

# Winter Quilt Show 2024 Vendor Booth & Sponsorship Information/Registration

Hosted by: The Wisconsin Museum of Quilts & Fiber Arts

**Show Date: Saturday, February 10, 2024**

We would like to invite all purveyors of goods to the fiber arts community to participate in our 2024 Winter Quilt Show. We hope you will choose to be part of our continued growth through vending, sponsoring, and/or educating. We had record attendance in 2023 of over 1600 attendees!

The show will be located at the **Washington County Fair Park & Conference Center, just off Hwy 45 at Pleasant Valley Road in West Bend, WI**. All booths have access to power and none will have pillars. Standard booths are 96 sq ft, with light colored drapes so each booth will be bright. Each non-profit guild table area is 48 sq ft. The venue has a 25,000 sf exhibit hall, two classrooms, and free parking for over 1000 cars.

We encourage you to feature fiber artwork in your booth. Attendees will be able to vote for their favorite vendor display. The winner will be announced on the website and in a virtual awards presentation the week following the show, and will receive a free 2024 booth fee (February 10, 2024). Be sure your vendor name and booth number is visible!

**Show Date:** Saturday, February 10, 2024, 9 am - 4 pm

**Show Location:** Washington County Fair Park, 3000 Pleasant Valley Road (Hwy PV), West Bend WI 53095, 262-677-5060

**Setup Time:** Friday, February 9, 2024, 8:30 am - 5 pm

**Show Teardown:** Saturday, February 10, 2024, 4-6 pm

There will be two load-in points: 1) The rear (west) loading zone (one vehicle at a time may pull into loading bay, but not onto show floor.) Line up in drive/lot for access (bring a book to read!). 2) One set of north facing glass doors (human/cart traffic only), other doors will be blocked with additional display drape. Pull into north lot (access from east), unload, then move vehicle. If leaving vehicle/trailer overnight, it cannot remain in this lot due to fire code. It must be parked in lot further to the north (enter from east).

## **Door Prizes:**

We will have door prize drawings every hour on the half hour, starting at 9:30am. If you would like to donate a door prize or two, we will recognize your contribution at the time of the drawing. Please label your donation. Merchandise and/or gift certificates are welcome.

## **Literature and Coupon Table:**

Upon entry and exit, patrons will be able to peruse the offerings on this table. Coupons and list of upcoming events are popular!

## **Event Collateral:**

We will gladly supply you with small 8" x 11" posters to display in your shop and event flyers to distribute. You may also request fiber contest entry forms. Please indicate quantity needed on the registration form.

## **Power, Phone, and Internet:**

The facility provides free wireless internet. The access code will be posted at our show service desk (west wall). Phone lines may be available (for a fee) in limited quantities. Power access units will be placed along the spine of each aisle. Please bring **longer heavy duty cords and power strip** to ensure access that meets your needs.

## **Prize or area Sponsorship:**

Our fiber contests utilize Viewer Choice ballots to determine the winners in each category. We invite you to consider sponsoring a category. You may also sponsor an education room or rest area. Details are in the Sponsorship section below.

## **Lodging Nearby:**

Visit the hotel or Fair Park website [wcfairpark.com](http://wcfairpark.com) for up to date listings. We have not negotiated special pricing.  
Comfort Inn & Suites, W227 N16890 Tillie Lake Ct., Jackson WI 53037, 262-677-1133, [www.comfortinn.com/hotel-jackson-wisconsin-WI102](http://www.comfortinn.com/hotel-jackson-wisconsin-WI102)  
Country Inn & Suites, 2000 Gateway Ct., West Bend WI 53095, 262-334-9400, [www.countryinns.com/westbendwi](http://www.countryinns.com/westbendwi)  
Hampton Inn & Suites, 1975 South 18th Avenue, West Bend WI 53095, 262-438-1500, [www.westbendsuites.hamptoninn.com](http://www.westbendsuites.hamptoninn.com)  
Home2 Suites by Hilton, N91 W15851 Falls Parkway, Menomonee Falls WI 53051, 262-737-7100, [www.hilton.com](http://www.hilton.com)

## **Contact Information:**

Should you have questions about exhibiting at the Winter Quilt Show, please contact: Christine Meyer, 503-680-0032, or Email: [winterquiltshow@wiqltmuseum.com](mailto:winterquiltshow@wiqltmuseum.com) Website: [www.winterquiltshow.com](http://www.winterquiltshow.com)

## **On-Site Program Advertising Opportunities**

On-site black and white programs will be printed for the estimated show attendance. You may purchase an ad space according to:

¼ page (2.3125"w x 3.625"h) \$50:

½ page (4.75"w x 3.625"h) \$100

Full Page (4.75"w x 7.5"h) \$200

Camera ready ads are due by December 1<sup>st</sup>, or we will create your ad with your logo submitted by December 1<sup>st</sup>.

## Sponsorship Opportunities

### Sponsorship Packages include: You do not need to occupy a vendor booth to be a sponsor

- Your logo displayed on:
  - Show marketing materials (posters and onsite program)
  - Show website ([www.winterquiltshow.com](http://www.winterquiltshow.com)) with an URL link to your website.
  - Promotional emails through the Barn Blast
- Free ad space in the on-site program.
- One (1) additional ticket with \$50 packages, two (2) additional tickets with \$100 packages.
- Sponsorship of category of choice (first paid, first granted)
  - All category sponsorship monies go to the winners; space sponsorships help the museum defray costs.

### To become a Winter Quilt Show sponsor:

- Check the appropriate sponsorship box on the Vendor Registration Form (may want to give the show coordinator a call or email to verify availability before sending in your form).
- Submit your sponsorship fee with your booth deposit.
- Email your high resolution logo in one of these formats .gif, .jpg, .png, .ai to [winterquiltshow@gmail.com](mailto:winterquiltshow@gmail.com) ASAP (no later than November 12, 2023 to guarantee inclusion on printed materials). (Low resolution logos work for the website but are fuzzy on printed items.)

### Available sponsorship categories (\$50 each except where noted): red = already sponsored

#### Contest Categories:

1. Large Quilt (any technique, perimeter greater than 280")
2. Lap Quilt (any technique, perimeter between 160-280")
3. Small Quilt (any technique, perimeter less than 160")
4. Modern/Improv Quilt (any size, non-traditional)
5. Youth under 18 (made entirely by entrant)
6. NEW! Art Quilt (any size, embellished, embroidered, etc)
7. Miscellaneous Sewn/Quilted (decor, personal/table accessories, wearables)
8. Fiber Art (not quilted – knit, crochet, woven, lace, tatted, needlework, etc.)

9. New! Barn Quilt (wooden, 24"x24" max)

#### Activity/Space Categories:

10. Small Classroom (\$50)
11. Large Classroom (\$100)
12. Challenge Quilt (\$50)
13. Best of Show (\$100)
14. Rest Area with draped display space (\$100)
15. Viewer's Choice (\$50)

### BOOTH FEES INCLUDE:

- Standard - 8' deep x 12' wide booth with 8' high drape walls.
  - two (2) 8' x 30" tables with one (1) chair per booth.
  - two (2) admittance tickets per vendor, not per booth. Additional tickets in advance at \$10 each (limit 5).
- ~~Sold Out-Premium - 8' deep x 16' wide with 8' high drape back wall and 3' side walls (you may request 8').~~  
~~————— three (3) 8' x 30" tables with two (2) chairs.~~  
~~————— two (2) admittance tickets per premium booth. Additional tickets available in advance at \$10 each.~~
- Nonprofit/Guild - 8' wide by 6' deep with 8' high drape back wall, no side walls.
  - one (1) 8' x 30" table and two (2) chairs. Racks/display units must fit within your space.
  - one (1) admittance tickets per space. Additional tickets available in advance at \$10 each (limit 5).
- Posting of your company/group contact information on the WQS website.
- Access to power unit.

#### FLOOR PLAN

updates will be posted on the website as booth space is sold. [winterquiltshow.com](http://winterquiltshow.com) (on Vendor page) Check availability before submitting your form. Email your preferred location prior to registering and we will confirm availability and hold it for 10 days until your form arrives.

- ☐ Please complete and return the below form with full payment, or 50% booth fee plus sponsorship amount (if applicable) via check or credit card information (be sure to fill in billing address). Balance due December 15, 2023. A reminder email will be sent around November 1.
- ☐ Booth locations will be held on first paid, first assigned basis. Indicate alternate choice(s) for efficiency.
- ☐ Booth fees are non-refundable beginning November 12, 2023. \$50 administrative fee if canceled in writing prior to November 12.
- ☐ Booth prices increase \$50 per booth/\$10 per Guild/Nonprofit table beginning December 12, 2023.
- ☐ You will receive a confirmation email once registration and payment are received and processed.
- ☐ Checks made payable to WMQFA; credit cards processed by the museum.

## Vendor Registration Form (please keep a copy for your records)

Please enter the cost of your selection(s)

\$ \_\_\_\_\_ Standard 8' x 12' booth @ \$175 each

~~\$Sold Out~~ Premium location 8' x 16' @ \$275 Please check one below:

\_\_\_\_\_ 3' side walls, or \_\_\_\_\_ 8" side walls, or \_\_\_\_\_ NO side walls

Your TOTAL # of tables \_\_\_\_\_ # of chairs \_\_\_\_\_

\$ \_\_\_\_\_ I would like \_\_\_\_\_ additional entry tickets @\$10 ea.

\$ \_\_\_\_\_ Guild/Nonprofit table 8' x 6' draped back \$30

\$ \_\_\_\_\_ I would like to purchase an ad space: ¼ page (2.3125"w x 3.625"h) \$50:

½ page (4.75"w x 3.625"h) \$100

Full Page (4.75"w x 7.5"h) \$200

Preferred table/booth(s):

Sponsors receive preference.  
Call to confirm availability.

\$ \_\_\_\_\_ Sponsorship(s) (costs noted with categories above) Preferred Category(ies) #s \_\_\_\_\_

Total Due \$ \_\_\_\_\_ Deposit Paid \$ \_\_\_\_\_

Payment Method check \_\_\_\_\_ \*credit card \_\_\_\_\_ If using credit card, enter card type, expiration, security code and full card number:

Card Type \_\_\_\_\_ CC \_\_\_\_\_ Exp \_\_\_\_\_ SCC \_\_\_\_\_ Zip Code \_\_\_\_\_

Full payment will be charged unless you indicate 50% booth fee plus sponsorship amount.

A) I would like (qty) \_\_\_\_\_ posters for display

C) I would like (qty) \_\_\_\_\_ event flyers to distribute

B) I would like (qty) \_\_\_\_\_ fiber contest entry forms to distribute

D) I will donate (qty) \_\_\_\_\_ Door Prize(s) (delivered set up day)

☐ I would like to sell tickets at my shop or Guild. By checking this option, you will receive a call from Melissa at the Museum.

☐ I will participate in the Best Vendor Display Contest (Winner receives a free 8 x 12 standard booth in 2025 Winter Quilt Show)

☐ I am interested in presenting a 45 minute session. (One per vendor) Preferred time (circle) red = already reserved

Large classroom (60 ppl) 10am 11am 12pm 1pm 2pm • Small classroom (35 ppl) 10:30am 11:30am 12:30pm 1:30pm 2:30pm

☐ Please add me to waitlist for an education session

Title/Topic \_\_\_\_\_

Sessions overlap with staggered start times. Seating count may increase if allowed.

### Vendor/Sponsor Information: PLEASE PRINT CLEARLY AS THIS WILL PRINTED IN THE PROGRAM AS WRITTEN:

List my booth as: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact email: \_\_\_\_\_

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

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

(If you have multiple locations, we will list additional city names) \_\_\_\_\_

Website: \_\_\_\_\_

Brief Product Description: \_\_\_\_\_

Notes: (if you have comments, special needs, or requests, please indicate them here): \_\_\_\_\_

☐ Mail to: Melissa Wraalstad, WI Museum of Quilts and Fiber Arts (address below) **Today's Date** \_\_\_\_\_

THANK YOU! PLEASE NOTE THAT ANY CHANGES TO THIS INFORMATION WILL BE COMMUNICATED TO YOU BY EMAIL

The Wisconsin Museum of Quilts & Fiber Arts ♦ N50W5050 Portland Road ♦ P O Box 562 ♦ Cedarburg WI 53012 ♦ 262-546-0300