

Make-It Take-It Projects



Original Sewing & Quilt Expo is pleased to offer a credit in some venues to vendors who offer in-booth Make-It Take-It projects (minimum booth size is 10' x 20').

To qualify for a Make-It Take-It booth credit, complete the attached form, submit a sample and make certain to meet the following criteria:

- Contract for a minimum 10' x 20' booth space by the deadline.
- Promote your project in your customer emails, and send a copy to us at info@sewingexpo.com. Post it on your facebook page and share it on our facebook page (facebook.com/sewingexpo).
- Your Make-It Take-It project must have a dedicated space in your booth. Table and chairs are to be provided by the vendor, and placed so that seated participants are within the boundaries of the booth - not in the aisle space. (Crowd that builds behind may overflow into the aisle.)
- Your project must involve skill-building, like a mini-class for those participating.
- You may charge a nominal fee (\$10 max) if supplies are relatively expensive.
- Students must take away a completed sample or project.
- Your project must be taught by knowledgeable booth staff or with pre-approved video instruction backed up by qualified booth staff.
- Your project may last from a minimum of 10 minutes to a maximum of 1 hour.
- Short projects should be ongoing; longer projects can be scheduled. Please be advised we expect a reasonable minimum of completed projects each day.
- If your Make-It Take-It project requires a sewing machine, you must provide a machine from a current sponsoring brand. Please contact Mark or Liz if you need to make special arrangements.

This sales opportunity places your products in the hands of attendees. A valuable learning experience by the attendees will sell your products and increase your profitability.

Your project photo and description will appear for weeks before the Expo on our website, promoting your presence and participation. At the Expo, your project will be displayed at the entrance and will also be listed in the Expo Program with your booth number. You will receive a sign to display in your booth so attendees will know you are participating in this sales/learning program.

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You MUST submit this form AND a sample of your Make-It Take-It project by the deadline.

If your Make-It Take-It project meets with the requirements on page 1, you may receive a credit towards a booth (10' x 20' or larger). If not, your credit will be rescinded and you will have 30 days to pay this amount.

Please select Expo cities. Form AND sample must be received by:

- Atlanta \$400 credit 1/3/18
- Cleveland \$400 credit 1/30/18
- Arlington \$400 credit 4/3/18
- Raleigh \$400 credit 5/15/18

Contact Name: _____ **Phone:** _____

Company: _____

Project Title: _____

Charge/Fee for Project (if there is a charge): _____

Are there specific times the project will take place, or is it on-going?

Brief Description Of Project (may be edited for use in Expo Program and website):

If you would like your sample back, please collect it at the end of the event. We keep samples up to one year. Please do not repeat a project in same city two years in a row.

Mail sample and mail or fax form with completed application and minimum deposit to:
909 Canterbury Rd Ste F • Westlake, OH 44145 • 888-699-6309p • 440-899-6302f • info@sewingexpo.com