



INTERNATIONAL QUILT MARKET

WWW.QUILTS.COM

INTERNATIONAL

Quilt

MARKET

IN SALT LAKE CITY

MAY 13-15, 2011
(CLASSES BEGIN MAY 12, TOURS MAY 11)

EXHIBIT HOURS
 9:30 a.m.-6:00 p.m., Friday
 9:00 a.m.-6:00 p.m., Saturday
 9:00 a.m.-4:00 p.m., Sunday

LOCATION
 Salt Palace Convention Center
 100 S. West Temple
 Salt Lake City, Utah 84101

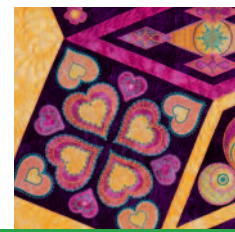
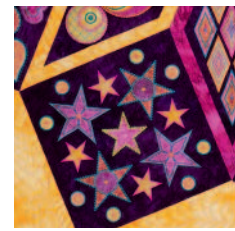
NOTE: QUILT MARKET IS A CREDENTIALLED TRADE SHOW ONLY AND IS NOT OPEN TO THE GENERAL PUBLIC.

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Since 1979, International Quilt Market has been the show for retailers to find quilting supplies, fabrics, decorative crafts, textile art, and needlecraft/dollmaking materials. Market features more than 1,000 booths, and the show sells creativity as much as it sells product. Market also features dozens of business seminars and Take & Teach classes. Plus, it's a wonderful opportunity for business networking with shopowners, retailers, distributors, and a who's who in the quilt and textile industries from all over the world!

Does your store have to actually sell quilts to benefit from International Quilt Market? Definitely not! Retailers who attend Market sell anything and everything that has to do with making quilts, dolls, or soft crafts—in fact, they sell almost \$3.6 billion

Above: *Go! Be Dazzled* (details) by Sarah Vedeler. From the special exhibit "Quilts: A World of Beauty 2010."



worth of these supplies every year, according to the 2010 "Quilting in America" survey results. They also carry products like fabrics, notions, books, batting, quilt and project patterns, quilting frames, craft supplies like doll hair, stencils, ribbons, wearable art patterns, gift items, how-to magazines, unique buttons and trims, sewing machines, and much, much more. Where do they find all of these specialized items? At International Quilt Market!

For more information:
 call: 713-781-6864
 fax: 713-781-8182
 e-mail: shows@quilts.com
 web site: www.quilts.com
 Follow Quilt Market on Facebook and Twitter!



INTERNATIONAL QUILT MARKET • 7660 Woodway, Suite #550 • Houston, Texas 77063 • USA • www.quilts.com

WEDNESDAY, MAY 11

9:00 A.M.-5:00 P.M.	Utah Valley Quilting Hop Tour
9:30 A.M.-5:30 P.M.	Salt Lake Valley Quilting Hop Tour

THURSDAY, MAY 12

8:00-10:00 A.M.	Seminar 1— <i>The Science of Shopping: How to Help Your Product Sell Itself!</i> Rich Kizer & Georganne Bender
	Seminar 2— <i>How to Get the Results You Want: Conversation As a Leadership Tool</i> , Julie Puentes
10:00 A.M.-6:00 P.M.	Schoolhouse Series
6:00-8:00 P.M.	Seminar 3— <i>Inventory Management for Better Profits</i> , Debi Linker
	Seminar 4— <i>Customer Appreciation Events—It's All About the Adventure!</i> Dawn & Patrick Farrier
8:00-10:00 P.M.	Sample Spree

FRIDAY, MAY 13

8:00-9:00 A.M.	Seminar 5— <i>In the Black: Profit Building Tips for Success</i> , Laurie Harsh
	Seminar 6— <i>Create a Unique Identity</i> , Jean Wells & the Idea Girls—Carolyn & Valori
8:00-9:30 A.M.	Take & Teach I
9:30 A.M.-6:00 P.M.	EXHIBITS OPEN
6:00-8:00 P.M.	Seminar 7— <i>Reinvention or Else: 15 Strategies to Attract New Quilters</i> , Rich Kizer & Georganne Bender
	Seminar 8— <i>Buying or Selling a Quilt Shop</i> , Debi Linker

SATURDAY, MAY 14

8:00-9:00 A.M.	Seminar 9— <i>Lead Your Team to Success</i> , Laurie Harsh
	Seminar 10— <i>Open To Buy</i> , Debi Linker
8:00-9:30 A.M.	Take & Teach II
9:00 A.M.-6:00 P.M.	EXHIBITS OPEN
6:00-8:00 P.M.	Seminar 11— <i>Build Your Profits on Successful Events</i> , Karen Montgomery
	Seminar 12— <i>Innovation Inoculation—A Cure for What Ails the "Common" Quilt Shop</i> , Dawn & Patrick Farrier

SUNDAY, MAY 15

8:00-9:00 A.M.	Seminar 13— <i>5 Retail Mistakes and How to Avoid Them</i> , Karen Montgomery
	Seminar 14— <i>Social Media Marketing 101: Facebook, Twitter, and Blogs</i> , Morna McEver Golletz
8:00-9:30 A.M.	Take & Teach III
9:00 A.M.-4:00 P.M.	EXHIBITS OPEN

ALSO:

Professional Seminars—14 learning opportunities for better business.

Schoolhouse Series—New products, techniques, and books to help you and your store.

Take & Teach—Hands-on mini-seminars and demos taught by Market exhibitors and their representatives.

Sample Spree—Samples sell classes, patterns, and fabrics; get your shop samples here.

Pre-Show Tours—Visit area quilt shops for shopping and inspiration.

LODGING AND TRANSPORTATION

International Quilt Market has negotiated special discounts with the following hotels, airlines, and car rental company. For Market, hotel room requests and reservations must be handled ONLY through the Salt Lake City Housing Connection with the information below. Do not contact the hotels directly.

To make reservations by phone:

Toll-Free: 1-877-505-0689 • International: 1-801-505-5255

To make hotel reservation online, go to www.quilts.com, click on "Shows," then "International Quilt Market/Spring 2011" and visit the hotels reservation link. You can also download the form there and fax it to 1-801-355-0250.

Hotels

HILTON SALT LAKE CITY CENTER

255 S. West Temple
Single/Double—\$139
Triple—\$149
Quad—\$159

MARRIOTT DOWNTOWN

75 S. West Temple
Single/Double—\$139
Triple/Quad—\$149

RADISSON

215 W. South Temple
Single—\$139
Double—\$149
Triple—\$155
Quad—\$165

SHILO INN

206 S. West Temple
Single/Double—\$129
Triple/Quad—\$139

Airlines

CONTINENTAL AIRLINES

Contact Continental's MeetingWorks™ Desk at 1-800-468-7022 from 7 a.m.-9 p.m., Mon.-Fri., and 8 a.m.-6 p.m., Sat. & Sun. (CST). You must mention Market's Agreement Code **122069** and Z Code **ZJPN** to receive the discount. To avoid a service fee and receive an additional 3% discount, book online at www.continental.com. Under "Reservations," at the bottom when it asks for "Offer Code," enter **ZJPN122069**. If you prefer to use a travel agency, ask them to call for specific pricing.

DELTA/KLM/AIR FRANCE

Call the Meeting Services Reservation desk at 1-800-328-1111, 7 a.m.-7 p.m., Mon.-Fri. (CST). Mention Meeting Ticket Designator code **NM6DP**. Travel agents should go to www.worldagentdirect.com. Discount only good for flights that originate in the U.S.

Car Rental

HERTZ

Special discount rates are guaranteed and available for one week before through one week after the show dates, subject to availability. For reservations, call Hertz at 1-800-654-2240 in the U.S./Canada or 1-405-749-4434 elsewhere. You must mention Festival and refer to CV #02TQ0012 to get the discount, or contact your travel agent.



IF YOU UPDATED YOUR BUSINESS CREDENTIALS IN 2009 OR ATTENDED MARKET IN 2010, THEY ARE GOOD THROUGH DECEMBER OF 2011 AND YOU DO NOT NEED TO RE-SUBMIT CREDENTIALS AT THIS TIME. IF THIS IS YOUR FIRST TIME ATTENDING MARKET OR IF YOU DID NOT ATTEND QUILT MARKET IN 2010, YOU WILL NEED TO PROVIDE CREDENTIALS WITH YOUR ENROLLMENT. FOR QUESTIONS, E-MAIL MARKET ENROLLMENT SERVICES AT ENROLLMENT@SYSTEMAS.COM

VISIT WWW.QUILTS.COM FOR CONSISTENTLY UPDATED INFORMATION ON CLASSES, EXHIBITORS, AND NEWS ABOUT 2011 SPRING QUILT MARKET IN SALT LAKE CITY.

On front: **Butterfly Dance** by Anna Faustino.
Above: **Royal Amethyst** by Rachele Denney.
Both from the special exhibit "Quilts: A World of Beauty 2010."