

The Premier Quilt Exhibition and Hands-on Educational Conference for All Machine Quilters, Embroiderers & Those Who Love to Sew!

May 10-12, 2012 | Vendor move-in will be on May 9th

South Towne Exposition Center, Salt Lake City, Utah

Testimonials of HMQS Vendors

“My entire staff and I would like to thank HMQS for the wonderful experience we have had over the past years. This well-run show continues to grow and improve every year. The quilters who attend HMQS are supportive and enthusiastic, and the organizers of the show are very helpful and thoughtful of those who attend as well as the teachers and vendors! We find it a ‘must’ to participate and wouldn’t miss it!”

— Linda Taylor, Rocky Mountain Electric Quilters, LLC

“Everything about HMQS is top-notch, from the beautiful venue to the way the staff treats every teacher, vendor, sponsor and attendee. This show is 1st class all the way.”

— Vicki Anderson, CEO Meander Publishing Inc.

“HMQS is the friendliest show I have ever attended. From the accommodations to the show staff, it is the best and is getting even better every year! The flights and hotels are the most reasonable of any show I attend. They have a wonderful selection of classes and a large vendor mall. If you have not been to HMQS yet, definitely put it on your calendar!”

— Sue Schmieden, The Quilting Connection, LLC

“HMQS is one of the best shows I have ever attended! Vendors are treated like gold, the convention center is beautiful, and the attendance is high. Thanks to HMQS for a great show!”

— Shelly Smola, My Fair Lady Designs

“This is one of my favorite shows to vend and teach at! I love the location as it’s easy access to the airport and there are lots of different hotels to choose from. Not to mention the best restaurants within one mile of the Convention Center. The classrooms have loads of room for the hands-on classes, and as a vendor I can’t think of any other place where we are treated so well. Thanks for letting me be a part of one the best shows in the USA.”

— Pam Clarke, Designs With Lines

Thank you to HMQS for their abiding commitment to making HMQS a world-class event. HMQS is a rare show where every vendor is treated like a sponsor. From load-in to load-out the entire HMQS staff is focused on providing every vendor with the best possible show experience. The South Towne Expo Center is a beautiful facility where we can count on interacting with thousands of enthusiastic attendees from the entire Pacific Northwest.”

— Diane & Bruce Magidson, SewBatik

Featured Events

- Vendor mall of 200 booths
- 100 classes by well-known instructors
- Certified national judges
- Featured artists and special exhibits
- Hundreds of machine-quilted quilts and garments on display

- Quilt trunk shows and exclusive presentations
- Free demos and “Make & Take” projects
- \$26,000 in cash awards for judged quilt competition
- On-site quilt appraisals
- Quilt Competition awards ceremony
- Saturday Shopping Spree with deals and show specials

Expected Attendance & Who Should Participate

HMQS is a consumer show, open to the public. Expected attendance at HMQS 2012 is 5,000 people! These quilters come from all over the Rocky Mountain West and across the nation to attend each year. The word is spreading that HMQS is a fantastic event for vendors and attendees alike!

HMQS invites the following types of vendors to participate: Suppliers and manufacturers of quilting / embroidery / sewing machines, fabrics, supplies, equipment, notions and accessories. Also directly-related quilting / embroidery / sewing publications, instruction, designers, guilds, organizations and companies.

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Print Advertising

Place an ad in the **Class Catalog**, which will feature the class schedule and quilt competition information, and will be distributed to quilt / fabric shops, quilt guilds and machine quilters between mid-November and the show dates.

For a minimal fee we will include your **Flyers** in all HMQS 2012 attendee tote bags! What a “bang for the buck!” Put information about your product or services directly into the hands of thousands of avid machine quilters!

Place an ad in the **Show Program**—the event program that all attendees will receive on-site at HMQS 2012. The Show Program features the Main Stage schedule, the floor plan of the Vendor Mall, a list of vending companies, the class schedule, grand prizes and more. These are both wonderful opportunities to promote your company or product to thousands of quilters!

Pricing for these advertising opportunities is found on the vendor contract. Specifications and deadlines are available on the show web site.

New Product Spotlight

Our attendees have asked for access to more cutting-edge tools! Be sure your “latest and greatest” product is one of the 10 that will be on exclusive display at HMQS 2012! This promotion includes a product review and color picture in the show program, as well as special

display in a showcase at the front entrance of the show. The display will highlight the scheduled times that attendees can visit your booth for a free demonstration of the product. The cost to be included in the New Product Spotlight is just \$100.

Patchwork Promenade

At HMQS 2011, over 2,000 visitors participated in the Patchwork Promenade promotion featuring 10 vendors. By visiting the participating vendor booths to receive a stamp on each of the 10 squares of the Patchwork Promenade card, participants learned about

some wonderful products and services and qualified for the grand prize drawings. This year, don't miss the opportunity to be one of the Patchwork Promenade vendors to increase booth traffic and exposure for your company. The cost to participate is just \$250.

Free Demonstration Time and “Make & Take” Projects

Present a **Free Demonstration** at HMQS 2012! The Main Stage area is available to current HMQS sponsors, vendors and teachers free of charge for up to 20 minutes per day on a first come, first served basis. For more information on becoming a presenter please fill out the Demo Presentation form found on the show web site or contact Jennifer Pond at jennifer@hmqs.org or at (801) 205-4701.

The **“Make & Take”** Area is available to current HMQS sponsors, vendors and teachers free of charge for up to 60 minutes per day on a first come, first served basis. If you are interested in providing a fun, easy, creative project for HMQS attendees, please fill out the Make & Take project form found on the show web site or contact Ann Collet at ann@hmqs.org or at (801) 298-3844. Sewing machines and irons are available. Other project materials must be provided by the presenter.

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Quilt Exhibit Awards and Categories 2012

Category	
Best of Show	\$2,000
Best Rookie	\$850
Best Solitaire	\$1000
Best Combination	\$1000
Viewers' Choice - Quilt	\$300
Viewers' Choice - Garment	\$200
Youth 14 & Younger	\$250

This year's quilt competition award winners will receive **\$27,000 in cash awards and prizes.**

Quilt Award Sponsors Will Receive:

- Recognition, including company name and logo, on on-site signage
- Recognition, including company name and logo, in Class Catalog (if confirmed before Sept. 10, 2011)
- Recognition, including company name and logo, in Show Program
- Recognition, including company name and logo, on the show web site, with a link to company's web site

It is the responsibility of sponsor to ship/deliver the prize to the winner (within 10 days of the show close) if the winner is not present to redeem the prize at the show.

Category	1st Place	2nd Place	3rd Place
Theme	\$500	\$300	\$200
Art/Pictorial	\$500	\$300	\$200
Wall Hanging 65X65	\$500	\$300	\$200
Novelty Custom	\$500	\$300	\$200
Traditional Custom	\$500	\$300	\$200
Whole Cloth	\$500	\$300	\$200
Edge to Edge	\$500	\$300	\$200
Embroidery	\$500	\$300	\$200
Appliqué	\$500	\$300	\$200
Youth 18 & Under	\$500	\$300	\$200
Utah's Own	\$500	\$300	\$200
Conventional Machine	\$500	\$300	\$200
Mixed Technique	\$500	\$300	\$200
Off the Bed	\$500	\$300	\$200
Computerized Quilting	\$500	\$300	\$200
Quilted Garment/Wearables - Vest/Jacket	\$300	\$200	\$100
Quilted Garment/Wearables - Ensemble	\$300	\$200	\$100
10 Honorable Mention	\$500		
10 Honorable Mention	\$500		
Award Ribbon Sponsorship	\$ 650		

Quilt Award Ribbon Sponsorships

Category	Place	Amount or Description of Merchandise

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Requested Booth # _____ Contact Name _____

Company Name _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____ Fax _____

E-Mail _____ Web URL _____

Signature _____ Date _____

The vendor agrees that upon acceptance this application shall be deemed to form a binding contract between the vendor and the organizer and the vendor agrees to abide by the terms and conditions which form an integral part of the contract between the organizer and the vendor. The contract is deemed binding when the organizer accepts a non-refundable payment or an executed and signed contract. **Booths can be held with a minimum deposit of \$100 per booth. All payments are due in full by no later than April 1, 2012. Any vendor not paid in full by April 1, 2012 risks losing their booth space.** Payments are non-refundable and non-transferrable. Booth location and assignment is determined by show management, and can be changed at any time. Sponsors have priority on prime booth locations. All vendors are subject to the HMQS Board of Review. The Board reserves the right to prohibit any exhibit or part of any exhibit, that in its sole judgment may detract from the character of the exhibition. *Note: Vendor Terms and Conditions of exhibiting are available by request or online at www.hmq.org.

Contact information as you would like it to appear in printed show program and on the show web site for the public:

Contact Information Same as Above.

* If you checked this box, please be sure to fill out the Product Description and Saturday Special below.

Company Name _____

Address _____ City _____

State _____ Zip _____ Country _____

Phone _____

E-Mail _____ Web URL _____

Types of Products or Services You Will be Exhibiting _____

Special Offer/Discount Your Company will Offer During "Saturday Shopping Spree" (10 words or less)

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* **Company Name** _____

Table 1 - Order Booths		
# of Booths	Cost	✓
1 (1st at \$695)	\$695.00	
2 (2nd at \$645)	\$1,340.00	
3 (3rd at \$595)	\$1,935.00	
All additional booths are \$545 each or \$595 for corners		
# Corner Booths	Cost	✓
	\$50 each	

Corner booths are \$50 additional each. All booths are 10'x10' and include an 8' high white back drape and two white 8' high side drapes, along with a cardboard booth identifier sign. Additional tables, booth furniture, carpeting and electricity may be ordered through our official show contractor, JP Display.

Booth Total (from Table 1): \$ _____

Corner Total (from Table 1): \$ _____

Furniture Total (from Table 2): \$ _____

Advertising Total (from Table 3): \$ _____

Tote Bag Flyers (\$150): \$ _____

Patchwork Promenade Promotion (\$250): \$ _____

New Product Spotlight (\$100): \$ _____

Quilt Award Amount - Cash Only (Page 4): \$ _____

Sub Total: \$ _____

Subtract Booth Discount if applicable: \$ _____
 (\$50 per booth)

Total Registration Fee: \$ _____

Deadlines for Table 3:

- Class Catalog Ads Due by Sept. 1, 2011.
- Show Program ads, New Product Spotlights and Bag Flyers are due by no later than April 1, 2012. More information about these promotions is found on page 2.

Table 2 - Booth Furniture	# of Pkgs
\$50 per package	

Booth furniture packages include one 8" skirted table, two chairs and a wastebasket.

Booth Discount (\$50 per booth)	✓
Yes, this discount applies to me	

Vendors qualify for an HMQS discount if they meet at least one of the following criteria:

1. Early Bird – Booth is contracted by Sept. 1, 2011
2. Vendor is an approved 2012 HMQS Instructor.

Table 3 - HMQS Promotions		
Class Catalog Advertising		✓
1/6 page b/w	\$100	
1/3 page b/w	\$200	
1/2 page color	\$350	
Full page color	\$700	
Show Program Advertising		✓
1/4 page color	\$200	
1/2 page color	\$350	
Full page color	\$700	
Other Promotions		✓
Tote Bag Flyers	\$150	
Patchwork Promenade	\$250	
New Product Spotlight	\$100	

Payment Information

_____ A check in the amount of \$ _____ is enclosed

Make Checks Payable to HMQS and Mail to:
HMQS c/o Jennifer Pond
1472 W. Duck Pond Lane, Salt Lake City, UT 84123
OR

_____ Please charge my ___ VISA ___ MC for \$ _____ amount.

Credit Card Holder (please print) _____

Credit Card Number _____

Exp. Date _____ CVV # _____

Address Where Statement is Mailed

Address _____

City _____ State _____ Zip _____

Cardholder Signature _____

All payments must be received by no later than April 1, 2012. No exceptions.

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* To check booth availability, you may view an updated floorplan on the Vendor Info. page of the show web site. *