Quilt Festival. Among the types of merchandise that is acceptable are: antique quilts, new quilts, antique tops, new tops, quilt blocks, quilting supplies, patterns, kits, books, quilt and needlework gift items, baskets, rugs, antique linens and laces, reproduction linens and laces, folk art items, quilt prints and/or paper goods, sewing supplies (both old and new), quilt racks and frames, wearable art, pillows, and antique beds. The Festival now includes three different themes—**Embellishment**, featuring beads, buttons, and custom jewelry; **A Victorian Romance**, featuring Victorian and romantic items, and **Make It University!™ (Make It U!™)**, which highlights products made from mixed media.

ATTENDANCE

In fall 2009, there were about than 50,000 quilt lovers from all over the U.S. and other foreign countries that attended.

PROSPECTIVE EXHIBITORS

Each prospective exhibitor must pass a screening process by submitting the requirements in the attached letter. The requirements for our spring, summer and fall International Quilt Festivals are the same. You can also exhibit at the Quilt Market by undergoing a screening process for Quilt Market.