

**Quilt Market Screening Committee**  
7660 Woodway Drive, Suite 550  
Houston, TX 77063  
713/781-6864 • Fax: 713/781-8182  
E-mail: [roser@quilts.com](mailto:roser@quilts.com)

---

**Dear Prospective Exhibitor:**

Thank you for your interest in joining us at the International Quilt Market as an exhibitor. Quilt Market is the nation's only wholesale tradeshow for the quilt industry, and we are always interested in new exhibitors and their products. The upcoming fall edition is from October 30-November 1, 2010 at the George R. Brown Convention Center in Houston, TX.

All Market exhibitors must be wholesale suppliers to the quilting, soft craft, or needlework industry. To maintain the high standards set for the Quilt Market, we require the following from prospective exhibitors:

- A letter from you indicating the quilt show/s you are interested in, and stating that your company meets two specific criteria:
  - Your company has been producing or selling this product and/or other products in the wholesale quilting business for one year or more; and
  - Your company agrees not to sell directly to consumers or consumer groups at your established wholesale prices.
- A recommendation letter from a business associate in the industry.
- Product samples or photo/s of the items to be sold wholesale, such as a catalogue, a sample pattern, or other substantiation of the line of products to be cleared by the Market Screening Committee. Please submit items that do not need to be returned.
- An invoice showing wholesale transaction.

The requirements for the spring and Fall International Quilt Markets are the same. Please submit your request letter and other requirements to the above address.

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 Market contract 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. You can also exhibit at the Quilt Festival if you have passed the Market screening process.

We look forward to hearing from you and we hope that you will be able to join us at the Market as an exhibitor. We have also enclosed an information sheet on Quilt Market for your use in advance planning. If you require further assistance, please call Rose Reyes at (713) 781-6864, Ext. 125. You may also submit your screening information electronically to [roser@quilts.com](mailto:roser@quilts.com)

Yours truly,

**Judy Murrah**  
Vice-President for Education and Administration

**INFORMATION SHEET**  
**FALL INTERNATIONAL QUILT MARKET**  
**October 30-November 1, 2010**  
**George R. Brown Convention Center**  
**Houston, Texas**

**HISTORY OF MARKET:** The International Quilt Market is a wholesale trade show that was started in 1979 at the request of many quilt shop owners in the nation to provide one central marketplace for quilt shops and their suppliers. The Quilt Market is produced by Quilts, Inc., it is not connected to any other organization. All major fabric, batting, publishing, stencil, and pattern companies are represented at each International Quilt Market. The annual fall edition of Market is always held in Houston, Texas. In 1981, the first spring edition of Quilt Market was held in San Francisco; subsequent spring Markets have been held in Williamsburg, Minneapolis, Philadelphia, Cincinnati, Los Angeles, Boston, Nashville, Chicago, Denver, Kansas City, Pittsburgh, St. Louis, Charlotte, Providence, Portland, and Atlantic City.

**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 *Buyer's Guide* show program. It is our company policy to release booth pricing information only after the screening process.

**NUMBER OF EXHIBITORS:** At the last fall edition of Market in Houston in 2009, we had more than 500 exhibitors taking over 1,000 booths.

**ATTENDANCE:** We expect registrants from all 50 states, and at least 25 countries outside the U.S. Enrollment at the Quilt Market is by credentials only and is open to retail shop owners, quilting teachers in shops, prospective shop owners, shop employees, industry sales representatives, and members of the working press.

**PROSPECTIVE EXHIBITORS:** Each prospective exhibitor must pass a screening process by submitting the requirements in the attached letter. The requirements for our spring and Fall International Quilt Markets are the same. You can also exhibit at the Quilt Festival when you pass the Market screening process. Please let us know if you are interested in exhibiting at the Festival. It is also recommended, but not required, that you offer Visa/MasterCard or terms (at least net 30) to qualified credit-worthy retailers at Quilt Market.

**INTERNATIONAL QUILT FESTIVAL:** The International Quilt Festival is the world's largest annual consumer quilt show. The Fall Festival is held in Houston, Chicago is the host city for spring, and the summer show is held in Long Beach, California. The 2009 Fall International Quilt Festival in Houston was attended by over 50,000 quilt lovers from around the world. Quilt Festival is also produced by Quilts, Inc., but is an entirely separate show. Market exhibitors may also apply for space in the Quilt Festival.