



**JUNE 11 - 14, 2008
COLUMBUS, OHIO**

COLUMBUS CONVENTION CENTER
WWW.KNITTERSCONNECTION.COM

PRESENTED BY
KNITTERS MERCANTILE
214 GRACELAND BLVD.
COLUMBUS, OH 43214

JOIN US AT KNITTERS CONNECTION 2008

Thank you for your interest in exhibiting at the Knitters Market at Knitters Connection 2008. Response to our first event in 2007 was gratifying – more than 250 students participated in our classes and we had more than 650 visitors to the Knitters Market.

Knitters Connection 2008 will build on this success:

- ▶ We are inviting more than 15 nationally known instructors from throughout the world
- ▶ We are expanding our Knitters Market slightly – both our students and our exhibitors want KC2008 to be a showcase of unique and wonderful yarns and fiber related products not readily available. However, we plan to keep the Knitters Market manageable for both exhibitors and customers by limiting the number of booths to 50. Our individual booth size will increase to 10 x 10 – an additional 20 square feet to showcase your products.
- ▶ Our classes and Knitters Market will be held in the Columbus Convention Center, directly across the street from the Hampton Inn where there is a block of room for KC2008 participants
- ▶ We are increasing our national exposure with ads in Interweave publications, *Knitters* and *Cast-On*. Our publicity plan for 2008 also includes a significant presence on key internet knitting sites.

Knitters Connection is committed to the excellence of the Knitters Market. If you are interested in applying to exhibit, please complete and return the enclosed application with a list of the yarn and other products you intend to exhibit. Exhibitors will be judged on the quality and uniqueness of the products they will exhibit. A link to your website will be used in making the final decision about your participation in Knitters Market.

The decision of the Knitters Market judges is final.

Exhibitors may be accepted on a wait-list basis once the Knitters Market is filled. If you are willing to be placed on a waiting list, please indicate this on the application form. Should a vacancy occur, exhibitors will be contacted in the order they were placed on the waiting list.

Please complete the enclosed exhibit contract and return to the Knitters Connection office as soon as possible. We're in the process of finalizing the exhibit floorplan. You will receive a floorplan as soon as it is finalized. Booths will be assigned based on the date exhibit contracts are received. You will have an opportunity to indicate your three choices for booths.

Should you have any questions, please contact Fran Rickenbach at 937.586.3730 or at kc@meinet.com.

