



SUMMER TRADE SHOW PROSPECTUS 2018

SUMMER
TRADE SHOW

YEAR ROUND
OPPORTUNITIES



Why TNNA?

The National Needlearts Association has been around for over 40 years. With a dedicated membership of wholesalers, retailers, and business and creative services professionals, our goal is to advance the craft industry through encouraging passion and leadership for needlearts in education, networking, and a strong marketplace to help your business grow.

TNNA encourages member to take advantage of the many exhibit and sponsorship opportunities designed to attract members looking for the latest products and services. Through TNNA, you have a community of members interested in long-lasting partnerships.

Exhibiting 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, or apply for membership online now.

Wholesalers must provide three items from the following required IDs:

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



2018 SUMMER TRADE SHOW

TNNA is looking forward to its Summer Trade Show, June 15-17, 2018 in Cleveland, OH, and we hope you are too! Event details are still being developed for the 2018 Summer Trade Show, and TNNA appreciates your patience as we continue to develop the program. Sponsorship deadlines will be provided following the 2018 Winter Market.

Why Exhibit at the 2018 Summer Trade Show?

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.

What's Included?

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

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

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

Exhibit Booth Details

Booth Sizes

Member Rate

Non-Member Rate

10' wide x 10' deep <i>(First Booth)</i>	\$1,250	\$2,500
10' wide x 10' deep <i>(Each Additional)</i>	\$1,150	\$2,300
8' Table Top Display <i>(New exhibitors only)</i>	\$500	\$1,000
Corner Fee <i>(Prime Space Charge)</i>	\$150	\$300

Show Directory Advertising

Prices vary, see contract

The Show Directory is the attendee's access to learning about the Winter Market 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! Please see ad specs below.

Show Directory Ad Specs

Accepted File Types

- **PDFs (Press Quality) — PREFERRED FILE TYPE:**
All fonts should be embedded. If using Photoshop or Illustrator, flatten the file before converting to PDF. Images should be at least 300dpi. Color ads will be converted to CMYK. Do not include trim or registered trademarks.
- **TIFF:** 300dpi at 100% with layers FLAT

File Name

Please put part of your company name in the ad/logo filename.

Booth Numbers in Your Ad

When listing your booth numbers in your ad, simply put your first booth number in the ad alone.

Company Logos in Your Directory Listings

Logos can be placed above your directory listing for \$50 each. Please provide simple line art of greyscale company logos only (no product images with it, please). For best results, provide at a resolution of 300-400 dpi printed in black and white. (72 dpi logos pulled from websites cannot be used for printing.)

Display Ad Dimensions – Color and B/W

- Finished Spiral-Bound Book Size: 8.5 x 11
- Only full page color ads can bleed.
- Sizes listed width by height.

Submission Deadline: April 15, 2018

Submit ads online at

<https://www.tnna.org/page/2018SummerAd>

Full Page Ads

Full with Bleed

- Total bleed area is 8.5 x 11" due to spiral binding edge grind. (add 0.125" bleed)
- Allows the 8 x 10.5" live area to still be centered whether the ad appears on the left or right hand side.
- Color or B/W

Full without Bleed (inset)

- 7.50" x 9.46"
- Color or B/W

Partial Page Ads

Half Horizontal

- 7.5 x 4.25" (7-1/2 x 4-7/8)
- Color or B/W

Half Vertical

- 3.625 x 10" (39.46/8 x 10)
- Color or B/W

Quarter

- 3.625 x 4.25" (3-5/8 x 4-7/8)
- Color or B/W

Eighth

- 3.625 x 2.125" (3-5/8 x 2-1/2)
- B/W only

2018 SUMMER TRADE SHOW SPONSORSHIPS

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

Show Directory Advertising

Prices vary, see contract

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Charging Station Sponsor

\$1,200

Showcase your company to attendees while they recharge their electronics! Your company logo will be prominently displayed on the Charging Station, located in the TNNA Lounge. Sponsor receives recognition in pre-show marketing, website, and Show Directory.

Deadline: May 15, 2018

Attendee Bag Insert

\$500

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 15, 2018

Happy Hour Sponsor

\$550

Make your booth the place to be during TNNA's Happy Hour on the show by offering a wine or beer station in or by your booth! Sponsor receives mention in pre-show marketing, website, and Show Directory.

Deadline: May 15, 2018

Attendee Bags

\$1,000

Sponsor the bag that every attendee will carry with them during the trade show. Sponsor receives recognition in pre-show marketing, website, and Show Directory.

Deadline: May 1, 2018

Interest Group Lounge Sponsor

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 receives recognition in pre-show marketing, website, and Show Directory. Music at any function held in conjunction with this show is subject to applicable copyright and licensing fees charged by ASCAP and/or BMI. It is the sole responsibility of the exhibitor to pay applicable fees. For more information about licensing fees, visit www.ascap.com or www.bmi.com.

Deadline: May 15, 2018

Retailer Luncheon

\$2,500

The Retailer Luncheon allows retailers to gain additional business insights from like-minded professionals. Sponsorship of this event includes: providing lunch, five minutes of speaking time, onsite signage, and recognition in attendee communications. You may also provide a chair drop: brochure, sample or promotional item to encourage attendees to visit your booth.

Deadline: May 15, 2018

SALE OUT

2018 SUMMER TRADE SHOW SPONSORSHIPS

Must be an Exhibitor to participate.

Show Specials Flyer

\$50 (limit 30)

Let attendees know of any specials and/or discounts that you'll be offering during the Show! Given to attendees as a separate handout, the Show Specials Flyer is the perfect format to list your offerings and drive attendees to your exhibit space!

Deadline: May 15, 2018

Millrooms

\$750

If you are a Source Supplier (mills, etc.), take advantage of the opportunity to meet with wholesale exhibitors during the Show! This unique opportunity lets you to meet with your customers in a separate space off the Show floor, invite and get to know new and existing customers, and provides them the opportunity to see your products. Each source supplier must be a TNNA Affiliate Member and will be required to submit a contract with payment. Space is limited as is on a first-come, first-served basis.

Welcome Breakfast

\$1,500

Provide a warm welcome to attendees of the Welcome Breakfast, held Friday morning, with onsite signage and sponsor recognition in attendee communications! You may also provide a chair drop: brochure, sample, or promotional item to encourage attendees to visit your booth.

Deadline: May 15, 2018

Pre-Show Attendee List

\$100

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 three weeks prior to the Summer Trade Show.

Deadline: May 15, 2018

Discover What's New

\$150 (limit 75)

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, making you eligible 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 15, 2018

2018 SUMMER TRADE SHOW SPONSORSHIPS

Must be an Exhibitor to participate.

New Exhibitor Package

\$300

Introduce yourself to TNNA attendees by increasing your exposure. This 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 2015.*

Deadline: May 15, 2018

Education Theater Sponsor

\$300

Returning this year is the ever-popular Education Theater! Last year, presentations on color trends and custom fibers were a huge hit! Located near the TNNA Lounge, the theater educates 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 eight (8) presentations must be reserved to ensure program implementation.

Deadline: May 15, 2018



2017 Summer Trade Show: Skacel demonstrating products in the Education Theater.

Floor Decals

\$1,200

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 receives recognition in pre-show marketing, website, and Show Directory.

Deadline: May 15, 2018

Fashion Show

\$175 - First garment

\$125 - each additional garment

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 3:00 pm on Friday.
- Yarn Group members are encouraged to supply a volunteer to assist behind stage.
- Description of items and photos are required by May 5th. An email will be sent to participants requesting this information.

Deadline: May 15, 2018



2017 Summer Trade Show Fashion Show

2018 SUMMER TRADE SHOW SPONSORSHIPS

Must be an Exhibitor to participate.

Sample *IT!*

\$200

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 at no cost. All attendees must be registered with badges issued by TNNA. Attendees must pay for their merchandise received that night. Only push carts are allowed; pull-behind carts are not permitted.

Note: We ask that you only sell to qualified retail stores with a retail badge.

Click [here](#) to view rules and requirements for Sample *IT!*

Deadline: May 15, 2018



2018 SUMMER TRADE SHOW SPONSORSHIPS

Attendee Badge Registration (Exclusive)

\$2,000 Exhibitor | \$3,000 Non-Exhibitor

Have your logo on the registration screen as attendees type in their names to get their badges at registration. This sponsorship offers high visibility, guaranteeing that every attendee who visits the registration stations will see your company.



TNNA 2018 Summer Show

Contract and Space Reservation Form

JUNE 15 – 17, 2018 / CLEVELAND, OH / HUNTINGTON CONVENTION CENTER OF CLEVELAND



Rules and Regulations

This is an Agreement by and between The National NeedleArts Association, hereinafter referred to as TNNA, additional sponsors, SmithBucklin, and the Exhibitor as described and identified on the signature line below.

- Upon submission of this form, as an exhibitor we have read and agree to abide by all conditions, rules and regulations as set forth by TNNA, additional sponsors, agents and/or SmithBucklin and any amendments as set forth hereafter.
- TNNA, additional sponsors, SmithBucklin, and their respective officers, agents and employees expressly disclaim any and all liability for any claim, loss, damage, or injury of any kind whatsoever sustained by any person or entity whatsoever, including but not limited to direct, consequential, or incidental damages, arising out of or in any way related to this Agreement or the subject matter of this Agreement. It is expressly understood and agreed by the parties that the sole and exclusive remedy of the undersigned Exhibitor against TNNA, additional sponsors, SmithBucklin, and their respective officers, agents and employees for any claim, loss, damage, or injury of any kind whatsoever shall be a refund of the monies paid by the undersigned Exhibitor to TNNA pursuant to this contract.
- The undersigned Exhibitor hereby expressly agrees to fully indemnify and hold forever harmless TNNA, additional sponsors, SmithBucklin, and their respective officers, agents, and employees for any and all claims, losses, damages or injuries of any kind whatsoever; arising out of or in any way related to this Agreement or the subject matter of this Agreement, specifically including but not limited to claims, losses, damages or injuries resulting from or alleged to have resulted from the negligence of TNNA, additional sponsors, SmithBucklin, and their respective officers, agents and employees. In the event of claim, suit, loss, damage or injury to which this indemnification agreement applies, the undersigned Exhibitor agrees to pay for the defense of TNNA, additional sponsors, SmithBucklin, and its officers, agents and employees against such claim, suit, loss, damage or injury, such defense to be provided by counsel of TNNA.
- In the event that litigation is instituted which includes TNNA, additional sponsors, SmithBucklin, its officers, agents, and employees as a result of negligence or alleged negligence of the Exhibitor, its officers, agents, and employees, Exhibitor agrees to hold harmless and indemnify TNNA, additional sponsors, SmithBucklin, its officers, agents, and employees from any and all expenses incurred as a result of being brought in as a defendant, including but not limited to attorney fees and resulting judgment amounts, if any.
- The parties to this Agreement hereby agree that this Agreement is entered into in Zanesville, Muskingum County, Ohio and that any disputes between the parties to this Agreement arising out of, or in any way connected with, this Agreement or the interpretation of the terms and conditions contained therein shall be governed by Ohio law and the jurisdiction of Ohio courts to the fullest extent permitted, and

that the sole and exclusive venue for any suit or action between the parties to this Agreement arising out of, or in any way related to this Agreement shall be the Muskingum County Common Pleas Court of Muskingum County, Ohio.

- The parties agree that the provisions of this Agreement are divisible, if any such divisions shall be deemed invalid or unenforceable, the applicability or validity of any other provision of this Agreement shall not be affected.
- **PAYMENTS AND REFUNDS:** All applications for space must be accompanied by appropriate deposits to be valid, and total payment must be received before deadline or space can be reassigned. Full payment required 60 days prior to show. Payments not made within 60 days of the show will be charged 5% additional charge on balance due. Unpaid Exhibitors will not be permitted to set up or move in until paid in full. If assignment of space cannot be made, deposits will be refunded or applied to another show.

CANCELLATIONS PRIOR TO BOOTH ASSIGNMENTS RECEIVE REFUND OF MONIES PAID LESS THE 30% DEPOSIT PER BOOTH CANCELLATION FEE. THERE IS NO REFUND AFTER YOUR BOOTH ASSIGNMENT AND THE BALANCE DUE MUST BE PAID PRIOR TO EXHIBITING AT FUTURE TNNA SHOWS. IF THE BALANCE IS NOT PAID THE EXHIBITOR LOSES ALL SENIORITY POINTS. ADVERTISEMENT CANCELLATIONS WILL NOT BE ACCEPTED PAST THE PUBLISHED RESERVATION DATE.

- The Exhibitor agrees that its products can be photographed and used in publicity for this Show and for future promotional materials, including any comments that the Exhibitor may make relative to the Show.
- This Agreement may be executed in counterparts; all executed counterparts shall constitute one Agreement binding on all parties even though all parties have not executed the original or the same counterpart.

The undersigned hereby is authorized to complete this contract and authorize payment for this exhibiting company for The National NeedleArts Association Trade Show and agrees to abide by the terms and conditions of this contract. Completing this form serves management notice that you agree to be contacted by mail, telephone, facsimile or e-mail by TNNA and/or its members. Further, completing this form serves as your consent for your information to be provided to attendees at TNNA events and included the TNNA trade show directory.

On behalf of exhibiting company listed in section 3, we have read and agree to abide by all exhibit conditions, rules and regulations as set forth and any amendments hereafter.

Client's Initials: _____ Date: _____

Questions?

Contact Emily Marxer at 312.673.5502 or emarxer@tnna.org OR Kris King, at 312.673.5505 or Kking@tnna.org.



TNNA YEAR-ROUND ADVERTISING

TNNANews Banner Ads (Limit 2 per issue)

Delivered to the entire TNNA membership, TNNANews is sent to the over 2,000 members two times per month.



Member: \$350 per banner

Non-member: \$450 per banner

TNNA.org Website Homepage Banner Ad (Limit 3 per month)

Be seen as a TNNA partner by displaying your ad on the TNNA homepage.

Ad Specs: 670x180 px



Member: \$750 per month

Non-member: \$1,050 per month

On average, **more than 50%** of TNNA members open TNNANews

The TNNA homepage is the first page site visitors land on, **so your ad is sure to be seen each and every time!**



TNNA Member Directory (Digital PDF Only)

This highly coveted member directory will include all members — retailers, wholesalers, and affiliates. This is your chance to be seen every time a member looks for a new source for products and services within TNNA. Make sure you make a buyers short list and gain exposure in TNNA's 2018 Member Directory. Reserve your space by December 1, 2017.

The 2018 Member Directory will be released in early 2018.

- Premium Positioning (Even Pages 1 - 10) | **\$1,000**
- Full Page | **\$800**
- Half Page | **\$550**
- Quarter Page | **\$375**