

PVQA 2012 QUILT SHOW

The Pajaro Valley Quilt Association is busily preparing for its 34th annual Quilt Show to be held **February 25 and 26, 2012** at the Santa Cruz County Fairgrounds. Last year we had 44 vendors in the Merchant Mall and a dozen on our waiting list. Our current 2011 – 2012 affiliates are receiving this email notification to check www.PVQA.org for the vendor information and application forms for vendor spaces and for ad space in our Show/Auction program. Our Merchant Mall will be held in two buildings along with quilts and other features. **If you wish to participate, MAIL return your application contract with your payment NO LATER THAN November 1, 2011.**

While the Quilt Show will have beautiful quilts, the Merchant Mall is always a big attraction for the 2,000-plus attendees at our quilt show. We appreciate your participation and we will do everything we can to enhance your success. Acceptance of merchant applications is on a **first come, first served basis until all spaces are filled**, with one caveat--The Quilt Show executive committee has discretion in choosing a balance of services by vendors to maximize the success of the vendors and the enjoyment of attendees. If the vendor spaces are not filled by mid-November, we will send a second mailing to those on the waiting list.

PVQA is privileged to have many gifted members who will have quilts and/or wearable art on display. Several are nationally known--teaching and lecturing across the U.S. and abroad--and you may be selling books some of them have authored as well as books featuring quilts made by a number of our members.

Our **featured artist** is Linda Schmidt – Textile Artist, Quilter, Designer. Linda’s “bottom line is that there is nothing she likes better than to talk to quilters about quilting, unless it is making quilts herself.” She “has an eclectic taste in quilts and quilters, an insatiably inquiring mind and a sincere desire to help others learn what they need to know in order to do what needs to be done”. We’re looking forward to her presentation on Saturday afternoon !

Special features at “*A Common Thread: Old Traditions/New Passions*” will include: a light lunch provided on Friday during setup, food catered by Erik’s Deli (available for purchase during the Show), featured artist presentations, children’s activities, quilt appraiser, and special collections (including dolls).

The **Fashion Show**, held in the Harvest Building, is a popular feature of our Show. This year’s Chair, Janet Herrera (simplyjanetsue@aol.com), will be happy to include any wearable art you might like to show, with credit given, of course. Entries will be limited to time available with members having precedence.

The **Auction** also generates lots of excitement. The Auction Chairs welcome any quilts and/or wearable art you would like to donate to the Auction. The items are well displayed during the Quilt Show and are noted in the Quilt Show/Auction Program.

At the Friday night reception, a **silent auction** is held with proceeds going directly to two of our community service programs, the Apple Piecers and the Allstar Quilters. These organizations and PVQA would welcome your generosity. Please indicate on **Form A** if you interested in contributing an item.

Additionally, you are encouraged to offer **demonstrations** about your products and/or techniques as time and space permit. Please see the Demonstration information sheet (**Form C**) in your packet for further details.

Throughout the show, we will give out **door prizes** every hour. Please let us know if you would like to contribute to the door prize giveaways.

You will receive confirmation of your space in December. Your confirmation packet will contain your booth number, hotel/restaurant recommendations, and details about the fashion show, raffle, auction and demonstration schedule. Please feel free to contact us if you have any questions or need help with any aspect of our 2012 Quilt Show.

The following list comprises the PVQA Invitation information:

- 1) Form A – 2012 PVQA Merchants Booth application contract;
- 2) Form B – Quilt Show program/auction advertisement information;
- 3) Form C – Demonstrations at the demo area in the Crosetti Building;
- 4) Show location, hours and booth information.

Please write one check for the booth, cost of (optional) ads, and rental cost for **additional tables or electric connection**, payable to **PVQA Quilt Show**. **MAIL** your check along with your signed/completed contract (Form A); desired ad request(s) (Form B – optional); and intent to demonstrate your products, skill and/or techniques (Form C – optional) to:

Ann E. Rauen
228 Oxford Way
Santa Cruz, CA 95060-6449

Questions ??: contact

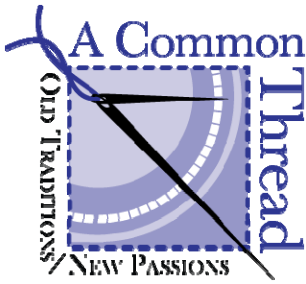
Ann Phone: 831.426.8517
Email: gr8rodan@yahoo.com

Lori Phone: 831.338.6804
Email: kssncsnig@sbcglobal.net

Pajaro Valley Quilt Association is a California non-profit organization. Proceeds from this event are used to promote the quilting arts through monthly membership meetings featuring well-known quilting professional speakers. Additional funds are used for our community service projects including working with school children and annually providing several hundred quilts for various children and senior charities. We also make an annual contribution to the San Jose Museum of Quilts and Textiles.

Sincerely,

Ann E. Rauen and Lori Green
PVQA Quilt Show Merchant Support Chairs

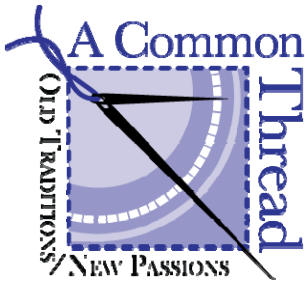


PVQA 2012 QUILT SHOW:
A Common Thread: Old Traditions/New Passions
February 25 – 26, 2012 - Saturday 10am to 5pm - Sunday 10am to 4pm

FORM A – 2012 Merchant Mall Application Contract

Vendor Name: _____
Business Name: _____
address: _____

| | |
|--|--|
| Contact Info: Day Phone _____ WebSite _____ | |
| Email _____ | Resale # Mandatory _____ |
| Building & Booth Selections: (See Location, Hours & Booth Information Handout) | |
| <input type="checkbox"/> Crosetti Building | Non-Affiliate – add \$50 to cost First Choice # _____ |
| <input type="checkbox"/> Harvest Building | <input type="checkbox"/> Single \$150 Second Choice # _____ |
| | <input type="checkbox"/> Double \$300 Third Choice # _____ |
| Electrical & Furniture Needs: <i>We provide --Single: 1-8' table & 1 elec. outlet; double: 2-8' table & 1 elec. outlet. Rental cost/table - \$20 each. PLEASE ENTER ONLY THE TABLES YOU WANT TO RENT!</i> | |
| # of Elec. Outlets 0 1 | I want to rent: # of Tables: 6' _____ to rent 8' _____ |
| Names of Staff Members: (Only 3 badges per booth, Maximum) | |
| 1. _____ | 2. _____ |
| 3. _____ | |
| Brief description of your products: Also include any special request. | |
| | |
| Participation: <i>Please let us know which activities you wish to participate in. I would like to:</i> | |
| <input type="checkbox"/> have item(s) in the fashion show | <input type="checkbox"/> donate item(s) for the silent auction |
| <input type="checkbox"/> donate item(s) for the auction | <input type="checkbox"/> donate item(s) for the door prizes |
| <input type="checkbox"/> purchase ad space in the Program (Form B) | <input type="checkbox"/> demonstrate my product (Form C) |
| Check payable to: PVQA Quilt Show | Non-Affiliate Fee or |
| Cost for booth _____ | Affiliate Dues _____ \$50.00 |
| Cost for ad space _____ | <input type="checkbox"/> I am an affiliate and have paid my dues already |
| Cost for extra table(s) _____ | <input type="checkbox"/> I do not wish to be an affiliate and have |
| TOTAL _____ | added the extra fees as indicated |
| <i>I acknowledge that entry fees are non-refundable after January 6, 2012 and advertisement payments are non-refundable.</i> | |
| Signature of Owner _____ | Date _____ |
| Please mail all appropriate form(s) and payment to: Ann E. Rauen, 228 Oxford Way, Santa Cruz, CA 95060 | |
| Phone: 831.426.8517 | email: gr8rodan@yahoo.com |



**PVQA 2012 QUILT SHOW: "A Common Thread: Old Traditions/New Passions"
Location, Hours & Booth Information**

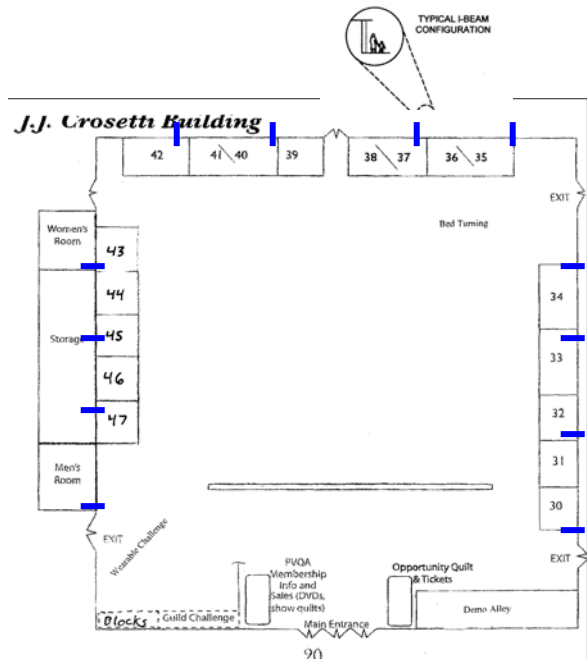
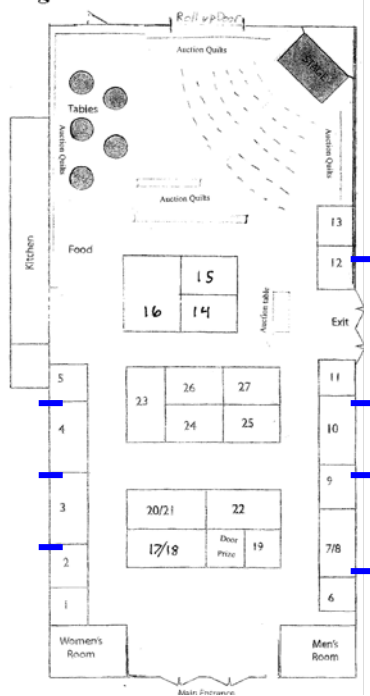
Setup: Friday, February 24, 9:00 a.m. to 4:30 p.m.
 Preview Party (optional): Friday, February 24, 7:00 p.m. to 9:00 p.m.
 Show Hours: Saturday, February 25, 10:00 a.m. to 5:00 p.m.
 Sunday, February 26, 10:00 a.m. to 4:00 p.m.
 Location: Santa Cruz County Fair Grounds
 Highway 152, 2601 East Lake Avenue, Hecker Pass Road,
 Watsonville, CA 95076 831-724-5671

Merchant Mall booth locations in the Crosetti and Harvest Buildings at the Fairgrounds.

Location, Hours & Booth Information:

I beam locations are approximate and noted with the dark line —

Harvest Building



Both the Harvest and Crosetti Buildings contain a mix of featured quilts and Merchant Mall vendors. The Harvest building also contains our food court and the stage where lectures, featured artist presentations and the wearable art Fashion Show will take place. The Crosetti Building has the PVQA information table, ticket sales, our Opportunity Quilt, featured artist Linda Schmidt's work and the merchant demonstrations. The Arts Building does not contain Merchant Mall vendors but is the location of a continuous Bargain Garden Flea Market on Saturday and Sunday, the Children's Activities area, quilt appraisals and several special exhibits.

Booth Cost:

For Affiliates of PVQA the cost of a single booth is **\$150** (non-affiliates add \$50) and are all the numbers **not** listed below and **not** illustrated on the diagram as double booths. (See front side of this page for booth locations.)

For Affiliates of PVQA, double booth cost **\$300** (non-affiliates add \$50). Double booths are numbers 3, 4, 10, 15, 16, 17, 22, 23, 25, 27, 28, 29, 33, 34, and 42. (See front side of this page for booth locations.)

Booth Sizes:

Single: 10' x 10' (**the booth cost includes 1-8' table and an electrical outlet**) the booth can hold up to two tables maximum—the second table can only be a 6' table. If you wish to order the second table the cost is \$20. **Double:** 20' x 10' (**the booth cost includes 2-8' tables and an electrical outlet**) the booth can hold up to four tables maximum—the other two tables can only be 6' tables. Additional tables are available at a cost of \$20 each. You **must indicate the total number of tables you want to rent** and if you need **an additional** electrical outlet on Form A.

Be sure to let us know if you foresee any special needs during the Quilt Show. We will provide a light lunch for you during Friday set up. During the Quilt Show hours, PVQA volunteers will give you a break for lunch and during the time you are doing a demonstration if you wish. At midday, Erik's Deli will also circulate a cart to the booths containing food and beverages available for purchase. We need the names of the people (maximum of three) who will be staffing your booth in order to provide them with name tags to guarantee their free admission. Please be sure to list their names on Form A.

If you need advertising materials (postcards or 8.5x11 posters) to advertise our quilt show at your other events or your shop, let us know and we will send you a supply.

Please indicate your first three choices of booth numbers, along with the cost, on the PVQA Quilt Show Merchant Mall Application Contract—Form A. You will receive your confirmation letter in mid-December.

We look forward to working with you during the PVQA 2012 Quilt Show: "*A Common Thread: Old Traditions/New Passions*". If you have any questions or concerns feel free to contact Ann or Lori.

PVQA Vendor Support Chairs: Ann E. Rauen , Phone –831.426.8517 Email:gr8rodan@yahoo.com – Lori Green, Phone – 831.338.6804 Email: kssncsnig@sbcglobal.net

Pajaro Valley Quilt Association
2012 "A Common Thread: Old Traditions/New Patterns"

Finished program will be 5.5" x 8.5"

All ads are black and white, no bleeds.

| | |
|--|-------|
| Full Page 4-1/2" wide x 7-1/2" high | \$100 |
| Inside front cover | \$140 |
| Inside Back cover | \$120 |
| Back cover-bottom 1/3 | \$ 80 |

**1/3 page/Business
Card/Vertical**
2" wide x 3-1/2" high
\$40

**1/3 page/Business
Card/Horizontal**
3-1/2" wide x 2" high
\$40

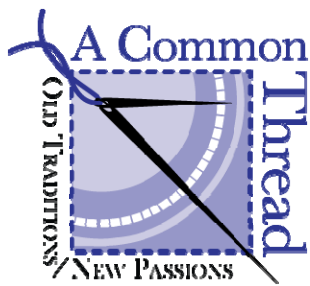
Half Page
4-1/2" wide x 3-5/8" high
\$60

Digital Files:

Convert text to outlines (if possible)
Include all font files if needed
Include any linked graphic files
Color mode must be grayscale
Image resolution must be 100dpi

Formats supported:

Illustrator
Photoshop
Adobe PDF
EPS files
TIF or JPG at 100dpi



PVQA 2012 QUILT SHOW

FORM C - Demonstrations in the Crosetti Building

Merchants and PVQA members offer continuous activity on stage in the Harvest Building and in the Crosetti Building. If you have products and/or skills and techniques that lend themselves to a demonstration, we invite you to participate. We offer a booth that is audience friendly and merchant ready for close up, visual demonstrations.

Demonstrations should be in short segments of 10 to 30 minutes with five minutes before and after for setup and takedown. We offer tables, excellent lighting, electricity and seating in an intimate, decorated, friendly, extra large Booth. Information on your demonstration will be announced daily as well as posted in the Crosetti building, at the food tables and in the printed program.

You will be contacted by Jeanne Holmes, our Demonstrations Coordinator – email: jholmes@221bbakerstreet.us , a few weeks prior to the event to give you your scheduled demo time as well as see what special needs you may have.

(cut here and submit lower portion)

Form C – Demonstrations in Crosetti Building

1) Describe demonstration; 2) estimate length of presentation; 3) Title of demonstration for program, event signage, and announcement; 4) Indicate preferred day or time

Name of Vendor: _____

Contact day phone: _____ Email: _____

FORM C **LOWER PORTION MUST BE SUBMITTED WITH FORM A**