



The  
**Needle** *Arts*  
Market

**Buyer Registration** | June 13 – 15, 2009  
Greater Columbus Convention Center | Columbus, OH



The National NeedleArts Association (TNNA)

[www.TNNA.org](http://www.TNNA.org)



# The NeedleArts Market

All upcoming and new products will be displayed in the 800 plus booth market. The Show Floor offers buyers an opportunity to shop the largest display of needleart products available.



## FREE CLASS FOR EACH ATTENDEE

Take a class on TNNA!  
Because we all know education equals success, this year each attendee receives a pass to attend one free class.



## TAKE ME OUT TO THE BALL GAME

Root ... and stitch ... for the home team with all your friends and colleagues. For the first time, the Columbus Clippers will welcome TNNA to a special Stitch N' Pitch game in a brand new ballpark. It is just bound to be a stitchin' good night. The proceeds will benefit our own NeedleArts Mentoring Program.



# New In 09!



## DEMOS IN THE LOUNGE

Take a break at the Members' Lounge and get a glimpse of the newest and the oldest, unique and the most inventive needlearts techniques. Short, informative demonstrations offered by our exhibitors will tickle your imagination and expand your fiber arts repertoire.



## TEACHER MEET & GREET

See what TNNA's talented teachers have to offer. Friday evening now includes time to spend with our industry's teachers. Displays will highlight their exciting new techniques and classes.



## THE NEEDLEPOINT PREMIERE & SILENT AUCTION

**(a fresh new take on our traditional Galleria event)**

See the newest handpainted canvases and products and take a chance on going home with one of these designs. Visit with forever friends. Proceeds will benefit the Needlepoint Group.



## RETAIL EVENT

Spend time with fellow retailers who share similar issues. Get free tickets for chances for Chinese Auction items. Then, take a front row seat for the guest lecture following.



## FREE ADMITTANCE TO THE GUEST LECTURE

Enjoy an informative guest lecture presented by renowned marketing expert and author Jim Dion, founder and president of Chicago-based Dionco, Inc. Learn how to thrive, even in today's tough times! You will gain valuable insight and practical, effective tactics to help you grow your business.

# Special Events



## Retailers' Meeting

FRIDAY, JUNE 12 • 11:15 AM – 11:45 AM • BALLROOM 5 • OPEN TO ALL RETAILERS (NO TICKET REQUIRED)

The Retailers' Meeting has been created to provide retailers with support and opportunities to meet and discuss issues so please plan to attend this important meeting.

## Retailers' Luncheon (Sponsored by The Retail Council)

FRIDAY, JUNE 12 • 11:45 AM – 12:30 PM • BALLROOM 5 • \$35 (INCLUDES LUNCHEON & CHINESE AUCTION)

Shop Owners – enjoy lunch and have a “front row” seat for the Lecture. This lunch offers you the option to be seated with new or seasoned shop owners, needlepoint, counted thread or yarn shops, a blend of shops or mixed group. Come have fun at the Chinese (**free**) Auction and maybe take something great home with you. Items donated by TNNA Wholesalers will be displayed before and during the Retailers' Meeting.



New  
In 09!

## Special Speaker – Jim Dion

FRIDAY, JUNE 12 • 12:30 PM – 1:45 PM • BALLROOM 5 • OPEN TO ALL (NO TICKET REQUIRED)

### “Thriving in Tough Times”

In this fast paced presentation Jim Dion will not only introduce highly effective and easy to implement tactics to grow retail businesses, he will also define the critical five measures that you need to be using to make sure that you are on track everyday. Mr. Dion will also give you some powerful insights into the minds of today's consumers, what they are thinking, what they are afraid of, what they really want or need and most importantly, what you can do for them that will convince them to open up their wallets in your stores.



## Sample It! (Sponsored by The Counted Thread & Embroidery Group)

FRIDAY, JUNE 12 • 5:00 PM – 6:00 PM • ROOMS C110 – 115 • FREE (TICKET REQUIRED)

Sample It! is a place to meet and purchase samples to take back to your shop from vendors of all disciplines. Excite your customers about what is coming after the show! There is no charge to shops to attend Sample It! Two people per shop may attend, one buyer and one non-buyer. This may be a shop owner and an employee or two shop owners of the same business. Only one ticket will be provided per shop for purchasing privileges. Exhibiting vendors may sell one package per shop during the event. We hope meeting these vendors will encourage you to visit them during the show to see their entire product line.



New  
In 09!

## Needlepoint Premiere & Silent Auction (Sponsored by The Needlepoint Group)

FRIDAY, JUNE 12 • 5:00 PM – 7:00 PM • BALLROOM 3 • FREE (TICKET REQUIRED)

Join the needleart enthusiasts at the new Premiere and Silent Auction and bid on the latest handpainted canvases and products donated by our great exhibitors as well as a chance to take home one of these fabulous designs. Also, view some of the finished product on display. Auction viewing and bids are from 5:00 pm – 6:45 pm with butlered food, music and a cash bar from 6:00 pm – 6:45 pm. Auction winners will be announced at 6:45 pm. Join your friends for a relaxing evening.

# Special Events



New  
In 09!

## Needlearts Teacher Meet & Greet

FRIDAY, JUNE 12 • 5:30 PM – 7:00 PM • FOYER OUTSIDE BALLROOMS 1 – 3  
FREE (NO TICKET REQUIRED)

New this year, the Needlearts Teacher Meet & Greet is a time for shop owners and education program chairs to meet teachers one-on-one and learn about the classes they offer. Hiring a guest instructor is a great way to create excitement and bring new energy to your shop or guild. But reading a brochure or class description rarely fully reflects the instructor's personality and presentation style. Now there is a convenient way to get to know teachers from the various needlearts disciplines and discuss in detail their class offerings, all in a fun, casual, relaxed atmosphere. If you have ever considered hiring a guest instructor, this is an opportunity you do not want to miss.



## Fashion Show (Sponsored by The Yarn Group)

FRIDAY, JUNE 12 • 7:00 PM – 8:00 PM • BALLROOMS 1 & 2 • FREE (NO TICKET REQUIRED)

TNNA's Yarn Group is pleased to present the newest trends and finest fashions in knit and crochet wear in the Fashion Show. With hand knit fashion on every magazine's "must have" list, the offerings from our member companies will set the styles for Fall/Winter 2009/2010.



New  
In 09!

## Stitch N' Pitch – Take Me Out To The Ball Game

SATURDAY, JUNE 13 • 7:05 PM (GAME TIME) • DONATION OF \$6 PER PERSON

Lots of fun and stitching too! Join your friends and colleagues Saturday evening (right after the Market) for some peanuts and cracker jacks and see what a Stitch N' Pitch Event is all about. Bring your stitching and join us at the Columbus Clippers game starting at 7:05 pm in their brand new ballpark which is just a 10 minute walk from the center. TNNA will have shuttles to the park as well. **Proceeds to benefit the NeedleArts Mentoring Program.** You can purchase tickets and Clipper Cash (\$1, \$2, \$5, \$10) for food and merchandise at the park on the registration form.



## Silent Auction

TNNA's Yarn Group will again sponsor a silent auction to be held during the show. Proceeds from the event help sponsor ongoing Yarn Group efforts such as: mini-grants for Knit Out and Crochet Out events and other consumer awareness programs. There is always a wide variety of high-quality garments and accessories available for bidding. It is always exciting to watch the competition as the bids go higher. Each item will have a sign-up sheet for bidding and all bidding will close at 3 pm on Sunday. At that time, the item will be awarded to the highest bidder. The bidder must pick up and pay for the item by 4 pm Sunday or it will be offered to the next highest bidder. NOTE: If any members of the Yarn Group are interested in donating items for the auction, please contact the TNNA office for more information.

# Meetings/Schedule

## Retailers' Meeting

FRIDAY, JUNE 12

11:15 AM – 11:45 AM • BALLROOM 5

This meeting is for retailers only and will focus on the interests of all retailers regardless of product category.

## Designer/Teacher Meeting

SATURDAY, JUNE 13

8:00 AM – 9:30 AM • ROOM D132

TNNA Designers & Teachers Section provides a forum where those involved in Design & Teaching can meet to discuss issues of common interest. TNNA Affiliate and Wholesale members are welcome and we encourage attendance from anyone whose responsibilities include Designer Contact for Product Suppliers.

## Vendor/Rep Connection

SUNDAY, JUNE 14

8:00 AM – 8:45 AM • ROOM D132

Are you looking for a Rep for your Company? Are you a Rep looking for companies to represent? Attend the Vendor/Rep Connection prior to the Manufacturer Rep Meeting.

## Manufacturer Rep Meeting

SUNDAY, JUNE 14

8:45 AM – 9:45 AM • ROOM D132

Sales representatives are the strongest line of communication available in our industry today. This meeting provides a forum for discussing issues specifically affecting sales reps today. Please plan to attend this important meeting and join the discussion aimed at achieving similar goals and solving challenges.

## Counted Thread & Embroidery Group Meeting

SUNDAY, JUNE 14

6:15 PM – 7:30 PM • ROOM C125

This meeting is for all counted thread members and will focus on the issues and problem solving needed to promote the counted thread portion of the needlework industry.

## Needlepoint Group Meeting

SUNDAY, JUNE 14

6:15 PM – 7:30 PM • ROOM C123 – 124

This meeting is for all needlepoint members and will focus on new ideas and concepts related to the needlepoint industry.

## Yarn Group Meeting

SUNDAY, JUNE 14

6:15 PM – 7:30 PM • ROOM C120 – 122

This meeting is for all yarn members and will focus on the promotion and interests of the yarn industry.

## Show Schedule

All classes and events held in Convention Center unless noted (\*).

### THURSDAY, JUNE 11

Registration Ticket Sales	11:00 am – 6:00 pm
Education	12:00 pm – 6:30 pm

### FRIDAY, JUNE 12 (EXHIBIT SET-UP DAY)

Registration/Ticket Sales	7:30 am – 6:00 pm
Education	8:00 am – 5:00 pm
Retailers' Meeting	11:15 am – 11:45 am
Retailers' Luncheon	11:45 am – 12:30 pm
Special Speaker <b>NEW!</b>	12:30 pm – 1:45 pm
Sample <i>It!</i>	5:00 pm – 6:00 pm
Needlepoint Premiere & Silent Auction <b>NEW!</b>	5:00 pm – 7:00 pm
Teacher Meet & Greet <b>NEW!</b>	5:30 pm – 7:00 pm
Fashion Show	7:00 pm – 8:00 pm

### SATURDAY, JUNE 13 (EXHIBITS OPEN)

Registration/Ticket Sales	7:30 am – 6:00 pm
Education	8:00 am – 10:00 am
New Buyer Program	8:00 am – 9:30 am
Seasoned Buyer Program	8:00 am – 9:30 am
Designer/Teacher Meeting	8:00 am – 9:30 am
Continental Breakfast/Ribbon Cutting	9:30 am – 10:00 am
<b>EXHIBITS OPEN</b>	10:00 am – 6:00 pm
Stitch N' Pitch Event* <b>NEW!</b>	7:05 pm

### SUNDAY, JUNE 14 (EXHIBITS OPEN)

Registration/Ticket Sales	7:30 am – 6:00 pm
Education	8:00 am – 10:00 am
Vendor Rep Connection	8:00 am – 8:45 am
Manufacturer Rep Meeting	8:45 am – 9:45 am
<b>EXHIBITS OPEN</b>	10:00 am – 6:00 pm
Counted Thread and Embroidery Group Meeting	6:15 pm – 7:30 pm
Needlepoint Group Meeting	6:15 pm – 7:30 pm
Yarn Group Meeting	6:15 pm – 7:30 pm

### MONDAY, JUNE 15 (EXHIBITS OPEN)

Registration/Ticket Sales	7:30 am – 3:00 pm
Education	8:00 am – 10:00 am
<b>EXHIBITS OPEN</b>	10:00 am – 3:00 pm

\*Huntington Park

The above schedule is subject to change.

# Transportation/Hotels

## Airport Transportation

Port Columbus International Airport, located just 10 minutes east of downtown, is served by 11 airlines and their regional affiliates providing more than 340 daily arrivals/departures to 36 airports. The major carriers include Air Canada Jazz, Air Tran Express, American, Continental, Delta, Midwest Connect, Northwest, Southwest, United and US Airways. All ground transportation may be accessed via the terminal walkway or baggage claim level exits. Taxi service is provided by many vendors. The average fare from Port Columbus International Airport to downtown is \$18 to \$20. Shuttles are operated by Arch Express, Super Shuttle and Urban Express Transportation. Cost varies based on the number of passengers and the distance. Reservations are recommended. Visit [www.port-columbus.com/parking/transportation/shuttle.asp](http://www.port-columbus.com/parking/transportation/shuttle.asp) for more information.

## For More Information, Visit These Web Sites:

Greater Columbus Convention Center  
[www.columbusconventions.com](http://www.columbusconventions.com)

Columbus Convention & Visitors Association  
[www.experiencecolumbus.com](http://www.experiencecolumbus.com)

TNNA – The National NeedleArts Association  
[www.TNNA.org](http://www.TNNA.org)

## Hotels

Special Note: Sold out hotels may open up as reservations change. TNNA requests that you don't double book hotel reservations at one hotel or multiple hotels and later cancel as this creates penalties for TNNA. **Please be aware of hotel cancellation policies, the policies will be enforced.**

### HYATT REGENCY COLUMBUS

Rate: \$135 (One night non-refundable deposit required)  
Reservations: 800-233-1234 or 614-463-1234  
Online Reservations: [www.hyattregencycolumbus.com](http://www.hyattregencycolumbus.com)  
Reservation Code: G-PINS

**The Hyatt Regency is pleased to offer the National Needlearts Association attendees a 25% discount in the Market Stand Café, Big Bar on 2 and The Deli Store. This offer does not include in-room dining or alcoholic beverages.**

### DRURY HOTELS

Rate: \$139 S/D; \$149 T/Q  
Reservations: 800-325-0720 or 614-221-7008  
Online Reservations: [www.druryhotels.com](http://www.druryhotels.com)

### HAMPTON INN & SUITES COLUMBUS DOWNTOWN

Rate: \$132 S; \$152 K/D  
Reservations: 800-426-7866 or 614-559-2000  
Online Reservations: [www.hampton-inn.com/hi/columbus-downtown](http://www.hampton-inn.com/hi/columbus-downtown)  
Reservation Code: TN9  
Policy: 4 night minimum with 7 day cancellation policy.  
Rooms cancelled inside the 7 day policy (after 6/1/09) will be charged one night's room and tax.

### HYATT ON CAPITOL SQUARE

Rate: \$134 S/D; \$139 T; \$144 Q  
**Includes continental breakfast.**  
(One night non-refundable deposit required)  
Reservations: 800-233-1234  
Online Reservations: [www.hyattontcapitol-square.com](http://www.hyattontcapitol-square.com)  
Reservation Code: Group/Corporate# G-FNAT

### CROWNE PLAZA

Rate: \$125  
Reservations: 800-338-4462 or 614-461-4100  
Online Reservations: [www.crowneplaza.com/cmhcrowneplaza](http://www.crowneplaza.com/cmhcrowneplaza)  
Reservation Code: NAM

### COURTYARD BY MARRIOTT

Rate: \$129  
Reservations: 800-321-2211  
Online Reservations: [www.courtyardcolumbusdowntown.com](http://www.courtyardcolumbusdowntown.com)  
Reservation Code: TNNTNNA King bed; TNNTNNB Two Double beds

### RED ROOF INN

Rate: \$92  
Reservations: 800-733-7663 or 614-224-6539  
Online Reservations: [www.redroof.com](http://www.redroof.com)  
Reservation Code: B262TNNA09



Listen for announcements during show hours announcing drawings for giveaways including product coupons, complimentary chair massages and more!



# Registration

## 2009 Members Can Register Online

TNNA members can pre-register online for education & events by visiting the TNNA Web site and following the necessary directions. If new or renewing, membership must be paid prior to online registration to comply with ID policy.

## Deadline Dates

The pre-registration deadline date to receive badges and tickets via mail is May 7, 2009. All badges and tickets requested by the May 7 deadline will be mailed May 15. For registrations received May 8 through May 26, badges and tickets will not be mailed but they will be waiting for you at the pre-registration counter onsite. After May 26, all registrations will be processed onsite.

## Class Selection

Only one person from each company may attend the same Technique class. There is no limit on tickets for special events or business/lecture/demo classes. Although every effort will be made to assign you your first choice for classes, please indicate your second and third choices should your first choice not be available. You will then have a better chance of receiving tickets for your desired classes.

## Class Fees

Fees for classes vary and there are member and non-member prices. (If a company is a TNNA member, then all of the employees are considered members.) Please be careful to enter the correct class number, since this number only will be considered when your registration is processed.

Note: To receive the membership discount rate for classes, you must be a 2009 member. Click the starburst on TNNA's Web site for online registration. Your free class will be deducted automatically when checking out. The free class (up to a \$50 value) will be applied to your initial registration (there will be no refund or credit if the class is less than \$50). New and renewing members must submit required business IDs with application and membership fees. You can also join or renew your Yarn Group, Counted Thread & Embroidery or Needlepoint Group dues.

**Reminder: Save \$20 per class by pre-registering before May 26.**

## Materials Fee and Supplies

For some classes there is a materials fee for supplies. This materials fee is in addition to the class ticket cost. DO NOT SEND the materials fee (indicated in the class description) with your Pre-Registration Form. The materials fees are to be paid to the instructor in the classroom. Please bring the exact amount. Please make note of any supplies you need to bring to class, if indicated in the class description.

## Homework

Homework details will be mailed with your class tickets and will be posted on the Web site at [www.TNNA.org](http://www.TNNA.org).

## 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), cashiers 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 US dollars drawn on a US bank.

## Classroom Etiquette

Bring your ticket to class with you. It is your admission to class and must be presented to the instructor. NO DUPLICATES WILL BE ISSUED. Class materials should not be taken without staying for the class. "No auditing" of classes. Please make certain to turn your cell phone off or on vibrate during your classes. If you must take a call, please leave the classroom. After class, please clean up any debris in your work area.

## Badge Requests

Registration for members is free. Registration for non-members will be assessed a \$60 per buyer badge charge.

## When You Arrive

Attendees who receive their badge(s) by mail should stop at the Show registration counter to pick up a badge holder, Show Directory and other pertinent Show information. If you need badge corrections or additional badges, please stop by the Show registration counter.

## 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 that are not picked up at the Show will be forfeited.

## Cancellation Policy

If you need to cancel a Show registration or ticket order, it must be prior to May 7, 2009 in order to receive a refund. No other refunds will be issued. A \$25 processing fee will be charged for all cancellations.

## Collect Those Lapel Pins

All attendees will receive a lapel pin at each TNNA show to add to their collection. Collect them all and display them on your badge holder.

## Pre-register by May 7 and Enjoy Buyer Address Labels

All buyers who pre-register by May 7 will receive a handy sheet of pre-addressed labels. When you place an order at the show, simply peel off a label, give it to your vendor and then they will have your company name, mailing address and phone number.