



Sponsorship, Marketing & Exhibitor Opportunities

Manchester, NH • May 15 -18

Why Sponsor Interweave Knitting Lab?

Gain exposure to Interweave's target audience of 350,000 passionate knitters starting now; months before the event, through our pre-event newsletters, print and social media marketing opportunities.

Generate new customers by high visibility on-site brand marketing and signage, aimed at reaching each student, instructor and Marketplace shopper throughout the event.

Our a la carte marketing and sponsorship options allow you to create your own package; one that fits your marketing goals.

Who Are Interweave Knitting Lab Students and Attendees?

Our students are intermediate to advanced level passionate knitters. They are looking to learn unique regional, ethnic and historical techniques and traditions through our four days of classes and seminars -all presented by a roster of recognized knitting luminaries, hand-picked by the editors of *Interweave Knits* magazine.

Who Are Interweave Knitting Lab Exhibitors and Shoppers?

Our Knitter's Marketplace brings a unique mix of vendors from across the country and from 'just down the road' under one roof, to sell gorgeous one of a kind hand-dyed-yarns, unique fibers, patterns, knitting needles, and much more. Like our students, our Marketplace shoppers are passionate knitters. They come for the sole purpose of shopping for knitting supplies and unique yarns.





MARKETING OPPORTUNITIES

GOLD SPONSORSHIP

\$1500

Pre-Event Promotion

- Recognition in all available event promotion and advertising (includes print, web, email)
- Logo on all Knitting Daily Recommended Events email newsletter distributed 1x/month to approx. 350,000 subscribers from now through May 2014
- 200 word advertorial in one of the Knitting Daily Recommended Events email newsletters to approx. 350,000 subscribers
- Your linked logo, along with Sponsorship recognition on InterweaveKnittingLab.com home page
- Your logo, along with sponsorship recognition, included on all Knitting Lab email newsletters going to 9000 knitting Lab subscribers. Print advertising includes event advertising in *Interweave Knits* & *Knitscene* magazines
- Recognition in select outreach marketing –postcards, bookmarks, Facebook, etc.

On-Site Promotion

- Signage (co-branded) place strategically throughout the venue
- Logo imprinted on our 2014 event commemorative Tote Bag
- Your product samples distributed in our commemorative Tote Bags
- Full page ad in our 2014 Interweave Knitting Lab Program Guide
- Recognition at all evening events through signage and announcement
- Signage and yarn/product display in our Winding Station and Knitters' Lounge

Post-Event Promotion

- Recognition in 1 post-event Knitting Daily Recommended Events email newsletter sent to approx. 350,000 subscribers

Sponsorship Packages

Commemorative Tote Bag Sponsor: (limit 8 sponsors)

\$450

Your company logo imprinted alongside other sponsor's logos on our 2014 commemorative Tote bags, which are given to all Instructors and Weekend Package Students.

You'll also receive:

- Sponsorship Logo on Knitting Daily Recommended Events email newsletters distributed 1x/month to approx. 350,000 subscribers
- Company logo and link on Knitting Lab website
- Company name/logo in Program Book
- Company logo on Thank You ad to appear in the Knitting Lab Program Book
- Product samples, (goodies) must be supplied to us for inclusion.

Goody Sponsor:

\$75

Supplied Goodies (ex: skein of yarn with brochure) placed in our complimentary Student Tote bags, which are given to our Instructors and Weekend Package Students.

You'll also receive:

- Company name and link on Interweave Knitting Lab website

Evening Special Event Sponsorships: (limit 4 sponsors)

\$450

- Sponsorship Logo on all monthly **Knitting Daily Recommended Events** email newsletters sent to approx. 350,000 subscribers
- Company logo and link on InterweaveKnittingLab.com
- Your company signage outside and inside the lecture room the evening of the event
- Company name/logo alongside the event's listing in Program Book
- Company logo on Thank You ad to appear in the Knitting Lab Program Book

Winding Station and Knitters' Lounge Sponsorship: A popular dedicated, inviting space for yarn winding and working on your projects in the evening and between events.

\$150

- Opportunity to place promotional materials in the space
- Your company signage displayed in the lounge throughout the event
- Company name/link on website
- Company name/logo alongside the Lounge's mention in the Program Book
- Company logo on Thank You ad to appear in the Knitting Lab Program Book





MARKETING OPPORTUNITIES

A La Carte Online and Pre-event Marketing Opportunities

Presence on InterweaveKnittingLab.com: The easiest and most cost-effective way to start promoting your products to students and shoppers seeking information about this year's event.

Banner Ad on our home page Jan. – June 2014 _____ **\$450**

Email Newsletter Promotions: 350,000 passionate knitters will see your message on our *Knitting Daily Recommended Events* email newsletter each month

Banner Ad (720 x 90) *on Knitting Daily Recommended Events* email newsletter distributed 1x/month to approx. 350,000 subscribers _____ **newsletter / \$300**

200 word advertorial in one of the *Knitting Daily Recommended Events* email newsletters to approx. 350,000 subscribers _____ **newsletter / \$400**

A La Carte On-Site Marketing Opportunities

Show Program Advertising

Cover 2, 3 or 4 - **\$500** Full pg. - **\$425** ½ pg. - **\$350** ¼ pg. - **\$275**

Ad reservations and camera ready ad materials are due 1 month prior to the event.
Acceptable file formats: .ai, .eps or .jpg. All files need to High Resolution (300 dpi or save as press ready images)

Signage: A seriously great bang for the buck! We will display your provided vertical stand-up retractable banner in our student registration area or in our Knitter's Market. — **banner / \$50.00**

Literature Table: Provide flyers/postcards/brochures to be placed on designated literature table for shoppers visiting our Knitter's Marketplace throughout the weekend. _____ **\$50.00**

As a sponsor of any bundled packages, your logo will be included on print ads promoting our event in upcoming Interweave publications, includes Spring *Interweave Knits* & Spring *Knitscene* magazines. (Contingent upon print publication deadlines)

Interweave Knitting Lab 2014 Sponsorship and Marketing Opportunities Insertion Order

Pre-event Online Opportunities

_____ Banner Ad on *InterweaveKnittingLab.com* Jan.-June 2014
_____ Banner Ad on Email Newsletter: Month of choice: _____
_____ 200 word advertorial on Knitting Daily Recommended Events newsletter

On-Site Opportunities

_____ Show Directory Ad: Size _____ Total \$ _____
_____ On-site signage
_____ Literature Table
_____ Commemorative Tote Bag Sponsor
_____ Goody Sponsor
_____ Evening Event
_____ Knitters Lounge Sponsor
_____ Gold Sponsor

Name/Company _____ Date: _____
Signature _____ Phone: _____
CC# _____ Exp. _____ Sec. Code _____

Please sign and fax to 610-232-5754





INTERWEAVE KNITTING LAB

EVENT DATES: May 15, 16 & 17, 2014

Radisson Manchester, Manchester, NH

EXHIBITOR BOOTH RESERVATION & PAYMENT CONTRACT

Marketplace Hours:

Thursday, May 15: 5:00pm – 7:00pm

Friday, May 16: 10:00am – 6:00pm

Saturday, May 17: 10:00am – 5:30pm

Set-up- Thurs., 15th: 8am-5pm. Tear-down - Saturday: 5:30- 9pm

Exhibitor/Company Name: _____

Contact Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Booth Rental Fee

First 10' x 10' booth \$495

Corner Fee per 10' x 10' \$55.00

Additional booths \$490/ea.

____ Qty. corners = \$ _____

____ Qty. Booths = \$ _____

Total Due \$ _____

Brief description of products or services to be sold: _____



RENTAL CHARGE INCLUDES: One 6' skirted table, chair and waste basket.

Additional details will be available through our Exhibitor Kit, which will made available prior to the event.

BOOTH ASSIGNMENTS and locations are not guaranteed, but will be made with consideration for the individual's preference location as much as possible, but in keeping with the best interest of the event.

CANCELLATION/REFUND POLICY: 20% deposit is non-refundable. Management will refund 75% of payment recieved if canceled in writing up to 90 days prior to the exhibition opening and 50% if cancelled 60-89 days prior. No refund if cancelling after final payment due date of Jan. 15th, 2014

EXHIBITOR INFORMATION: Electric is extra and must be purchased through the authorized provider. Additional tables etc. may be rented through the show decorator. Details can be found in our Exhibitor Kit, which will be made available to you prior to the event.

I have read and agree to the terms and conditions of this Agreement as detailed above and on page 2 and will abide by all show, facility and local regulations and requirements set forth in the attached document and Exhibitor Kit.

20% deposit required with signed contract.

Exhibitor Name (Print) _____

Authorized signature of company representative required _____ Date _____

Name as it appears on credit card

Visa/Mastercard/Amex#

Expiration date

Security code

If final payment is not received by the above due date, this credit card will be automatically charged for balance due unless otherwise noted.

____ Check enclosed Check # _____ Check amount \$ _____

If paying deposit with credit card; email fax or mail this page with 20 % deposit to: F+W Media, PO Box 266 Devon PA 19333

If paying deposit with a check; mail check, along with a copy of the contract to F+W Media, PO Box 26384 Chicago, IL 60673-1263

Interweave Knitting Lab 2014 Terms& Conditions:

This Agreement is between F+W Media and the Exhibitor named on Page One of this Agreement.

ELIGIBILITY

F+W Media has the sole right to determine the eligibility or termination of any Exhibitor or product for inclusion in the Expo.

ALLOTMENT OF SPACE

Booth space allotments will be made by F+W Media but, where practical in F+W Media's sole discretions, taking into account preferences and priorities of the Exhibitor concerning location and/or adjacency to competitors. F+W Media reserves the right to make reasonable shifts of booth location as necessary at any time.

CONDITIONS TO SET UP BOOTH SPACE

Exhibitors not checked in two (2) hours prior to show opening will forfeit their booth(s)/table(s). **NO REFUNDS.** If an Exhibitor fails to install its product in its exhibit space within the time limit set for opening exhibits, or fails to pay the space rental per the specified schedule, or fails to comply with any other provisions concerning use of exhibit space, F+W Media will have the right to take possession of said space for such purposes as it sees fit and the Exhibitor will be held liable for the full rental price of said space. Exhibitor acknowledges that Exhibitor's failure to appear at the Expo does not release the Exhibitor from responsibility for payment of the full cost of the booth space rented. Exhibitor further acknowledges that if Exhibitor is overdue in any payment obligation to F+W Media, whether or not related to the Expo, F+W Media shall have the right to re-strict Exhibitor from setting up the booth, without any refund obligation, until the overdue amounts are paid.

LIMITATION OF LIABILITY

All property of Exhibitor is understood to remain under Exhibitor's custody and control, in transit to or from or within the confines of the exhibit hall, subject to the rules and regulations of the Expo. All merchandise shown or displayed by the Exhibitor in the exhibit hall shall be the sole responsibility of the Exhibitor. Under no circumstances shall F+W Media be responsible for any loss or damage to the merchandise or any other property of any Exhibitor.

Exhibitor agrees to make no claim: a) for any reason whatsoever against F+W Media or service contractors for loss, theft, damage or destruction of goods; b) for any damage of any nature, including damage to its business, by reason of failure to provide space for its exhibit; c) for any action of any nature of F+W Media ; and d) for failure to hold the Expo, or any portion of the Expo, as scheduled.

Any rights and remedies referred to herein shall be considered reasonable and shall be in addition to any and all remedies sought by F+W Media hereunder in the event of or on account of any breach of this Agreement by the Exhibitor.

Exhibitor assumes all liability with respect to any liability to any Performing Rights Society, ASCAP, or other organization with regard to any live and/or recorded music at the Exhibitor's booth.

INSTALLATION, EXHIBITING, DISMANTLING

Exhibits are to remain open and staffed at all times during Expo hours. Exhibitors shall not dismantle their display or begin tear down prior to the close of the Expo. Any violations will result in a **\$250 penalty fee and incur risk of losing booth space** and/or position at any or all future F+W Media events. This fee may be drawn from deposits received for future events which would impact the balance due for those events.

Hours and dates for installation, exhibiting and dismantling will be those specified by F+W Media and are subject to change. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Expo floor at the time specified by F+W Media.

STORAGE OF PACKING CRATES AND BOXES

Exhibitors are required to store all packing crates, boxes and booth material within the confines of their booth space. For storage of large crates or containers off of the Expo floor, please contact F+W Media in advance.

RESTRICTIONS IN OPERATIONS OF EXHIBITS

Exhibitor assumes all responsibility for compliance with all Expo rules and applicable ordinance, regulations, codes of local, state and federal government authorities concerning fire, safety, health and business licenses or permits needed to sell at the Expo, as well as with the rules and regulations of operators and owners of the property and facility in which the Expo is held.

NOTHING (No Tables, Chairs, Displays, Etc.) Can Extend Into the Aisles. All transactions must take place within the allocated booth space and not extend into the aisles, including customers waiting to pay for purchases.

F+W Media reserves the right to prohibit or restrict any display, demonstration or activities which results in an obstruction of aisles, attendees, buyers' line of sight, access to a nearby exhibitor's booth, or which is offensive to other exhibitors or attendees, determined by F+W Media, in its sole discretion. Booths must conform to the following dimensions: No display or other constructions can exceed 8' on the back wall. The maximum 8' height is allowed to extend at the sides of the booth to no more than 6' of the full booth's dimensions, from the back wall.

Requirements of the exhibition hall may cause modification to these dimensions and shall be complied with when provided by F+W Media to the Exhibitor.

Any Exhibitor not in compliance with rules, ordinance, regulations or codes shall be required to dismantle its exhibit and shall vacate the premises forthwith. In such event, no refund will be given to Exhibitor, and Interweave shall not be responsible for any damages, costs, or losses suffered by the Exhibitor.

Alcoholic beverages in exhibit booths are prohibited. Storage batteries (wet cell) are not permitted inside the exhibit hall. Smoking is not permitted in the exhibit hall. Amplifiers, stereos, and other sound generating equipment must be operated at levels that will not interfere with other Exhibitors or cause excessive noise in the exhibit hall. F+W Media reserves final determination as to whether an Exhibitor is in violation of this policy. All demonstrations, sales, activities, distribution of sales materials, etc. must be confined to the limits of the Exhibitor's booth area. All other local fire and facility rules and codes must be followed and will be provided prior to the Expo.

WHOLESALE/DISCOUNTING: Wholesale transactions are to be conducted only with qualified buyers with proper tax resale licenses. Exhibitors are not allowed to sell wholesale to the general public. F+W Media can terminate this Agreement and take possession of Exhibitor's booth space without refund if Exhibitor sells wholesale to the public.

Extreme product discounts with the intent to sell a high volume of outdated or otherwise unsaleable merchandise is prohibited. Determination of compliance with this policy is at the sole discretion of F+W Media. Exhibitor understands and accepts that Interweave can enforce compliance at any time. Noncompliance may result in the removal from the show.

PRODUCTS: Products offered for sale by Exhibitor must be identified as completely and accurately as possible, describing age, origin and materials. Cultural artifacts must have been legally obtained and must be documented. F+W Media may review all booths and reserves the right to require Exhibitors to remove from display any items deemed in F+W Media's sole discretion inappropriate for the Expo. Exhibitors cannot change the products specified to be sold on page one (1) of this Agreement without prior written notification to and approval from Interweave. F+W Media can terminate this Agreement and take possession of Exhibitor's booth space without refund if Exhibitor breaches any of these provisions.

SIGNAGE: Booth signage which advertises Clearances is not allowed.

Exhibitors may price merchandise as desired, but may not have signage for 'going out of business' sales. Signs involving the use of neon or similar gases are prohibited. Any signage may not extend outside of the booth as per the Restrictions in Operations of Exhibits section of this Agreement.

CARE OF PREMISES

Exhibitor is liable for any damage caused to the exhibit building, floors, walls, columns, standard booth equipment (table, carpet, draping, chairs, wastebasket) or other Exhibitors' property. Application of labels, tape, paint, lacquer, adhesives or other coatings to the facility's columns, floors, walls or standard booth equipment is strictly prohibited. Exhibitor agree to pay promptly for any all damage to the facility or its equipment, incurred through carelessness or otherwise, caused by the Exhibitor or its employees, agents, contractors, invitees, or representatives. Exhibitor acknowledges that F+W Media does not maintain insurance covering damage, destruction or loss of Exhibitor's property. Accordingly, it is the sole responsibility of the Exhibitor to obtain fire, theft, liability, business disruption, property damage and/or other insurance covering such and other losses and to name F+W Media as an additional insured. Exhibitors are encouraged to secure small and valuable exhibit materials during non-show hours. It is expressly understood by Exhibitor that neither F+W Media or it employees, agents, or representatives shall be liable for damage or injury to the Exhibitor, including Exhibitor's guests, invitees, employees, or agents, whether to person, business, or property, as a result of robbery, fire, theft, accident or any other cause whatsoever.

RELEASE

The Exhibitor releases and forever discharges F+W Media, its employees, agents, officers, and its parent company and affiliates from all and any manner of actions, liabilities, suits, or claims (including attorney's fees) which may arise out of or relate to the use or occupancy of any exhibit space or service provided to the Exhibitor under this Agreement.

ENTIRE AGREEMENT

The terms and conditions herein set forth, including those on the front of this Agreement, constitute the entire agreement between the Exhibitor & F+W Media, and such Agreement may not be modified except in writing. If any provision is invalid or unenforceable under applicable law, it is to that extent deemed omitted and the remaining provisions will continue in full force and effect. This Agreement will be construed in accordance with the laws of the State of Ohio, without regard to principles of conflicts of laws and regardless of the location of the exhibit or Exhibitor, and any claim, action or proceeding shall be commenced in the appropriate State or Federal courts in the State of Ohio. This Agreement shall be binding upon the successor and assigns of the parties hereto, provided that Exhibitor may not assign the Agreement without the prior written approval of F+W Media.