

**Quilt Market Screening Committee**  
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**Houston, TX 77063**  
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**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 spring edition is from May 21-23, 2010 at the Minneapolis Convention Center, Minneapolis, Minnesota.

All Market exhibitors must be wholesale suppliers to the quilting, soft craft, or needlework industry. To maintain the high standards set for 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 for any of our upcoming Quilt Market. 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 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

## SPRING INTERNATIONAL QUILT MARKET

### May 21–23, 2010

### Minneapolis Convention Center

### Minneapolis, MN

**HISTORY OF MARKET:** The International Quilt Market is a whole sale 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. Quilt Market is produced by Quilts, Inc., and 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, Salt Lake City, 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, a waste basket, 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 spring edition of Market in Pittsburgh, PA, we had 435 exhibitors taking over 850 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 International Quilt Festival when you pass the Market screening process. Please let us know if you are interested in exhibiting at Festival. It is also recommended, but not required, that you offer Visa/MasterCard or terms to qualified credit-worthy retailers at Quilt Market.

**INTERNATIONAL QUILT FESTIVAL:** The International Quilt Festival is the world's largest annual consumer quilt show. Fall Festival is held in Houston, and Chicago is our host city for spring. In 2009, we opened our Summer Festival in Long Beach, California. Over 19,000 quilt lovers from around the world attended the 2009 Spring International Quilt Festival in Chicago. Quilt Festival is also produced by Quilts, Inc., but is an entirely separate show. Market exhibitors may also apply for booth space in Quilt Festival.