

International 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 summer edition is from July 23-25, 2010 at the Long Beach Convention and Entertainment Center in Long Beach, California.

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 catalogue, 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 area. 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, sizes, 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 713/781-6864 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
INTERNATIONAL QUILT FESTIVAL/SUMMER
July 23-25, 2010, Preview Night — Thursday, July 22
Long Beach Convention and Entertainment Center
Long Beach, California

HISTORY OF THE FESTIVAL

The International Quilt Festival began in 1974. It is the largest annual quilt convention in the world, and was attended by more than 50,000 people in 2006 from all over the U.S. and more than 28 countries around the world, from Australia to Zimbabwe. 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. 2010 will be our third summer edition of the show at the Long Beach Convention and Entertainment Center 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. The show receives extensive publicity in both national and local print and broadcast media, and in mailings to quilt guilds in the U.S., quilt media, members of the International Quilt Association, and on our own attendee database.

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

In summer 2009, there were about 20,000 quilt lovers from all over the U.S. and other foreign countries that attended our Long Beach show, with more than 1,100 enrolling in classes or lectures. There were about 450 booths and about 250 exhibitors, including many of the finest quilt dealers in America as well as 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 Fall Festival now includes three different theme pavilions—**Embellishment®**, featuring beads, buttons, and custom jewelry; **Victorian Romance™**, featuring Victorian and romantic items, and **Make It University!™**, which highlights products made from mixed media and the “new” fabric art.

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.