

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

**May 7 - 9, 2015** | Vendor move-in be on May 6th  
South Towne Exposition Center, Salt Lake City, Utah

### Testimonials of HMQS Vendors

"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 10th year was a wonderful success. We vend at quilt shows all over, and Jennifer and Ann are expert promoters. In my booth at this year's HMQS I had foot traffic from all over the U.S. I had invited several other vendors to HMQS and they were all very happy with the show too. My sales at HMQS were right up there with Houston Quilt Festival. I can't wait until HMQS 2014!"

— LuAnn Farr, Winline Textile Products, 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."

— Diane & Bruce Magidson, SewBatik

### Featured Events

- Vendor mall of 200 booths
- 130+ classes by well-known instructors
- Certified national judges
- Featured artists and special exhibits
- \$28,000 in cash awards for judged quilt competition
- Hundreds of machine-quilted quilts and garments on display
- Quilt trunk shows and exclusive presentations
- Free demos and "Make & Take" projects
- On-site quilt appraisals
- Quilt competition awards ceremony
- Saturday Shopping Spree with deals and show specials

### Expected Attendance & Show Promotion

HMQS is a consumer show, open to the public. Expected attendance at HMQS 2015 is 5,000+ people! These quilters come from all over the globe to attend each year. The word is out 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.

Just some of the pre-event promotions include: Ads and featured articles in national and regional quilting publications, ads and articles in quilt guild newsletters, thousands of dollar-off coupon flyers in fabric shops, print and online quilting event calendar listings, radio spots, web advertising, class brochures distributed to thousands of quilters, social media, quilting/sewing e-mail lists and online quilting chat rooms, newspaper ads and more!

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### Print Advertising

For a minimal fee we will include your **Flyers** in all HMQS 2015 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 2015. 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 Showcase

Our attendees have asked for access to more cutting-edge tools! Be sure your “latest and greatest” product is one of the few that will be on exclusive display at HMQS 2015! 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 cost to be included in the New Product Showcase is just \$150.

### Patchwork Promenade

At HMQS 2014, 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 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 \$300.

### Free Demonstration Time and “Make & Take” Projects

Present a **Free Demonstration** at HMQS 2015! 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 Vickie Hundert at [vickie@hmqs.org](mailto:vickie@hmqs.org) or at (775) 971-9266.

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 Vickie Hundert [vickie@hmqs.org](mailto:vickie@hmqs.org) or at (775) 971-9266. Sewing machines and irons are available. Other project materials must be provided by the presenter.

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### QUILT COMPETITION AWARDS & CATEGORY SPONSORSHIPS

Category		✓
Best of Show	\$2000	
Best Rookie	\$1000	
Best Solitaire	\$1000	
Best Combination	\$1000	
Viewer's Choice - Quilt	\$300	
Viewers' Choice - Garment	\$200	
Youth 14 & Younger	\$250	
Teacher Ribbons	\$200	
Honorable Mention (2 avail., 10 awards each)	\$500	

Sponsorship must be for an entire category.  
100% goes directly to the winners—1st,  
2nd and 3rd place.  
No in-kind prizes accepted.

Category		✓
Theme	\$1000	
Art/Pictorial	\$1000	
Wall Hanging 65 x 65	\$1000	
Novelty Custom	\$1000	
Traditional Custom	\$1000	
Modern Quilting	\$1000	
Whole Cloth	\$1000	
Embroidery	\$1000	
Appliqué	\$1000	
Youth 18 & Under	\$1000	
Utah's Own	\$1000	
Conventional Machine	\$1000	
Mixed Technique	\$1000	
Off the Bed	\$1000	
Computerized Quilting	\$1000	

#### Quilt Award sponsors Will Receive:

- Recognition, including company name and logo, on on-site signage.
- Recognition, including company name and logo, in Show Program.
- Recognition, including company name and logo, on the show web site.

**QSC Expos, LLC**PO Box 7355  
Reno NV 89510-7355775.971.9266  
Fax: 775.971-9237  
info@qscexpos.com  
www.qscexpos.com**APPLICATION FOR VENDOR SPACE**

South Towne Expo Center, Salt Lake City, Utah

**May 7, 8 & 9, 2015**

Vendor move-in Wednesday, May 6th

*The Premier Quilt Exhibition and Hands-on Educational Conference for All Machine Quilters, Embroiderers & Those Who Love to Sew!***Table 1 - Order Booths**

Booths	Cost	✓
1 (1st at \$745)	\$745.00	
2 (2nd at \$695)	\$1,440.00	
3 (3rd at \$645)	\$2,085.00	
All additional booths are \$595 each or \$645 for corners		
A limited # of 10'x15' booths are available for \$1,118.00		
# Corner Booths	Cost	✓
	\$50.00 each	

**Table 2  
Booth Furniture****# of Pkgs.**

\$50.00 per package

Booth furniture packages include one 8 ft. 24 inches wide skirted table, 2 chairs and a wastebasket.

**Booth Discount \$50 per Booth - To qualify for discounts**

✓

Early Bird - 50% Deposit-Booth contracted by Sept. 1, 2014

Vendor is an approved 2015 Instructor.

**Table 3 - HMQS Promotions****Show Program Advertising**

✓

1/4 page color \$200.00

1/2 page color \$350.00

Full page color \$700.00

Specs &amp; deadlines are available on HMQS website.

**Other Promotions**

✓

Tote Bag Flyers \$150.00

Patchwork Promenade \$300.00

*Increase booth traffic and exposure.  
Details on HMQS website*

New Product Spotlight \$150.00

*Your product is showcased at the show entrance & includes a review of your product along with a photo in the show program.*

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 standard booth ID sign.

Additional tables, booth furniture, carpeting and electricity may be ordered through our official show contractor; FRW Exhibit Rentals.

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 @ \$300: \$ \_\_\_\_\_

New Product Spotlight @ \$150: \$ \_\_\_\_\_

Quilt Award Amount - Monetary ONLY: \$ \_\_\_\_\_

(see details for Quilt Award Sponsorships on website)

**Sub Total:** \$ \_\_\_\_\_

Subtract Booth Discount if applicable: \$ \_\_\_\_\_

**Total Registration Fee:** \$ \_\_\_\_\_**Payment Enclosed** (50% deposit required): \$ \_\_\_\_\_**Balance Due:** \$ \_\_\_\_\_**Deadlines for Table 3:**

\* Show Program Ads, New Product Spotlights and Bag Flyers are due no later than April 1, 2015. More details about these promotions is found on the HMQS website.

**Contact information as you would like it to appear in printed show program and on the show website for the public:**☐ Contact information is the same as below.

If you checked this box, don't forget to complete the Product Description, Sat. Special &amp; UT Tax Info below.

Company: \_\_\_\_\_ Contact: \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Web URL: \_\_\_\_\_

\* **Products / Services Offered:** \_\_\_\_\_**\*\* Special Offer/Discount your Company will Offer During "Saturday Shopping Spree"**  
(10 words or less) \_\_\_\_\_**\*\*\* UT Sales Tax # or a UT Driver's License w/ birth date. Out of State provide either a Federal ID # or a SSN #:** \_\_\_\_\_**PAYMENT METHOD:**☐ MC/Visa ☐ Discover ☐ AMEX ☐ Check **Card #** \_\_\_\_\_**Balance Due:** 3/7/15**Expiration:** \_\_\_\_\_ **CVV #** \_\_\_\_\_ **SIGNATURE:** \_\_\_\_\_**Date:** \_\_\_\_\_**VENDOR INFORMATION**Make checks payable to: **QSC Expos, LLC**

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Website: \_\_\_\_\_

**Authorized Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

I have read, understand, and agree to abide by the Terms &amp; Conditions of this contract. If I have checked Visa, M/C, Discover or American Express, I authorize the above amounts to be charged to my Credit Card.

**Credit Card Automatic  
Payment Plan for Balance**☐ Pay Balance  
March 7, 2015**Authorized Signature****Dt:** \_\_\_\_\_



# Exhibit Contract

## 1) PAYMENT REQUIREMENTS

A deposit of 50% of the rental fees must accompany the contract to secure your booth. The balance must be paid 60 days prior to the Expo. Full payment is due for any contracts received 60 days prior to the Expo.

## 2) BOOTH ASSIGNMENT

Although booth reservation is mutually agreed by the Exhibitor and Expo management, final assignment is the proprietary right of Expo management. Every attempt will be made to locate the exhibitor in the booth and/or booths that were reserved, under extenuating circumstances, the booth locations can be reassigned without approval of Exhibitor. Exhibitor shall not assign or sublet a portion or the entire booth space without prior permission from show management.

## 3) BOOTH CONSTRUCTION

Each booth will contain 8ft curtained backdrop, (2) 8ft. high draped side walls and 3ft. high curtain side dividers and identification sign.

## 4) EXHIBITOR REGISTRATION

Exhibitors may initiate booth construction after checking in at the show site registration office. All exhibitor employees, agents and other authorized representatives must register. No one will be permitted in Exhibit Hall without an Exhibitor Badge. Set up will be the day prior to the Expo opening. Detailed information will be sent to all exhibitors 45 days prior to the show.

## 5) ARRANGEMENT OF EXHIBITS

Exhibitors must be confined within the perimeter of their booths. Personnel will not work in the aisles. Back drops must NOT exceed 8 feet, without prior permission from Expo management. Booth designs must be such as not to obstruct the view or interfere with the exhibits of others. Exhibit will not extend beyond the 10 foot depth of assigned booth.

## 6) LABOR

Exhibitors are responsible for providing or arranging all necessary labor transporting, uncrating, erecting, dismantling and crating back displays. Shipping and Drayage may be arranged through the Expo decorator.

## 7) EXHIBIT STAFFING

All exhibits MUST be staffed during show hours by at least ( 1 ) one person. Exhibitors are requested to be in their booth at least 15 minutes prior to the Expo opening.

## 8) EXHIBITOR

Hereby agrees to indemnify, defend, protect, hold harmless and save (QSC Expos, LLC) harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees, and expenses of any nature, which might arise out of any action or failure to act of the (EXHIBITOR) or any of its agents, employees, representatives or assignees, including but not limited to, claims of damages or loss of property, harm, injury, or death to the person or any of the APPLICANT'S or any of its agents, employees, representatives or assignees (EXHIBITORS), encouraged to insure themselves against all loss and claims, and hold (QSC Expos, LLC) harmless from all claims and liabilities whatsoever. Further, the applicant, agent, employee or assignee shall not hold (QSC Expos, LLC) EXPO MANAGEMENT or THE EXPO LOCATION MANAGEMENT accountable for or liable, in case of fire, water, earthquake, and other acts of God or any accident or loss therein related. QSC Expos, LLC after setting forth an effort in good faith promoting the Expo cannot be accountable for an exact number of consumers visiting the Expo.

## 9) EXHIBIT CARE

Arrangement of merchandise in the booth must be attractive, neat and orderly displayed at all hours of opening days of Expo. EXHIBITOR must protect the Expo center facility and property from damage done by the EXHIBITOR, its employees, representatives, and agents. Nothing may be tacked, nailed, taped, glued or in any way attached to Expo Center property. Any repair cost incurred to repair such damage will be assumed by the exhibitor. EXHIBITOR will drape or have draped all front and side sections of Tables. Janitorial services will sweep and clean aisles and empty trash canisters. Exhibitors are responsible for keeping exhibits clean and orderly. Trash should be placed in the aisles for pick up at the close of the show each day.

## 10) INSURANCE

Exhibitors must carry and maintain insurance during the period of the Expo in which he or she exhibits, including move-in and move-out days at his or her sole cost and expense.

## 11) SECURITY

24 hour Security is provided during and after Expo hours. Although ample security is available during the three day event, it is always wise to man your booth at all times during the Expo hours. Show management is not responsible for theft or damage to your property. The exhibit hall must be vacated within 1/2 hour after the show closing. To re-enter the exhibit hall, please present your signed Exhibitor pass.

## 12) SALES TAX (When applicable)

MUST BE COLLECTED ON ITEMS SOLD. Sellers must have a valid state resale license. All Sales Tax Collected MUST be paid to the applicable state. Floor selling or soliciting is prohibited except from booths. Any violator, not renting a booth will be ordered to vacate the premises immediately as within the judgment of QSC Expos, LLC.

## 13) CHARACTER OF EXHIBITS

QSC Expos, LLC has the right to refuse any exhibit or any exhibitor, which or who in the opinion of the Expo Management is not in keeping with the character of the Exposition, and may at any time without assigned cause, and without notice, cancel the agreement and remove the lessee, his agents and property from the building. In the event of such cancellation, the exhibitor hereby waives any claim for damages and/or for the recovery of any rental monies. QSC Expos, LLC will NOT allow product and/or exhibit exclusives except for the presenting sponsors.

## 14) CANCELLATION

An administrative fee of \$150.00 per 10 x 10 is non-refundable. The balance of the booth fee is refundable provided the cancellation notice is received in writing by QSC Expos, LLC, no later than 60 days prior to the Expo date. The balance of the booth fee is non-refundable when cancellation (regardless of reason) is received less than 60 days prior to the Expo. Management reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not set-up during Expo move in time, within the judgment of the Expo management. QSC Expos, LLC has the right to cancel an Exhibitor Contract, in the event of any violation of specific rules and regulations, without a refund. QSC Expos, LLC has the right to an administration fee of \$35.00 for all returned checks, Enforced by the NV Law.

## 15) FLAMMABLE MATERIALS

No combustible decorations or drape material shall be used. All materials must be flame proof, as directed by state fire ordinance. Exhibitor hereby agrees to accept full responsibility for all and full compliance with National, State and City regulations in the provision and maintenance of adequate safety devices and condition for operation. PROHIBITED ARE: Balloons, Gas, Odor Bearing Products, Hazardous Chemicals, Paint & Spray Cans.

## 16) SIGNS

Hand written or painted non-professional signs are NOT permitted.

## 17) NOISE CONTROL

The use of any sound equipment is prohibited without prior written approval of Expo Management.

## 18) SMOKING

Absolutely NO smoking is permitted in the Expo Halls at any time.

## 19) ISSUES NOT COVERED HEREIN

The Expo Management QSC Expos, LLC shall rule upon all matters or issues not covered herein, regarding questions, disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing paragraphs of this contract, and such ruling, when made, shall be binding both on the EXHIBITOR and QSC Expos, LLC.

## 20) TEAR DOWN

Exhibitors may not under any circumstances begin dismantling their booths prior to the official close of the Expo.

## 21) CONTRACT

This contract will be governed by the laws of the State of Nevada. Any disputes arising under disagreement shall be submitted for resolution to the state of Nevada Courts located in Washoe County. The prevailing party should be entitled to recover its legal costs including attorneys fees related to enforcing the terms of this agreement from the non-prevailing party. The Exhibit space contracted upon receipt by management shall constitute a valid and binding contract. If due to circumstances beyond the control of Management, the Expo should be canceled, the contracted Exhibitor shall waive any claims for damages or compensation. All exhibits and exhibitors are subject to the rules & regulations. This contract when signed and approved by management shall be considered a binding agreement between the two parties.