

# *Home Machine* Quilting Show 2005

## Sponsorship Opportunities

### HMQS

April 21-23, 2005

Exhibitor move-in will be on April 20  
South Towne Exposition Center  
Salt Lake City, Utah



Quilt by Shirley Olsen, winner of the Best of Show in the Solitaire category at HMQS 2004.

Home machine quilting is the fastest growing and one of the most exciting areas of quilting. The popularity of machine quilting is obvious as an estimated 70% of quilts today are machine quilted and the choices available to home machine quilters are expanding rapidly as major manufacturers of sewing machines and quilting systems are making it more affordable and easier than ever for quilting enthusiasts to literally take this art form "in house."

The Home Machine Quilting Show is the leading consumer event in the nation that focuses on machine quilting. As HMQS 2004 proved, the interest among experienced and new machine quilters is very strong in Utah and the surrounding states. By making an early commitment to sponsor this year's event, sponsoring companies will receive nearly an entire year of exposure on monthly e-mails, the show web site, thousands of flyers and national advertising in addition to the attendee promotion that will precede HMQS 2005.

The premier consumer exhibition and hands-on educational conference for *all* machine quilters.

## Learn, Try, Buy

### Gold – \$15,000 (only 4 available)

- Up to four 10' x 10' prime space exhibit spaces at the South Towne Expo Center including electricity.
- Full page advertisement printed in the show directory.
- One classroom designated with sponsor's name and ability to advertise exclusively within the room.
- Listing in all material as Gold Sponsor.
- Banner displayed in the exhibit hall acknowledging your company as Gold Sponsor.
- Permission to use the Home Machine Quilting Show (HMQS) logo in cross marketing.
- Listing on the HMQS website as a Gold sponsor.
- Recognition in booth as a Gold Sponsor.
- Acknowledgement as Gold sponsor in all media releases.
- Priority exhibit move-in.
- VIP Parking during all show hours.
- Assistance in developing a cross-marketing campaign.

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Quilt by Jennifer Judd, winner of Best of Show in "Rookie" category at HMQS 2004.

#### **Silver - \$10,000 (Only 6 available)**

- Up to three 10' x 10' prime space exhibit space at the South Towne Expo Center including electricity.
- One-half page advertisement printed in the show directory.
- Listing in all material and the HMQS website as Silver Sponsor.

- Banner displayed in the exhibit hall acknowledging your company as Silver Sponsor.
- Permission to use the Home Machine Quilting Show (HMQS) logo in cross marketing.
- Listing on the HMQS website as a Silver sponsor.
- Recognition in booth as a Silver Sponsor.
- Acknowledgement as Silver sponsor in all media releases.
- Priority exhibit move-in.
- VIP Parking during all show hours.



Quilt by Linda Taylor, winner of Best of Show in the "Teacher" category at HMQS 2004.

#### **Bronze - \$5,000 (only 6 available)**

- Up to two 10' x 10' prime space exhibit space at the South Towne Exhibit Center including electricity.
- One-fourth page advertisement printed in the show directory.
- Listing in all promotional materials as Bronze Sponsor.

- Banner displayed in the exhibit hall acknowledging your company as Bronze Sponsor.
- Permission to use the Home Machine Quilting Show (HMQS) logo in cross marketing.
- Listed on the HMQS website as a Bronze sponsor.
- Recognition in booth as a Bronze Sponsor.
- Acknowledgement as Bronze sponsor in all media releases.
- Priority exhibit move-in.
- VIP Parking during all show hours.

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### Quilt Exhibit Awards and Categories 2005

Category	
Best of Show	\$1,500.00
Best Rookie	\$1,000.00
Best Solitaire	\$1,000.00
Best Combination	\$1,000.00

New this year, sponsor one or more of the cash awards to quilt competition winners in the following categories. 100% of sponsorship dollars will go to award recipients and award sponsors will receive the following benefits:

- Award ribbons printed with the name of the sponsoring organization
- Presentation of the ribbon to the winning quilter by a sponsoring company representative
- Signage in the quilt display area listing the names of all award sponsors and their categories
- Listing in the show directory of all award sponsors and their categories

To sponsor a cash award, please indicate the category you wish to sponsor on the sponsor contract.

Category	1st place	2nd place	3rd place
Theme	\$600.00	\$400.00	\$250.00
Art/Pictorial	\$600.00	\$400.00	\$250.00
Wall hanging 65X65	\$600.00	\$400.00	\$250.00
Novelty custom	\$600.00	\$400.00	\$250.00
Traditional Custom	\$600.00	\$400.00	\$250.00
Whole cloth	\$600.00	\$400.00	\$250.00
Edge to Edge	\$600.00	\$400.00	\$250.00
Teachers	\$600.00	\$400.00	\$250.00
10 Honorable Mention	\$200.00		

### Demo Stage Sponsor \$2,500

- Exclusive signage in the demo area with company name and logo.
- Demo time up to four 30 minute demonstrations per day.
- Stage, audio/visual, table, chairs included for sponsor presentations.
- Public address announcements referring to demo stage as (sponsor name)'s demo stage.
- Demo schedule with sponsor name and logo printed in show directory.
- Reference to demo area on floor plan in show directory as (sponsor name)'s demo stage.

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## 2005

# Sponsor Contract

**HMQS**  
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**Learn, Try, Buy**

Requested Booth # \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Name for Publication: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Web URL: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Types of Products or Services you will be Exhibiting: \_\_\_\_\_

Sponsor Packages (check one)		<input checked="" type="checkbox"/>
Gold	\$15,000.00	<input type="checkbox"/>
Silver	\$10,000.00	<input type="checkbox"/>
Bronze	\$5,000.00	<input type="checkbox"/>
Demo Stage Sponsor	\$2,500.00	<input type="checkbox"/>

Cash Award Sponsorship		
Category	Place	Amount
Total:		

The Sponsor agrees that upon acceptance, this application shall be deemed to form a binding contract between the Sponsor and the Organizer and the Sponsor agrees to abide by the terms set forth in the Terms and Conditions of Sponsorship available on request, which form an integral part of the contract between the Organizer and the Sponsor. The contract is deemed binding when the Organizer receives a non-refundable payment or an executed and signed contract.

Sponsor Package \$ \_\_\_\_\_

Cash Award Total \$ \_\_\_\_\_

**Total Fee \$ \_\_\_\_\_**

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# Floorplan

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