Cash and Carry or Order-Taking

THE NASHVILLE NEEDLEWORK MARKET

MARCH 2-3, 2013

March 1 • Exhibit Set up and Education
March 2-3 Exhibits Open

Embassy Suites
Nashville South/Cool Springs
820 Crescent Centre Drive, Franklin, TN 37067

Sponsored By The National NeedleArts Association

WWW.TNNA.ORG
**Schedule**

**Thursday, February 28**
- Early Registration: 3:00 pm - 6:00 pm

**Friday, March 1**
- Registration: 8:00 am - 6:00 pm
- Technique & Educational Classes: 9:00 am - 5:00 pm
- Make It! Take It! Sell It!: 5:00 pm - 7:00 pm
- Early Bird Sales: 7:00 pm - 9:00 pm

**Saturday, March 2**
- Registration: 8:30 am - 6:00 pm
- Show Rooms Open: 9:00 am - 6:00 pm
- Package Storage: 9:00 am - 6:00 pm

**Sunday, March 3**
- Registration: 8:30 am - 4:00 pm
- Show Rooms Open: 9:00 am - 4:00 pm
- Package Storage: 9:00 am - 4:30 pm
- The Great Model Giveaway: 3:00 pm

Schedule subject to change.

**Special Events**

**Make It! Take It! Sell It!**
**Friday 5:00 pm – 7:00 pm**
A great preview to what your Market Exhibitors have in store for you! Exhibitors will offer hands-on demonstrations of their new products, designs or finishing techniques before the show floor opens. Demonstrations will be approximately 15 minutes in length. You can then visit the exhibitors during show hours and purchase the item(s) to take back to your customers. A complete list of participants with demonstrations will be provided prior to the market.

**The Rookie Room**
**Saturday 9:00 am – 6:00 pm; Sunday 9:00 am – 4:00 pm**
Stop by the ROOKIE ROOM and be the FIRST to welcome and visit with our industry's newest designers as they highlight their designs. The Rookie Room will have only designers who have never exhibited prior to this market. Check the Show Directory for the designers and location.

**Manager’s Reception**
**Each evening 5:30 pm – 7:00 pm**
Relax and enjoy camaraderie in the hotel atrium during the Embassy's famous Manager’s Reception. Complimentary cocktails will be served to Embassy guests with keys.

**The Great Model Giveaway**
**Sunday 3:00 pm**
You could WIN! Get your ticket when you arrive at registration and be present for the drawing on Sunday in the hotel lobby. Participating exhibitors will have their donated model on display in their room during show hours and then will be present at the drawing with their donated model to give to the winner. You must be present to win one of the many models.
CLASSES ARE FUN and Increase your sales!

Take a class — get fresh ideas to teach your customers!

**FT101 Technique (Finishing)**
*Trims, Cords OH MY!*

Presented by: Elizabeth Talledo  
Sponsor: Dames of the Needle/Finger Work  
Date: Friday 3/1/2013  
Time: 9:00 am - 12:00 pm  
Room: Oak  
Admission: $60 Member/$80 Non-Member  
Skill Level: For All

Is your customer base getting bored with the usual finishing techniques? Are you seeing all the new products being offered in the trim department and not sure what to do with them? Then this informational class is for you. Come spend a couple of hours discussing these new products and some old products and get inspired with new ideas on how to finish. We will discuss how to use cording, rickrack, ready made trim and other materials to add that special pizzazz to your finishing. Students should bring: Basic sewing tools and supplies, pencil and paper. MATERIAL FEE: $15 Please pay instructor onsite. Correct change appreciated. Class Max: 24

**FT102 Technique (Counted Thread)**
*A Morning With Your Favorite Designers*

Presented by: Jeannette Douglas, Lori Markovic, Linda Stolz, Karen Kluba  
Sponsor: Jeannette Douglas Designs, La-D-Da, Erica Michaels Designs, Rosewood Manor  
Date: Friday 3/1/2013  
Time: 9:00 am - 11:00 am  
Room: Maple  
Admission: $40 Member/$60 Non-Member  
Kick off the day by spending the morning with your favorite designers. This 2 hour class will inspire you and stir up your creative juices. Students will receive a complete kit from each designer. Each kit will cost $10 to be paid to the individual teacher. Kit Fee: $40 (4 x $10) Correct change appreciated. Please pay instructor onsite. Class Max: 40

**FT201 Business**
*Retailers’ Forum*

Presented by: TNNA  
Date: Friday 3/1/2013  
Time: 12:15 pm - 1:45 pm  
Room: Hickory  
Admission: $10 Member/$20 Non-Member  
Bring your lunch and join us at the Retailers’ Open Forum. A panel discussion on planning for and managing change will take place. Sample topics will include: Moving, Changing Your Inventory Mix, Selling Your Shop, Closing Your Shop and other topics of interest. Class Max: 40

**FT202 Technique (Needle Felting)**
*Roly Poly Felted Birdie*

Presented by: Debra Koch  
Sponsor: TNNA  
Date: Friday 3/1/2013  
Time: 2:00 pm - 5:00 pm  
Room: Maple  
Admission: $60 Member/$80 Non-Member  
Skill Level: For All

Learn to Needle Felt sculpturally and also decoratively using the barbed needle with this 3-D roly poly jaunty blue jay. Whether you’ve never held a felting needle before or whether you’ve been poking/jabbing for some time, this course will take your fiber skills to a new level. The class covers all felting basics and allows you to complete this ornament-size project in class. Students should bring: Embroidery or small scissors. MATERIAL FEE: $12 Please pay instructor onsite. Correct change appreciated. Class Max: 20

**FT203 Technique (Counted Thread)**
*Unusual Sewing Compendium & Pincushion*

Presented by: Giulia Manfredini  
Sponsor: Giulia Punti Antichi  
Date: Friday 3/1/2013  
Time: 2:00 pm - 5:00 pm  
Room: Hickory  
Admission: $60 Member/$80 Non-Member  
Skill Level: For All

While attending the class, students will be able to create an antique style pincushion and also learn how to stitch and finish an unusual sewing compendium. The pincushion will be stitched and finished during the class. The compendium hosts a needlebook, a scissors tip slot and a thimble stand. All stitching and finishing steps of this unique sewing compendium will be fully explained to the students. Compendium and pincushion are stitched in traditional Icelandic motifs reproduced with the permission of Heimilsinsarnafélag Islands (The Icelandic Handicraft Association), from the book [*Íslensk sjónabók - Ornaments and Patterns found in Iceland*], of Birna Gerínnsdóttir. Complimentary charts for the matching scissors fob and sewing box will be also offered. Students should bring: Usual stitching supplies, 26 tapestry needle, sewing needle, scissors, personal magnification lights, pen and pencil. MATERIAL FEE: $25 Please pay instructor onsite. Correct change appreciated. Class Max: 30

**Teacher Bios**

**Jeannette Douglas**
International teacher Jeannette Douglas of Jeannette Douglas Designs has been teaching her love of needle and thread since 2002. Her design business began ten years ago with the start of the Canadian Journey Series and since then her career in design has continued to grow. She has shared her talent with students from coast to coast across North America, and has taught in Holland and England and in 2013 is returning to both places. Teaching in different venues is great stimulation for working on different designs and Jeannette feels that in this way she continues to grow in her field.

Karen Kluba
Karen has published over 200 designs plus several quilt patterns. She formed Rosewood Manor in 1996. When creating designs she is inspired by her surroundings, quilt blocks, samplers and Mother “Be Creative” is her motto. To view her many designs visit www.rosewoodstitch.com.

**Debra Koch**
Deb has owned her counted cross-stitch shop - Stitches N Things - for over 20 years. Always interested in fiber arts, she was introduced to needle felting six years ago at a local quilt shop and has been hooked ever since! Taking advanced felting classes at least once a year has led Deb to teach this art form in her shop, for local EGA groups, as well as at the Flint Institute of Art, local and national art aairs where she also demonstrates and sells her sculptures.

**Giulia Manfredini**
Giulia has been a stitcher for over 30 years and a designer of Giulia Punti Antichi CPA since 1998. She has taught needlework stitching and finishing techniques at retail shops, TNNA and Italy Invita International Forum of Lace and Embroidery 2007, 2009, 2011. Several of her designs have been published on magazines as Sampler and Antique Needlework Quarterly, The Gift of Stitching, and Ricamo Italiano, UnNatale da Ricamare 2007, 2008, 2009. Even though her main activity is that of a medical doctor specialized in Nuclear Medicine and Endocrinology, she has dedicated herself to the needlearts to expand her horizons and her friendships in the textile world. While husband Mario keeps the shipping and accounting parts running smoothly, Giulia and her daughter Sofia manage the creative part of the company. It is a lot of fun!

**Lori Markovic**
As a designer in the cross-stitch industry for ten years, and a teacher at many classes and retreats, Lori looks forward to bringing a fun and relaxed project to the Nashville Market. In addition, her experience as a sewer brings some creative finishing ideas to expand the use of cross-stitch inside the home and out about.

**Linda Stolz**
Linda has been a stitcher and seamstress for 30+ years and is marking ten years as owner/designer of Erica Michaels Designs. Linda has taught needlework finishing and other techniques around the country at retail shops, EGA chapters, industry trade shows and needlework retreat weekends. She’s her own needlework finisher and runs her one-woman home-based business as “chief” needle artist, model stitcher, publisher, etc.

**Elizabeth Talledo**
Elizabeth has a BFA in Fine Art and has been designing needlework since 1996. She is the owner of Dames of the Needle/Finger Work and has been teaching finishing and the needle arts since 1989. She has been teaching nationally for EGA, ANG and TNNA since 2001. On the rare occasion when she does not have a needle in hand she is the mum of two teenagers and care taker of rabbits, corgi and a lizard.
Transportation

Cool Springs Executive Services
Reservations: 615-771-3933
Web Site Reservations: coolspringslimousine.com
Rate: $33.50 including tip (Airport to Hotel) $30.00 including tip (Hotel to Airport) (Rate applies to minimum of two individuals in vehicle.) Payment can be made with all major credit cards, cash or charge to your Embassy Suites Nashville- South Cool Springs room. Airport pick up is at the Welcome Desk on the baggage claim level.

Things To Do

Exciting Location!
You can’t help but have a great time when you visit Tennessee. The entertainment options are endless in Historic Downtown Franklin, Cool Springs and Brentwood. There are countless shopping opportunities and dinner establishments around and right across the highway from the Embassy Suites Hotel. The Embassy Suites Hotel provides a free shuttle service within a five (5) mile radius for their guests.

While visiting Downtown Franklin, there is a wide variety of activities and superb restaurants to enjoy and Nashville is only a 30 minute drive.

Visit the Web sites below for information you’ll need to have a great experience in Tennessee:
www.visitwilliamson.com/

Hotel

When making your hotel reservations, be certain to mention you are with The Nashville Needlework Market.

Embassy Suites Nashville South/Cool Springs
820 Crescent Centre Dr, Franklin, TN 37067
Phone: 615-515-5151 • Rate: $129 S/D
Cut-Off Date: February 5, 2013

How to get there:
The Embassy Suites Nashville South/Cool Springs is located off Interstate 65 at the Cool Springs Boulevard Exit.

From Interstate 65 North or South: Exit at Cool Springs Boulevard, Exit 68A. Turn right at the first light onto Carruthers. Take next right onto Crescent Centre Dr. Hotel is located on the right side of the road.

From the Nashville International Airport: Take I-40 West toward Memphis. Merge onto I-440 West and then onto I-65 South toward Huntsville. Exit at Cool Springs Boulevard, Exit 68A. Turn right at the first light onto Carruthers. Take the next right onto Crescent Centre Dr. Hotel is located on the right side of the road.

Registration

2012/2013 Members Can Register Online
Current TNNA members can pre-register online for education & events by visiting the TNNA Web site and following the directions.

Registration
Registration begins December 11, 2012. Registration can be made online at www.TNNA.org or by completing the form in this brochure and mailing or faxing to the address listed on the form.

Deadline Dates
The pre-registration deadline date is February 12, 2013. Badges and tickets will not be mailed to you but will be waiting for you at the registration counter onsite. After February 12, 2013, all class registrations will be processed onsite at the onsite ticket rate. Note that pre-registration is recommended for planning purposes.
Cash and Carry or Order-Taking!

Class Selection
Although every effort will be made to assign your first choice for classes, indicate second choice should your first choice not be available. By selecting a second choice, you will have a better chance of receiving tickets for your desired classes.

Class Fees
Fees for classes vary, and there are member and nonmember prices. (If a company is a TNNA member, all employees receive the member price.) Please enter the correct class number, since this number only will be considered when your registration is processed. To receive the membership discount rate for classes, you must be a 2012/2013 TNNA member.
Reminder: Save $20 per class simply by pre-registering before February 12, 2013.

Materials Fee and Supplies
For some classes there are additional fees listed. These fees are in addition to the class ticket cost. PLEASE DO NOT SEND THESE FEES (indicated in the class description) with your Pre-Registration Form. These fees are to be paid to the instructor in the classroom. Please bring the exact amount and make note of any supplies you need to bring to class. They are indicated in the class description.

Payment and Delivery
When ordering badges or tickets for classes or events with a fee, payment must accompany the order form. Payment can be made by debit or credit card (American Express, Discover, MasterCard or VISA), cashier's check/money order, or company check payable to TNNA. For non-USA payments, use credit card or an international Money Order only. Checks/money orders must be payable in U.S. dollars drawn on a U.S. bank.

Classroom Etiquette
Please bring your ticket to class with you. It is your admission to class and must be presented to the instructor. THERE WILL BE NO DUPLICATES ISSUED. Class materials should not be taken without staying for the class. No auditing of classes is permitted. After class, please clean up any debris in your work area.

Homework
All homework details will be posted on the TNNA Web site at www.TNNA.org.

When You Arrive
All attendees should stop at the Show registration counter to pick up badges, Show Directory and any other pertinent Show information.

Show Attendee Badges
Registration for members is free. Registration for nonmembers (with required business IDs) will be assessed a $60 per buyer badge fee.

Refund Policy
If you paid by check or money order and only some of the classes you pre-registered for were available, you should pick up your refund at the Show registration counter. Refunds not picked up at the Show are forfeited.

Cancellation Policy
If you need to cancel a Show registration or ticket order, it must be prior to February 12, 2013 in order to receive a refund. No other refunds will be issued. A $25 processing fee will be charged for all cancellations.

Package Storage
For your convenience, a package storage room will be available and staffed during market hours. As you make your purchases, you can stash them until you are ready to ship or return to your hotel.

UPS Shipping
For your convenience, the hotel can arrange UPS shipping. If you wish to use your UPS #, please provide your UPS labels.

For a list of current exhibitors or a membership application, visit www.TNNA.org
Please complete sections on both sides of this form and print clearly.

1 COMPANY INFORMATION

Your Name ___________________________ Member Number ___________________________

Company Name (may be abbreviated) [ ] Buyer [ ] Exhibitor

Mailing Address ___________________________

City/State/Zip + 4 ___________________________ Province/Country ___________________________

Business phone ( ) ___________________________ Fax ( ) ___________________________

Toll free # ( ) ___________________________ E-mail ___________________________ @ ___________________________

Web ________________________________________________________________________________

Completing this form serves management notice that you agree to be contacted by mail, phone, fax and/or e-mail.

2 MEMBERSHIP STATUS

PLEASE check ONE:

[ ] My company is a current (2013) TNNA member and my membership number is: ___________________________

[ ] We’d like to join TNNA and have enclosed the completed form with required identification and $60 payment. = $ _____________

[ ] I do not wish to become a TNNA member at this time and have enclosed the required forms of business ID, plus $60 per person pre-registration fee. = $ _____________

TOTAL FOR SECTION 2 = $ _____________

3 ATTENDEE BADGE + CLASS/EVENT SELECTIONS

Please register me for the following classes/events:

Primary Name ___________________________ [ ] Owner [ ] Manager [ ] Employee [ ] This is my first TNNA show

Please register me for the following classes/events:

1st Choice Class#/Price 1st Alternative Class#/Price 2nd Alternative Class#/Price

Class #1 _______/_______ _______/_______ _______/_______ Price of 1st Choice for Class #1 $ _____________

Class #2 _______/_______ _______/_______ _______/_______ Price of 1st Choice for Class #2 $ _____________

Make It! Take It! Sell It! _________FREE

Please include payment for 1st choice classes. If a balance is due, we will contact you.

TOTAL FOR SECTION 3 = $ _____________

After February 12, 2013, all pre-registration and classes will be processed onsite. All onsite class fees will be $20 more per class. (This includes any forms received at TNNA after Feb. 12)

4 ADDITIONAL BADGE + CLASS/EVENT SELECTIONS (Make copies of this section to register additional employees)

Please register me for the following classes/events:

Primary Name ___________________________ [ ] Owner [ ] Manager [ ] Employee [ ] This is my first TNNA show

Please register me for the following classes/events:

1st Choice Class#/Price 1st Alternative Class#/Price 2nd Alternative Class#/Price

Class #1 _______/_______ _______/_______ _______/_______ Price of 1st Choice for Class #1 $ _____________

Class #2 _______/_______ _______/_______ _______/_______ Price of 1st Choice for Class #2 $ _____________

Make It! Take It! Sell It! _________FREE

TOTAL FOR SECTION 4 = $ _____________

5 METHOD OF PAYMENT Payment due at time of order.

[ ] Check/Money Order Make checks payable to The National NeedleArts Association (TNNA)

[ ] Debit Card [ ] Credit Card [ ] American Express [ ] Discover [ ] MasterCard [ ] Visa

All payments in U.S. funds drawn on U.S. banks. $25 fee charged for returned checks

Credit Card Account # ___________________________

Exp. Date _____________ 3 Digit Security Code _____________ Amt. to be charged $ _____________

Name on Card (Print) ___________________________

Billing Address: ___________________________

City ___________________________ State____ Zip + 4 ___________________________

Authorized Signature ___________________________

Total for Section 2 = $ _____________

Total for 1st choice and other tickets in sections 3 & 4 = $ _____________

TOTAL ENCLOSED = $ _____________

Office Use Only

Rec’d ___________________________

Amt ___________________________

Ck# _____________ Ackd _____________

Event Code: A07413
6 PRIMARY BUSINESS CATEGORY

Please check only ONE

- Retailer (retail store) (R)
- Mail Order (MO)
- Internet Store (INT)
- Manufacturer (finished product) (FPM)
- Mfg/Supply/Sourcing (MS)
- Designer (D)
- Teacher (T)
- Manufacturer’s Rep (MR)
- Organization (guild, museum) (OR)
- Publisher (P)
- Finisher (F)

7 MAIN + ADDITIONAL PRODUCT(S)/SERVICE(S) VERY IMPORTANT!

<table>
<thead>
<tr>
<th>MAIN product/service: SELECT ONLY ONE</th>
<th>ADDITIONAL product/service: SELECT ALL that apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>(005) accessories</td>
<td>(005) jewelry</td>
</tr>
<tr>
<td>(010) beads</td>
<td>(110) knitting/crochet (e.g., accessories, books, kits, machines/supplies, overdyed/ribbon)</td>
</tr>
<tr>
<td>(015) bell pull hardware</td>
<td>(015) bells</td>
</tr>
<tr>
<td>(020) buttons</td>
<td>(030) classes offered</td>
</tr>
<tr>
<td>(025) Christmas items/accessories</td>
<td>(035) computer services</td>
</tr>
<tr>
<td>(030) classes offered</td>
<td>(040) counted thread/cross-stitch (e.g., accessories, books, kits, leaflets, charts, fabrics)</td>
</tr>
<tr>
<td>(035) computer services</td>
<td>(045) crewel work</td>
</tr>
<tr>
<td>(040) counted thread/cross-stitch</td>
<td>(050) display fixtures</td>
</tr>
<tr>
<td>(e.g., accessories, books, kits,</td>
<td>(055) distributors</td>
</tr>
<tr>
<td>leaflets, charts, fabrics)</td>
<td>(060) doll accessories</td>
</tr>
<tr>
<td>(045) crewel work</td>
<td>(065) embellishments</td>
</tr>
<tr>
<td>(050) display fixtures</td>
<td>(070) embroidery</td>
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<tr>
<td>(055) distributors</td>
<td>(075) felting</td>
</tr>
<tr>
<td>(e.g., accessories, books, kits,</td>
<td>(080) finishing services</td>
</tr>
<tr>
<td>leaflets, charts, fabrics)</td>
<td>(085) frames/finishing supplies</td>
</tr>
<tr>
<td>(060) doll accessories</td>
<td>(090) furniture</td>
</tr>
<tr>
<td>(065) embellishments</td>
<td>(100) gifts or crafts</td>
</tr>
<tr>
<td>(070) embroidery</td>
<td>(105) jewelry</td>
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<tr>
<td>(075) felting</td>
<td>(110) knitting/crochet (e.g., accessories, books, kits, machines/supplies, overdyed/ribbon)</td>
</tr>
<tr>
<td>(080) finishing services</td>
<td>(115) lace/trim</td>
</tr>
<tr>
<td>(085) frames/finishing supplies</td>
<td>(120) needlepoint (e.g., accessories, antique tools, apparel, belts, books, canvas-unpainted, Christmas, computer-generated designs, eyeglass cases, handpainted designs, kits, purses, rugs, threads/yarns)</td>
</tr>
<tr>
<td>(090) furniture</td>
<td>(125) publisher (consumer, trade)</td>
</tr>
<tr>
<td>(100) gifts or crafts</td>
<td>(130) punchneedle</td>
</tr>
<tr>
<td></td>
<td>(135) quilting</td>
</tr>
<tr>
<td></td>
<td>(140) spinning</td>
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<tr>
<td></td>
<td>(145) stitchery</td>
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<tr>
<td></td>
<td>(150) stitching fibers (e.g., classic, metallics, novelty, overdyed, ribbon)</td>
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<tr>
<td></td>
<td>(155) videos/DVDs</td>
</tr>
<tr>
<td></td>
<td>(160) weaving</td>
</tr>
<tr>
<td></td>
<td>(165) wood products (e.g., boxes, hoops, knitting accessories, scroll frames, stands, stretcher bars)</td>
</tr>
</tbody>
</table>

10 SHOW RULES AND SIGNATURES

- No solicitation is permitted by companies or individuals not exhibiting in a purchased space.
- Photos in the exhibit rooms are not allowed unless consent is secured from exhibitor/owner.
- Retailers and designers are reminded that only legitimate employees should be registered at a TNNA market. If employees are not accompanied by employers, they must submit the necessary retail identification.

I confirm that all information and credentials provided herein are true and accurate, and I agree to all Show policies and regulations. In making application, I give my consent to the event’s producers to contact me via any of the means above provided. I hereby release The National NeedleArts Association (TNNA), Offinger Management Co., and their officers, agents and employees from any and all liability, claims, lawsuits, damages, losses, costs, and expenses of any kind which arise out of or result from my attendance at any National NeedleArts Association Trade Show, whether or not foreseeable, including without limitation, personal injuries to me or my invitees. With my attendance at this event, I realize that I and/or my employees may be included in publicity photos in future promotional materials. I hereby give my consent to the event’s producers to use any such photos and/or comments.

Signature ____________________________

11 ALL FINISHED?

Please review this form, double check the amounts. Don’t forget to include payment, your membership application and IDs (if you are not already a 2012/2013 TNNA member), and send this completed form to:

TNNA
1100-H Brandywine Blvd
Zanesville OH USA
43701-7303
Phone 740-455-6773
Fax 740-452-2552
info@tnna.org
www.TNNA.org

Don’t forget to make copies for your files!

8 No, I do not give my permission to publish my company’s contact information in the post-show registration list.
Signature ____________________________
Date ________________

9 Please check here if you require any special assistance to fully participate AND attach a written description of your needs.

NOW, make your plans to have a wonderful time at Market! We’ll see you in Nashville!
THE NASHVILLE Needlework MARKET

March 1 • Exhibit Set up and Education
March 2-3 Exhibits Open
Embassy Suites, Nashville South/Cool Springs
820 Crescent Centre Drive, Franklin, TN 37067

Cash and Carry or Order-Taking!

PRE-REGISTER NOW!