

# STITCHES EXPOS 2011

## **STITCHES West**

**February 17-20, 2011**

Santa Clara Convention Center  
Santa Clara, CA

## **STITCHES South**

**April 14-17, 2011**

Renaissance Waverly Hotel &  
Cobb Gallery Center  
Atlanta, GA

## **STITCHES Midwest**

**August 25-28, 2011**

Reinassance Schaumburg  
Convention Center & Hotel  
Schaumburg, IL

## **STITCHES East**

**October 20-23, 2011**

Connecticut Convention Center  
Hartford, CT

PRESENTED BY



## **CLASSES**

- ✦ Talented Instructors
- ✦ Up to 150 Classes per event
  - All Skill Levels

## **MARKET**

(Public Welcome)

- ✦ 200+ booths in the Market
- ✦ FREE Learn to Knit Sessions
- ✦ Market Sessions
- ✦ Grand Prize Drawing
  - Sunday – 1:00pm
- ✦ Door Prizes
- ✦ Book Signings
- ✦ Demonstrations

## **OTHER SPECIAL EVENTS**

Pre-registration is required. Prices Vary.

- ✦ Thursday
  - Opening Day – 10am
  - Teachers á la Carte luncheon – Noon
- ✦ Friday
  - Fashion Show – 6:30pm
  - Dinner – 8:00pm
- ✦ Saturday
  - Student Banquet – 6:30pm

# STITCHES EXPOS 2011

**Physical Address:**

1320 S Minnesota Ave  
Second Floor  
Sioux Falls, SD 57105

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Sioux Falls, SD  
57101-0965

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knittinguniverse.com

Greetings!

2011 looks to be another busy year for STITCHES! Once again it's time for us to ask you to send in your STITCHES class proposals for consideration. Please check your calendar to see which event(s) fit your schedule.

**Current Teachers**

Please send in new class proposals or re-vamp old ones. The more class proposals we have the better. If you have any suggestions or requests based on the past year, please let us know so we can take them into consideration when choosing our 2011 class schedules. We would love to see some *new* and *advanced* class options.

**New Teachers**

Please fill out the enclosed forms. On the General Information form, please indicate which event(s) interest you and what times you would be available to teach. Then fill out the class proposal sheet. You may submit as many proposals as you'd like. Please include a resumé of past teaching and design publication experience, along with references.

To submit proposals, either fax (605.338.2994), mail to XRX, Inc. or e-mail as an attachment to me at [edasst@xrx-inc.com](mailto:edasst@xrx-inc.com). *Please note: All deadlines are listed on the General Information form.* If you were sent this letter in error, please e-mail me at the address above to be removed from the list.

Please understand that submitting a class proposal does not guarantee placement on the teaching schedule. You will receive a response regarding each event that you express interest for. If your classes are not selected for a specific event, please understand that it does not reflect our opinion of you or your class in any way.

We look forward to hearing from you!

Sincerely,



**Kristi Miller**  
Editorial Coordinator

**Kristi Miller**  
Editorial Coordinator  
[kmiller@xrx-inc.com](mailto:kmiller@xrx-inc.com)  
extension 39

# A few notes to potential instructors...

There are 4 main STITCHES Events: STITCHES West, STITCHES South, STITCHES Midwest, and STITCHES East. Dates and locations were listed on the previous page.

- **STITCHES Expos Class Payment Structure**

- \$65 per hour for 10-15 students

- \$75 per hour for 16-20 students

- \$85 per hour for 21-25 students

- \$100 per hour for 26-30 students

- \$110 per hour for 31 or more students

- Class maximums will be set at 25 students. It is at the discretion of XRX, Inc. in cooperation with the teacher whether to allow more students into the class.

- Sleeping Room Allowance**

- A special room block has been reserved at the host hotel (s) for teachers. Teacher rooms will be booked by XRX, Inc. staff once schedules are confirmed.

- XRX, Inc. will reimburse you 1/2 the special teacher room rate/block. Room mate arrangements will be made via XRX, Inc. 6 to 8 weeks before each show.

- Expenses**

- If you are teaching 9+ hrs of class, we will provide you with a \$300 stipend for other expenses.

- Payment Schedule**

- An initial payment based on \$65/hr will be made at the event. Final payments are calculated based on total number of registered students and are sent approximately one month following the event. The final payment also includes your stipend (if applicable) and reimbursement for your stay at the hotel.

- **Primary Teaching Obligations**

- Class Times**

- Class times are 8:30-11:30am (morning classes) and 1:30-4:30pm (afternoon classes). There is one break scheduled during each 3 hour period. Please make sure all classes run as close to those 3 hour segments as possible. For instructors teaching 6 hour classes, please do not change the time of the afternoon class.

- Required Functions**

- All instructors should attend the teacher meeting on Thursday evening after the Market Preview and the Student Banquet on Saturday evening. Please make yourself available to the general public throughout the event.

- Optional Functions**

- Discounted tickets are available to instructors for the Fashion Show & Dinner functions. We do ask teachers that are available to come to the Teachers à la Carte luncheon. If you would like to attend the Teachers à la Carte luncheon on Thursday at noon, please let us know ahead of time.

- STITCHES Policies**

- Please do not to speak on behalf of XRX regarding general policies. If students have questions, please direct them to the Registration Desk, where their concerns will be addressed.

- Pre-Class Preparation**

- Please come prepared and make an effort to arrive at least 10-15 minutes early to class. This way, A/V equipment and materials can be tested and you will be able to begin your class without disruption. Please see "Class Needs" sheet to make A/V and set-up requests.

### Shipping Materials

Instructors from **Canada and abroad** may work with XRX to ship pre-printed handouts and materials to STITCHES. All materials must arrive in the XRX office no later than 5 weeks prior to the published event dates to be forwarded on with Show Management materials. Any boxes arriving on-site must be clearly labeled as "Teaching Materials" with your name as the contact. Please do not ship any products other than teaching materials by this method. Charges may apply for excessive shipments. **XRX will not be held liable or responsible for any items that are lost in transit.**

### Handouts

Any supplemental materials you choose to hand out will be your responsibility to print and copy. Please come with enough materials for your class max, not pre-registered sign-ups, as registrations will also be processed on site. This policy *does not apply to Market Sessions*.

### Promotion

Promoting products in class is prohibited. Demonstrations on the Market floor are a better place for this. We would prefer classes without fees whenever possible as students are already paying for the class. Although we cannot avoid these entirely, students do appreciate it when some of those odd, basic materials are loaned to them for the duration of the class whenever possible. It is unacceptable to have students responsible for the cost of handouts that will be provided in class.

# General Information

Preferred receipt dates are July 15, 2010 for STITCHES West, August 1, 2010 for STITCHES South, January 15, 2011 for STITCHES Midwest and February 1, 2011 for STITCHES East.

**Mail completed proposals to STITCHES EVENTS, Attn: Instructor Proposals, PO Box 965, Sioux Falls, SD 57101-0965, fax to 605.338.2994, or e-mail (Kristi at [edasst@xrx-inc.com](mailto:edasst@xrx-inc.com)).**  
**Questions? Call Kristi at 800.237.7099, extension 33.**

## Personal Information

Name: \_\_\_\_\_ Social Security #/Tax ID: \_\_\_\_\_

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

City, State, Zip: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_ (Fax) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Dietary Restrictions? \_\_\_\_\_

Preferred Rooming Arrangements:

- own reservation      OR     under STITCHES instructor block  
 single room            OR     roommate/double room  
 smoking                OR     non-smoking

Do you need a roommate?

- Yes, please assign me one.  
 Maybe - Please Ask.  
 No thanks.

## Biographical Information for STITCHES Brochure (short & to the point)

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## Scheduling Information

What days can you teach?  
(Sunday PM classes end at 4:30pm.)

- Anytime  
 Thursday                       PM only  
 Friday                       AM only                       PM only  
 Saturday                       AM only                       PM only  
 Sunday                       AM only                       PM only

Which locations would you be interested in teaching at?  
(Mark locations of interest.)

- STITCHES West  
 STITCHES South  
 STITCHES Midwest  
 STITCHES East

What is the minimum and maximum number of hours you would like to teach at STITCHES?

- 3 hours     6 hours     9 hours     12 hours     15 hours     18 hours

Anything else that we should know and have forgotten to ask?

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# STITCHES 2011 Class Proposal Form

Copy as needed. Please use one per class idea. Feel free to expand on another sheet.

Class Topic: \_\_\_\_\_ Instructor Last Name: \_\_\_\_\_

Suggested Class Name: \_\_\_\_\_

Class Description (1-4 sentences... The more clear and concise you make it, the less we'll have to edit it):

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**For all class proposals, please submit a tentative lesson plan on another sheet.**

Class Format:  lecture  demonstration  hands-on  combination of

Is a **photo available** for this class (jpg preferred)?  Yes  Not Yet  No

Student Limits What is the maximum number of students you feel equipped to handle in your class?

18-20  23-25  28-30  33-35  OTHER: \_\_\_\_\_

Are you willing to budge?  Of Course  Maybe  Never

Suggested Length:

3 hrs  6 hrs  6 hrs, split 2 days  Other: \_\_\_\_\_

Most Appropriate Skill Level:

No Specific Skills Required  Easy (basic skills)  Intermediate (knows shaping, basic st. patterns)  Advanced

Most Appropriate Class Category:

Color & Creativity (100s)  Projects & More Projects (400s)  Extras (700s)

Finishing Finesse (200s)  Techniques & Tips (500s)  NOT SURE?

Garment Shaping & Design (300s)  Stitch Patterns & Textures (600s)

What **skills or knowledge** do students need to take this class? \_\_\_\_\_

Will they need to do **homework**?  Yes  No (Describe briefly below...necessary swatches only, please!)

Will they need to bring **supplies**?  Yes  No (Describe below...A Basics list is requested of all students, which consists of sharp scissors, notebook, pen or pencil with eraser, stitch markers, blunt tapestry needles (large and small), flexible tape measure, small calculator, and needles & crochet hooks of various sizes.)

Is there a **materials fee**?  Yes (If yes, how much and for what?)  No  Optional

**Please complete the Classroom Needs form to request classroom needs. You have an opportunity to update this for each event.**

How many times have you taught this class?  once  several times  not yet

Where? When? For which event/shop/organization? How many students? Please include reference names & phone numbers.

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# STITCHES 2011 Market Session Proposal Form

Copy as needed. Please use one per session idea. Feel free to expand on another sheet.

SESSION Topic: \_\_\_\_\_ Instructor Last Name: \_\_\_\_\_

Suggested Session Name: \_\_\_\_\_

Session Description (1-4 sentences... The more clear and concise you make it, the less we'll have to edit it):

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**For all new session proposals, please submit a tentative lesson plan on another sheet.**

Session Format:  lecture  demonstration  hands-on  combination of

Is a photo available for this session (jpg preferred)?  Yes  Not Yet  No

Required Length:  1 hour plus ½ hour availability for questions

Most Appropriate Skill Level:

No Specific Skills Required  Easy (basic skills)  Intermediate (knows shaping, basic st. patterns)

What skills or knowledge do students need to attend this session? \_\_\_\_\_

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Do they need supplies?  Yes  No (Describe below. Please keep list to a minimum.)

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All supplies listed above can be purchased in the Market at one or more booths. (REQUIRED)

\* These classes are not to have **homework or materials fees**. Please offer use of tools/materials in class when a specific item is required that may be difficult to obtain. Before any product is recommended/promoted to students, prior authorization by XRX is required. No items are to be sold in the Session.

**Classroom Details:** (You have an opportunity to update this for each event.)

What is the maximum number of students you feel equipped to handle in your class?

under 18 students (max #\_\_\_\_)  up to 20 students  up to 24 students

Any special needs for classroom set-up? \_\_\_\_\_

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How many times have you taught this class?  once  several times  not yet

Where? When? For which event/shop/organization? How many students? Please provide reference names & phone numbers.

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# Classroom Needs 2011

Please specify requests according to individual classes or overall preferences. We request that you take a moment to fill this out at least once a year, even if you've previously submitted this information to us. Thank you!

<b>Instructor Name:</b>
<b>Class(es) (OR ALL):</b>
<b>Event(s) (OR ALL):</b>

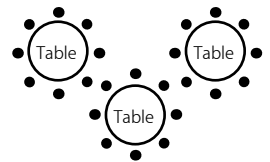
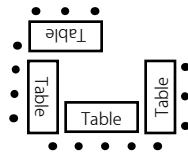
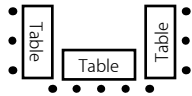
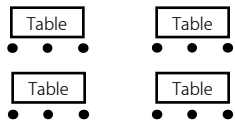
## Students

What is the maximum number of students you feel equipped to handle in your class? (Please remember that XRX, Inc. sets the maximum number at 25.)

- under 18 students (max # \_\_\_)     18-20     23-25     28-30     33-35  
Are you willing to budge?     Of Course     Maybe     Never

## Room Layout

Below are the following options for room layouts. Please specify any special requests next to the diagram. If we don't hear from you, the room will be prepared with a standard arrangement.



U-Shape

Closed U-Shape

Rounds



Theater (Chairs Only)

U-Shape 2 (Chairs Only)

## AV Equipment

Listed below is the available AV equipment. If you need more than one large item on the list, we need to know the duration & use for these items. Please only request items that you know you'll make use of during class. Remember that additional items affect the space in a classroom. One table & chair is provided at the front of the room when space permits, but please request this if you NEED one.

- Flip Chart & Markers (standard)     Head Table NEEDED     Additional Table(s) \_\_\_\_\_  
 Overhead Projector     Screen     Slide Projector     Screen     Slide Trays(# & size) \_\_\_\_\_  
 Electrical Outlet(s) \_\_\_\_\_     Other: \_\_\_\_\_  
 Water Source In Class (for felting/dyeing class)

## Special Requests

Is there anything we forgot to ask you? Do you have any special needs or items that are required to complete a friendly environment for students?

- No Outdoor Light (Slides, Etc.)     Outdoor Light Preferred (For Color Work, Etc.)  
 OTHER: \_\_\_\_\_

**\*We'll do our best to adhere to your requests, but because of our past experience & knowledge in the field, we reserve the right to make restrictions on the items above.**



