



25th
CONVERGENCE[®]
KNOXVILLE 2020

Marketplace Information & Registration

IMPORTANT DATES

- | | |
|----------------------------|--|
| Thursday, June 20, 2019 | <ul style="list-style-type: none">● SUPER Early Bird Marketplace Registration deadline
<i>Register super early and have your organization's name listed in the Convergence[®] Delegate Registration Book</i> |
| Tuesday, December 31, 2019 | <ul style="list-style-type: none">● Early Bird Marketplace Registration deadline |
| Monday, March 16, 2020 | <ul style="list-style-type: none">● Last day to cancel booth and receive a partial refund |
| Wednesday, April 15, 2020 | <ul style="list-style-type: none">● Ad Reservation deadline for Convergence[®] Conference & Gallery Guide |
| Friday, May 1, 2020 | <ul style="list-style-type: none">● Last day to register for Marketplace Booth and be included in the Convergence[®] Conference & Gallery Guide● Convergence[®] Conference & Gallery Guide Advertising Materials are due● Marketplace Demonstration stage reservation is due● Book Signing schedule is due |
| Monday, June 1, 2020 | <ul style="list-style-type: none">● Reservation Deadline for Goody Bags Reservation |
| Friday, June 19, 2020 | <ul style="list-style-type: none">● Day Passes are mailed to registered Vendors |
| June/July 2020 | <ul style="list-style-type: none">● (Dates to be confirmed) Goodie Bag Materials are due |
| Friday, July 10, 2020 | <ul style="list-style-type: none">● Last day to register for a Marketplace Booth (Vendor will not be included in the Convergence[®] Conference & Gallery Guide) |
| Thursday, July 23, 2020 | <ul style="list-style-type: none">● Marketplace Load-In |
| Friday, July 24, 2020 | <ul style="list-style-type: none">● First day of Convergence Conference and Marketplace opens at Noon |
| Monday, July 27, 2020 | <ul style="list-style-type: none">● Last day of Convergence Marketplace (closes at 5 PM)● Marketplace Load-Out |

MARKETPLACE VENDOR BENEFITS

DEMONSTRATION STAGE

The Marketplace Demonstration Stage is another opportunity for our Convergence® Vendors to put their product and their name in front of conference attendees. We provide a raised stage in the Marketplace along with a podium, table, microphone electricity and audience seating. You provide the presentation – such as demonstrating of a new technique, showcasing a new product, or introducing yourself to the fiber community.

The Demonstration Stage schedule will be posted on our website, in the Convergence® Conference and Gallery Guide, and on signage at the Marketplace entrance and by the stage. The schedule will also be emailed to Convergence® attendees. Want more exposure? Ask us about sponsoring the Demonstration Stage and we will include your company's name on a banner hung on the stage as well as provide you with many more opportunities for exposure.

Be sure to request a time slot on your Marketplace registration form and we will contact you to confirm a time.

TWILIGHT MADNESS

The Marketplace will open Saturday, July 25 from 7:00 PM to 9:00 PM for **Twilight Madness**, a special unopposed shopping event. Additional activities are planned in the Marketplace to help entice shoppers to come and see all the fabulous fiber buys.

BOOK SIGNINGS

Vendors are encouraged to hold author Book Signings at their booths. A Book Signing schedule will be in the Convergence® Conference and Gallery Guide and announcements will be made in the Marketplace.

DAY PASSES

Each vendor receives 5 complimentary Day Passes per booth registration. Day passes waive the \$10 entrance fee and are good on any day, July 24-26, 2020. Free admission for all on July 27, 2020.

GOODY BAGS

More than 800 Convergence® attendees purchase our beautiful, sturdy, canvas Convergence® 2020 Goody Bag. Convergence® vendors are invited to market their business and direct Convergence® attendees to their booth by submitting small product samples or coupons for conference specials for inclusion in the Goody Bag. Reservations to participate must be received by June 1, 2020.

ADDITIONAL VENDOR BENEFITS

- Access to hospitality room during Marketplace hours to refresh and recharge
- One discounted ticket per purchased booth to the Convergence® Fashion Show and Dinner on Friday, July 24, 2020
- One discounted ticket per purchased booth to the Keynote Presentation and Dinner on Sunday, July 27, 2020
- Convergence® tag on vendor's paid ad in *Shuttle Spindle & Dyepot*
- Listing in *Shuttle Spindle & Dyepot* with a link to vendor's website
- Listing on HGA website as a Convergence® Marketplace vendor and a link to vendor's website

HOTEL INFORMATION

STAY CLOSE TO YOUR CUSTOMERS

The luxury of being in the same location as the Marketplace and all Convergence® activities makes this an easy choice. In addition, by staying at a conference hotel you help keep future Convergence® rates low. The hotel rates that HGA negotiated include many benefits for our members including complimentary meeting room space, exhibit space, staff accommodations and reduced food and beverage charges—savings that are passed on to attendees and vendors. If the Convergence® conference is unable to meet its room-block commitment, HGA is charged a fee to make up for the lost revenue. If this becomes a trend, HGA would be forced to increase fees and cut services.

Holiday Inn World's Fair Park
525 Henley St.
Knoxville, TN 37902
(865) 934-3290
HGA Rate: \$135/night
HGA Rate Deadline: June 22, 2020

Convergence® Guests at the Holiday Inn World's Fair Park enjoy the following complimentary amenities:

- Wireless internet access in all guest rooms, public areas and function rooms
- In-room coffee and tea
- Complimentary hotel shuttle within a 3-mile radius
- Use of fitness center
- Use of business center
- Self-parking is available, currently \$12 per car per evening for overnight guests although this is subject to change without notice

Hotel reservations can be made by calling the hotel directly at (800) 264-1579 and identifying yourself as attending the Handweavers Guild of America's Convergence® Conference or online through the HGA website. **Reservations will open July 2020.**

RATES ARE

- Quoted per room, per night based on a room with a King bed or a room with Two Double beds plus room tax.
- Subject to room tax per room, per night, currently 17.25% although this is subject to change without notice.
- **Individuals must identify themselves as members of Handweavers Guild of American when making reservation.**
- All reservations must be guaranteed and accompanied by a first night room deposit or guaranteed with a major credit card.
- Any reservation cancelled within 72 hours of arrival will be charged the first night's room and tax.

MARKETPLACE REGISTRATION

REGISTER ONLINE

All Marketplace booths must be reserved and paid for online through the HGA website, WeaveSpinDye.org. Payment may be made by Credit Card or PayPal.

BOOTH ASSIGNMENTS AND RATES

Booth assignments will be made on a first-come, first-served basis, determined by registration date. First consideration is given to *Shuttle Spindle & Dyepot* advertisers and the effective distribution of booth sizes and merchandise. HGA will do their best to accommodate the Vendor's location requests. However, final space assignments will be made at the discretion of HGA. Vendors need to advise Exhibit Services of any special needs such as unique requirements for set-up. Vendor should advise HGA of any personal accessibility issues.

<u>Booth Type</u>	Purchase by June 20, 2019	Purchase by December 31, 2019	After December 31, 2019
	SUPER <u>Early Bird Rate</u>	<u>Early Bird Rate</u>	<u>Standard Rate</u>
Standard	\$650	\$700	\$800
Corner	\$775	\$825	\$925
Island	\$3,100	\$3300	\$3700

EACH BOOTH INCLUDES

- One 10 x 10 foot vendor space
- One two-line, 7 x 44 inch identification sign
- 3 foot high draped siderails
- 8 foot high draped backwall
- 8 foot vinyl topped draped table
- Two folding chairs
- One wastebasket

- One discounted ticket to the Fashion Show
- One discounted ticket to the Keynote Presentation
- 1 day for set-up
- 24 hour security
- Fully-staffed service desk and show office
- Daily aisle cleaning
- Courtesy Crew Assistance with move in and out

CONVERGENCE[®] CONFERENCE MARKETPLACE HOURS & DATES

Marketplace Load-In	Thursday, July 23, 2020	9:00 AM – 5:00 PM
Marketplace Hours	Friday, July 24, 2020	10:00 AM – 5:00 PM
	Saturday, July 25, 2020	10:00 AM – 5:00 PM and 7:00 PM – 9:00 PM
	Saturday, July 26, 2020	10:00 AM – 5:00 PM
	Monday, July 27, 2020	10:00 AM – 5:00 PM
Marketplace Load-Out	Monday, July 27, 2020	5:00 PM – 10: 00 PM

VENDOR AGREEMENT

Marketplace registration will not be considered complete until we have received both the online registration and the signed Vendor Agreement.



1255 Buford Highway
Suite 209
Suwanee, Georgia 30024
www.WeaveSpinDye.org

Vendor Agreement

This Agreement is entered into on _____, by and between _____ (herein called "Vendor") located at _____ and represented by _____ (contact person) and the Handweavers Guild of America, Inc. (herein called "HGA") for the vendor space as described below as part of HGA's Convergence® 2020 Knoxville (herein called "Convergence®") Marketplace taking place July 24 – 30, 2020 at the Knoxville Convention Center (herein called "Venue") in Knoxville, Tennessee. In consideration of their mutual promises made herein, and for good and valuable consideration, the Vendor and HGA agree to the following Terms and Conditions:

A. Applications will be accepted in accordance with the enclosed schedule and fees and must be accompanied by the signed Vendor Agreement and Marketplace Registration paid in full. The Vendor agrees to pay fees as outlined in the Marketplace Registration Book.

B. Booths may not be sublet without written permission of HGA.

C. Cancellation requests must be received in writing by fax, email, or postal service on or before March 16, 2020, to be considered for a refund, subject to a \$100 per booth administration fee. Vendors who cancel after that date will not receive a refund. Payments for extra tickets and merchandise orders are not refunded at any time.

D. The Vendor agrees to comply with rules established by HGA prior to, during, and after the show. The Vendor agrees to comply with all laws regarding copyright, royalties and trademarks. The Vendor assumes responsibility for securing a vendor license and collecting all applicable federal, state, and local sales taxes. The Vendor agrees to comply with all union contracts, agreements between HGA, official contractors, service companies, and the Venue in which Convergence® will take place and the labor laws of the jurisdiction in which the Venue is located. All vendors will be responsible for any drayage charges for items being shipped to the Venue or the advance warehouse. The Vendor is responsible for any and all insurance of their property as it relates to the show. HGA shall not be responsible for any loss or damage to the Vendor's property. The Vendor agrees to hold HGA, the Venue and all of their officers, members, and employees harmless in any legal action that may arise, except as to liability caused by the negligence or willful misconduct of those named.

E. During set-up and dismantling, only registered Vendors, identified by Vendor ID Badges, are permitted access to the Marketplace. Booths must be attended at all times during the hours that the Marketplace is open. Volunteers may be available to watch booths for a short period to allow Vendor staff to take breaks, but they will not be allowed to transact sales. The Venue's professional Security Guards will be provided during all show move-in and move-out times as well as show hours. The foregoing does not imply any assumption of risk by HGA.

F. In the event that Convergence® must be cancelled, HGA liability is limited to the return of the fees paid. HGA reserves the right to alter or change the space assigned to the Vendor. HGA reserves the right to cancel this agreement and to withhold possession of Vendor space if the Vendor fails to perform any condition of this agreement or refuses to abide by the show rules and regulations, in which case the Vendor shall forfeit as damages all space rental payments made by the Vendor and any further occupancy of such space.

Vendor Terms and Conditions (continued)

G. Booth assignments will be made on a first-come, first-served basis, determined by the date of registration. First consideration is given to advertisers of *Shuttle Spindle & Dyepot* and the effective distribution of booth sizes and merchandise. HGA will do their best to accommodate the Vendor's booth location wishes. However, final space assignments will be made at the discretion of HGA. Vendors need to advise Exhibit Services of any special needs such as unique requirements for set-up. Vendor should advise HGA of any personal accessibility issues they may have.

H. For each booth fee, the Vendor will receive the following:

One 10 x 10 foot vendor space	One wastebasket
One two-line, 7 x 44 inch identification sign	1 day for set-up
3 foot high draped siderails	24 hour security
8 foot high draped backwall	Fully-staffed service desk and show office
8 foot vinyl topped draped table	Daily aisle cleaning
Two folding chairs	Complimentary Courtesy Crew Assistance with move-in & move-out

I. Electric, telephone, booth carpeting, and all other fixtures and services not listed above shall be at the Vendor's expense. Booth fixtures and services can be ordered through the Vendor Service Manual, which will be available in Spring 2020.

J. HGA will provide the option to purchase per booth one discounted ticket to the Fashion Show and Dinner and the Keynote Presentation and Dinner. Additional event tickets are available to purchase.

K. All Vendor display and merchandise must be kept within the boundaries of the rented space. Aisles must be kept clear. Display items cannot be hung on any of the drapes. Vendors are subject to all local fire codes and access laws. Vendors must use materials that meet fire regulations. Specific regulations will be in the Vendor Service Manual.

L. All goods shipped to the show must be clearly marked with the name of the Vendor and the assigned booth number. Specific shipping information will be in the Vendor Service Manual. Goods shipped to the show with shipping charges, to be paid on arrival will not be accepted.

M. Vendors will be required to set up their own booths. Vendors may utilize their own free-standing dollies or non-motorized carts for load-in or load-out. A Courtesy Crew will be available to assist Vendors with move-in and move-out. More information will be provided in the Vendor Service Manual. Dismantling must not start before 5:00 p.m. on Monday, July 27, 2020 and must be completed by 10:00 p.m. on Monday 27, 2020, as another show will begin to move-in at that time.

I have read and understand these Terms and Conditions and agree to abide by them.

Company Name _____

Authorized Vendor Name _____

Signature _____ **Date** _____

(Photocopy this form for your records.)