



# Exhibitor Add-On & Sponsorship Opportunities

## NEEDLE ARTS SUMMER TRADE SHOW



JUNE 10-12, 2017 / COLUMBUS, OHIO  
GREATER COLUMBUS CONVENTION CENTER  
Education starts June 8

**TNNA**  
THE NATIONAL NEEDLEARTS ASSOCIATION

TNNA's Summer Trade Show will bring together the counted thread, crochet, embroidery, knitting, needlepoint, and spinning and weaving segment groups for three days of technical and business education, continuous networking, insights into the latest styles and trends, and access to must-have products at the largest needlearts tradeshow.

# Why Exhibit?

**Attendees' top reasons for coming are to place orders and network with suppliers and manufacturers.**

*-TNNA's 2017 Attendee Survey Results-*

## Preliminary Show Schedule

June 10-12, 2017

**Location:** Greater Columbus Convention Center  
400 N High St.  
Columbus, OH 43215

**Hours:**

<b>Thursday, June 8<sup>th</sup></b>	Registration Open	11:00 am	6:00 pm
	Education	12:00 pm	6:30 pm
<b>Friday, June 9<sup>th</sup></b>	Registration Open	7:30 am	6:00 pm
	Exhibitor Move-In	8:00 am	6:00 pm
	Education	8:00 am	5:00 pm
<b>Friday Night Events</b>	Fashion Show	5:00 pm	6:00 pm
	Opening Reception	5:45 pm	8:00 pm
	Sample IT!	6:45 pm	8:15 pm
<b>Saturday, June 10<sup>th</sup></b>	Registration Open	7:30 am	6:00 pm
	Education	7:45 am	9:45 am
	Continental Breakfast	9:00 am	10:00 am
	<b>EXHIBITS OPEN</b>	<b>10:00 am</b>	<b>6:00 pm</b>
	Segment group meetings	6:15 pm	7:30 pm
<b>Sunday, June 12<sup>th</sup></b>	Registration Open	7:30 am	6:00 pm
	Education	7:45 am	9:45 am
	Vendor/Rep Connection	8:00 am	8:50 am
	Vendor Update Meeting	9:00 am	9:45 am
	<b>EXHIBITS OPEN</b>	<b>10:00 am</b>	<b>6:00 pm</b>
	Segment group Meetings	6:15 pm	7:30 pm
<b>Monday, June 13<sup>th</sup></b>	Registration Open	7:30 am	2:00 pm
	<b>EXHIBITS OPEN</b>	<b>9:30 am</b>	<b>2:00 pm</b>
	Exhibitor Move-Out	2:00 pm	8:00 pm

**\*Schedule Subject to Change**

[Click here for the contract application](#) to sign up.

Questions? Contact Emily Marxer, TNNA Sales Director, at [emarxer@tnna.org](mailto:emarxer@tnna.org).

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“**You can't afford NOT to attend!**” Running a professional business is a lot of work and includes considerable investment. Attending and getting involved with the shows is an investment in the success of our business as well as our industry that has proven positive results for us.”

- Kris Gregson and Oz Barron, Owners, Ball & Skein & More Cambria, CA

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# Exhibiting

**Exhibit space is available to qualified businesses only. Business credentials are required.**

**Current TNNA members** have already provided IDs, and can reserve space.

**To join TNNA**, complete our online member application and upload your required IDs.

**If you prefer to exhibit as a non-member**, email your company information and the required IDs to [info@tnna.org](mailto:info@tnna.org), or apply for membership online now.

**Wholesalers** must provide **three** items from the following:

- Corporate Seal
- Company brochure/catalog/website
- Copy of an ad
- Copy of an invoice in company name
- Literature about product line

## Exhibit Booth Details

Booth Sizes	Member Rate	Non-Member Rate
10' wide x 10' deep (First Booth)	\$875	\$1699
10' wide x 10' deep (Each Additional)	\$665	\$1699
10' wide x 5' deep (Limit One)	\$465	\$1668
8' Table Top Display (New exhibitors only)	\$288	\$545
Corner Fee (Prime Space Charge)	\$113	\$216

## What's Included?

The following equipment and services are included in the cost of your space.

### Standard Booth Basic Package (Included Per Contract):

- Company description listing of 30 words or less to be used in onsite materials, if submitted by deadline
- One ID sign with company name, city, state, booth number
- Standard display booth drape material – 8' high, back and side walls
- Aisle carpet; booth carpet
- One-time booth cleaning after set-up
- 24-hour access control
- Full-time service desk
- Two (2) complimentary badges for the initial 10x10 contracted, one complimentary pass for each additional 10x10 contracted. Exhibitor badges provide trade show access only
- Online portals to manage registrations and view your booth space
- One Post-Show Attendee Registration Report emailed in Excel format

### Table-Top Package

- 8' draped table placed against back draped wall
- ID sign
- One straight back chair placed beside the table, against back wall
- One-time booth cleaning after set-up

### Exhibitor Badges

Exhibiting wholesalers receive two (2) complimentary badges for the first 10x10 booth and one (1) complimentary badge for every additional booth purchased.

All additional badges are \$30 per badge.

[Click here for the contract application](#) to sign up.

Questions? Contact Emily Marxer, TNNA Sales Director, at [emarxer@tnna.org](mailto:emarxer@tnna.org). Page | 3

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**TNNA and the product segment groups offer opportunities to exhibitors beyond your booth. Add to your experience at the trade show by participating in some of these great activities.**

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## **Exhibitor Add-Ons**

**Must be an Exhibitor to participate.**

### **Buyer Bucks – No cost**

One of the biggest issues a buyer faces when deciding to attend the trade show is the cost of travel. “Buyer Bucks” are designed to help recoup some of those costs. Drive attendees to your booth to use their Buyer Bucks by participating. **Deadline is May 5, 2017 to be in the Show Directory**, past the deadline participants will be included on the website as well as in *Late Breaking News* given out at registration.

- Each registered store will receive \$1000 in “Buyer Bucks,” in a variety of denominations.
- When placing order in participating booths, the buyer will be able to use their “Buyer Bucks” to pay for a portion of their order.
- By reducing the cost of their individual orders, the buyer is effectively recouping their travel expenses.
- Vendor participation is 100% voluntary, and may be structured in any way.
- Some examples of how a vendor might accept “Buyer Bucks” at their booth:
  - \$20 toward a \$200 minimum order
  - \$10 off shipping costs of any order
  - 20% of an order may be paid for with “Buyer Bucks”
- “Buyer Bucks” acceptance is an individual company sponsored promotion and will not be reimbursed by TNNA.
- Participation will be indicated on the website, show directory, and on booth signage.

### **Pre-Show Attendee Lists - \$75**

Exhibitors are encouraged to let their customers and prospective customers know that they will be at the show. In addition to your own mailing lists, this comprehensive list of pre-registered attendees provides you with an additional opportunity to promote your support of the show. The pre-registration list will be emailed to the primary email address listed on the exhibit contract in an Excel spreadsheet by 3 weeks prior to the Summer Trade Show.

**Deadline: May 5, 2017**

### **Discover What's New - \$100 per product space**

The Trade Show features a Discover What's New area outside the show floor where exhibiting companies have an opportunity to display their NEWEST and HOTTEST products. Attendees not only browse What's New but they get to vote for what they feel are the BEST NEW PRODUCTS, where you are able to win a FREE Booth for Summer 2018.

- Entries must be NEW products and made available for viewing in your booth as well as in the Discover What's New display area.
- Entries must remain in the display area for the duration of the show.
- Set-up, Friday between 8 am – 1 pm at Discover What's New area.
- Business cards must be attached to each item to be displayed.
- Exhibitor will supply easel or stand if product requires it.
- All items must be picked up by 2:30 pm on the last day of the show. TNNA is not responsible for items left. Any merchandise not picked up will be considered abandoned.
- **Dimensions:** Size limit for products is 16" wide by 24" deep. Height of entry is limited to 18" maximum height from table.

**Deadline: May 5, 2017**

[Click here for the contract application](#) to sign up.

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## New Exhibitor Package - \$250

Introduce yourself to TNNA attendees by increasing your exposure. Package includes a New Exhibitor decal for your booth, a New Exhibitor listing in the onsite program, and access to the pre-and post- show mailing lists. *(Only available to new exhibitors. Must not have exhibited since 2014.)*

**Deadline: May 5, 2017**

## Fashion Show - \$175 for 1<sup>st</sup> garment | \$75 for each additional

The Fashion Show will be the highlight of the Friday evening activities. Don't miss this opportunity to show off your garments or accessories on the Fashion Show runway, giving your company pre-show recognition, as participants get excited to view the upcoming styles. A garment may be anything from a single sweater to a head-to-toe ensemble. Note: Please send a slip with your garment if appropriate.

- Garments should be adult sizes only.
- Garments must be delivered to the show Package Check area before 3 pm on Friday.
  - Yarn Group members are encouraged to supply a volunteer to assist behind stage. If interested, please contact Barry Klein ([Barry@TrendsetterYarns.com](mailto:Barry@TrendsetterYarns.com))
- Description of items and photos are required by May 5th. An email will be sent to participants requesting this information.

**Deadline: May 5, 2017**

## Sample IT! - \$175

Another Friday Evening hit! The goal for Sample IT! is for attendees to have a great experience, get excited about your product, visit your booth to order more, and go home with product in hand so they can stitch a model or display the product in their store for additional orders.

**WHO ATTENDS:** All attending TNNA retail stores will be permitted to attend (free). All attendees must be registered with badges issued by TNNA. Attendees must pay for their merchandise received that night. Only push carts are allowed; no pull-behind carts are permitted. **NOTE: We ask that you only sell to qualified retail stores with a retail badge.**

### EXHIBITOR REQUIREMENTS:

- Products must be new items that you will have in your booth for ordering at this Trade Show.
- Each exhibitor is provided one 6' skirted table and one chair.
- Each exhibitor is to provide at most 2 packages for the evening, which may contain several LIKE products but at most one each of your NEW products. Choice of different packages is not permitted and should be handled as an order at your booth (e.g. no thread sales of different sizes/colors unless they are all in one package). **Only one of each package is to be sold to each attending store.**
- A month out from the show, each participating exhibitor will receive a confirmation letter, a Sample IT! floor plan and a current list of Sample IT! exhibitors/table assignments.
- Exhibitor is required to provide a receipt for each shop purchase. We recommend you make them up in advance to hand out and that they be included in the packaging. Failure to provide receipts may result in non-participation at future Sample IT! events.
- Failure to comply with these requirements (i.e., selling more than one of each package to attendees, attempting to provide more than 2 packages, etc.) may result in exhibitor's exclusion from future Sample IT! events, out of fairness to other Sample IT! participants.

### EXHIBITOR RULES:

- Please limit exhibitor personnel to two helpers in the Sample IT! room during set-up.
- There will be no buying during set-up.
- Each table will have one sign with Company Name, City, State and Table Number.
- Exhibitor staff is to remain in the room at all times beginning at 6:30 pm. Event will end at 8:15 pm. Exhibitor staff is to remain even if all packages are sold out. View the time as an opportunity to encourage retailers to visit your booth and place orders for your very popular product!
- Make sure that your table has sufficient room for your packages and space for shops to write checks. Do not allow your packages or need for writing space to encroach upon your neighbors.
- Electricity is not available in the Sample IT! room.

**Deadline: May 5, 2017**

[Click here for the contract application](#) to sign up.

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## SWG Bingo – SWG Members \$60 | Non-SWG Members \$85

Once again, the Spinning and Weaving Group (SWG) is offering an extra trade show promotion for all participating exhibitors. Create a special offer that retailers can only get at the show. We recommend that the validity of your special offer extend a week or two past the show, so that you get more orders overall. Qualified retail buyers will be given a SWG Bingo card that will have participating exhibitor company name and booth number on the squares. Samples, if you choose to bring them, could be fiber samples, weaving yarns, dyes, and other spinning and weaving related products, or even information about your featured products. Any samples will be given out in your booth.

- Retailers who get enough squares to win Bingo will return their card to the SWG Booth to learn more about our Product Segment Group initiatives and our Wholesale member companies, and to enter a prize basket drawing.
- SWG member exhibitors are invited to create a special offer that retailers can only get at the show by visiting you at your booth with their SWG Bingo card.
- We will display an example of your vendor specials, samples, and the Bingo game in SWG's Summer Market themed booth and work to drive traffic to you.
- Please contact Rita Petteys, SWG Chair, at [ritapetteys@comcast.net](mailto:ritapetteys@comcast.net) to pledge your prize donation for our prize basket drawing!

### Nuts and Bolts

1) Participants are responsible for packaging any samples so that they are attractive and protected. All fiber and dye samples should be in plastic bags. Yarn cards, patterns, and other flat items may be in labeled envelopes or bags. Samples are optional and are distributed in your booth to Bingo card holders.

2) Provide a visible promotional piece, including the name of the product, description of the contents, name of your company and logo, contact information, wholesale pricing, and your trade show booth number.

3) Offer a show special to Bingo card holders to encourage sales.

4) Donate an item for the prize baskets. Depending on the number of donations there will be multiple winners

Your samples and other promotional items may be dropped off at the Spinning and Weaving Booth by noon on Friday – OR – send your samples to ARRIVE ONSITE – If you will be shipping your items direct to the show site, please provide the carrier name and a TRACKING NUMBER for your shipment.

**Deadline: May 5, 2017**

### **New! Education Theater Sponsor - \$250**

Located by the TNNA Lounge, educate our attendees walking the show floor about your products or business solutions. Limited to exhibitors only, this provides your company with the opportunity to spend 30 minutes in the Education Theater – for example you can present a product or innovation, conduct a demonstration, or provide an interesting case study. A monitor provided for electronic presentations. Please provide your own laptop, if required, for presentation. **A minimum of (8) eight presentations need to be reserved to ensure program implementation.**

**Deadline: April 14, 2017**

### **New! Floor Decals - \$1,700**

Walk attendees directly to your booth with floor decal footprints leading them to you. The decals can have the sponsor logo, company name, and booth number. Sponsor recognition in pre-show marketing, website, and Show Directory.

**Deadline: May 5, 2017**

[Click here for the contract application](#) to sign up.

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### **Yarn Group Booth Hop Exhibitor - \$60**

When retailer participants visit your booth, chat them up, give them your promotional item and stamp their passport. Meet new customers and make new connections!

**Deadline: May 5, 2017**

### **Yarn Group Booth Hop Sponsor (Limit 6) Booth Hop Exhibitors Only - \$15**

Add value to your participation and offer a prize for our twice daily drawing! Your logo will be prominently featured as a Booth Hop sponsor. The daily drawing winner must visit your booth to receive their prize.

**Deadline: May 5, 2017**

### **Yarn Group Lounge - \$250**

Yarn Group will provide:

- Lounge signage displaying your company logo.
- A mannequin to display one featured garment of your choice.
- A table to display promotional materials and/or featured products.
- A "Thank You!" and company feature in the post-show Yarn Group newsletter.
- An opportunity to show your commitment to TNNA and Yarn Group.

**Deadline: May 5, 2017**

### **Yarn Group Meeting - \$250 + one door prize (retail value \$50 or more)**

Yarn Group will provide:

- A place to display promotional materials of your choice by the bar and snack tables at the meeting.
- Projected logo and slide show featuring your company (please provide hi res logo, 25 word company description, and up to 5 images)
- A "Thank You" and company feature in the post-show Yarn Group newsletter.
- An opportunity to show your commitment to TNNA and Yarn Group.

**Deadline: May 5, 2017**

### **Yarn Group Elite Sponsorship - \$500**

Show your support for TNNA and Yarn Group by becoming a Yarn Elite Sponsor. Your elite sponsorship shows your dedication to the industry. You will be included on all the above events, as well as receive a Yarn Group dedicated newsletter showcasing your company. You will also receive a free ad on the NEW Yarn Group website homepage.

**Deadline: May 5, 2017**

[Click here for the contract application](#) to sign up.

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# TNNA and the product segment groups offer opportunities to exhibitors beyond your booth.

**Sponsorships are available to exhibitors and non-exhibitors.**

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## Sponsorships

Gain extra recognition in pre-show marketing materials, e-blasts, the show directory, and signage at the show.

### Show Directory Advertising – Pricing varies, see contract

The Show Directory is the attendee's access to learning about the Winter Show schedule, sessions, exhibitors, floor plan, and so much more. Not only is it used onsite for all attendees, the shelf-life is extraordinary often maintaining a presence on attendees' desks for months or even years. Be a part of the directory today! Specs will be sent with confirmation of contract.

**Deadline: April 14, 2017**

~~\$1,200 – Inside Front Cover – Full Color (Limit One)~~ **SOLD OUT**

\$1,200 – Inside Back Cover – Full Color (Limit One)

\$2,000 – Outside Back Cover – Full Color (Limit One)

\$1,000 – Full Page, Full Color

\$450 – Full Page, B&W

\$550 – Half Page, Full Color

\$300 – Half Page, B&W

\$300 – Quarter Page, Full Color

\$225 – Quarter Page, B&W

\$50 – Company Logo

\$50 – Additional Directory Listing

### Building Better Business (BBB)

A full day of education designed with our attendees in mind. All BBB attendees have the opportunity to learn from industry experts who will teach them how to take your business to the next level. Topics covered include promotions, staffing, multi-tasking, and financial reporting. The BBB Day ticket also includes an interactive luncheon with a panel of fellow retailers sharing their own business success stories. You won't want to miss this amazing opportunity to sponsor a part of this day!

Sponsorship	Exhibitor	Non Exhibitor
• Continental Breakfast	\$1,500	\$2,000
• Retailer Luncheon	\$2,500	\$3,000
• BBB Attendee Bags	\$250	\$350
• BBB Attendee Folders	\$250	\$350
• BBB Beverage Station	\$250	\$350

**Deadline: May 5, 2017**

### **New!** Charging Station Sponsor - \$1,200 Exhibitor | \$1,800 Non Exhibitor

Signage with company logo prominently displayed near Charging Station in the TNNA Lounge. Sponsor recognition in pre-show marketing, website, and Show Directory.

**Deadline: May 5, 2017**

### **New!** Attendee Bag Insert - \$500 Exhibitor | \$750 Non Exhibitor

Showcase your company's latest products, drive traffic to your booth, or provide an exclusive offer to attendees by sponsoring an insert in the attendee bags. Simply provide your pre-assembled insert and TNNA will do the rest. All inserts must be approved by TNNA.

**Deadline: May 5, 2017**

### **New!** Happy Hour Sponsor - \$500 Exhibitor | \$750 Non Exhibitor

Make your booth the place to be during TNNA's Happy Hour on the show floor. You will have a wine or beer station in or by your booth. Mention as sponsor in pre-show marketing, website, and Show Directory.

[Click here for the contract application](#) to sign up.



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**Deadline: May 5, 2017**

**New! Aisle Signs - \$2,500 Exhibitor | \$3,500 Non Exhibitor**

Get the attention of attendees by having your company name and logo on the aisle sign decals. The decals can have the sponsor logo, company name, and booth number. Sponsor recognition in pre-show marketing, website, and Show Directory.

**Deadline: May 5, 2017**

**New! Lanyards - \$4,000 Exhibitor | \$5,000 Non Exhibitor**

Sponsor the lanyards that every attendee will wear throughout the entire conference. Sponsor recognition in pre-show marketing, website, and Show Directory. **Deadline: May 5, 2017**

**New! Attendee Bags - \$5,000 Exhibitor | \$6,000 Non Exhibitor**

Sponsor the bag that every attendee will carry with them during the conference. Sponsor recognition in pre-show marketing, website, and Show Directory. **Deadline: May 5, 2017**

**New! TNNA Lounge Sponsor - \$8,000 Exhibitor | \$10,000 Non Exhibitor**

Become the exclusive, premier sponsor of the TNNA Lounge in the center of the show floor. Provide attendees with a comfortable space to unwind, meet, or learn more about your company. The Lounge offers a prime location with multiple branding opportunities. Sponsor recognition in pre-show marketing, website, and Show Directory. **Deadline: May 5, 2017**

**New! Opening Reception Sponsor - \$1,500**

Sponsor the opening reception on Friday Night. Get your brand in front of all attendees before the show opens! Sponsors will receive their logo on signage, and an opportunity to place literature on tables.

**Deadline: May 5, 2017**

**Hotel Key Cards Sponsor - \$850 - \$2,500**

Your company name & logo will appear on the hotel sleeping room key cards of the appropriate hotel – attendees will carry your company name & logo with them! Sponsor recognition in pre-show marketing, website, Show Directory and in onsite signage. Prices vary per hotel. *Please connect with [emarxer@tnna.org](mailto:emarxer@tnna.org) to find out more.*

**Deadline: May 5, 2017**

**For more information:**

Contact Emily Marxer, TNNA Sales Director, at 312.673.5502 or [emarxer@tnna.org](mailto:emarxer@tnna.org) or Erin Weintraub, TNNA Sales Manager, at 312.673.5985 or [eweintraub@tnna.org](mailto:eweintraub@tnna.org).

**[Or click here for the contract application to sign up](#)**

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