

Thank you for your interest to speak at the 2017 Sewing and Stitchery Expo, March 2—5. I hope you find the guidelines below helpful to select your seminar type, develop your topic and selecting your audio video needs.

Criteria for selection:

Topics must be of current general public interest and support the mission of the Sewing & Stitchery Expo. Regardless of seminar type, seminars must include demonstration of a technique or provide educational information related to the sewing industry.

For One-Needle and Free Stage classes, presentation must be given in such a way that the speaker can reach a large numbers of persons and can be seen and understood clearly. Audio and video equipment is available upon advance request by the speakers with the exception of the Free Stage.

Speakers do not have a choice of time slots or classroom location. Every effort will be made to do what is best for the speakers, participants, and the show.

Instruction sheets that re-caps the techniques taught, although not required in One-Needle & Free Stage seminars, are appreciated by the audience. Be sure to include your name, seminar topic and booth location and number on the instruction sheet. If you have multiple sheets, they ***must be*** stapled which allows the volunteer hostesses to distribute to the incoming crowd.

All speakers will be chosen based on applications, references, program outlines, and telephone interviews with Ann Sagawa, Education Manager. Applications must be received before a telephone interview will be held.

Speakers must be exhibitors or connected to an exhibit booth where they can be available for attendees to enhance educational nature of this event.

Audiovisual equipment will be provided but none of the seminar rooms will have all of the options. Choices include:

- overhead projector and screen
- monitor and camera (close-up of handwork)
- LCD projector (speaker provides the laptop)
- screen only for those that wish to bring their own laptop and LCD projector

All seminar rooms are equipped with microphones, stationary dress racks, paper flip charts, easels, black felt pens and 6 foot tables.

Seminar types:

The attached page describes the types of seminars available. Please read carefully and select the seminar format that will showcase your teaching style and seminar topic. You are encouraged to apply for more than one seminar format. The Education Manager and Expo staff will determine the venue (one, two, three needle, Free Stage, etc.), speaking order and seminar room selection.

Sewing & Stitchery

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One Needle

100-300 attendees | 45 minutes

This is a lecture/demo format. Select the type of A/V equipment you will need and every effort will be made to place you in a room with the requested AV. Seminar rooms seat 100-300 attendees. If selected for this venue, your schedule will be varied. Instructional sheet not required, but very appreciated by attendees.



Two Needles

150-175 attendees | 1½ hours

You will teach a complete “project” or a specific “technique” in a lecture/demo format, using step-outs and in-progress samples – demonstrating steps using a sewing machine and/or serger (speaker provides his or her own machine). This seminar room includes a monitor, camera & camera person, overhead projector, slide projector (by request only), and screen to provide a deeper learning experience for the students. Speakers are required to provide an extensive educational instruction sheet for each attendee. This class is presented one time only.

At the time of application, submit digital photos of your project/technique and your handout to be considered for this seminar venue.



Three Needles

30-50 attendees | 2½ hours

This seminar offers attendees a hands-on experience. You must indicate if you need a sewing machine/serger or if your seminar is a fitting/drafting class, handwork, beading, etc. that does not require the use of a sewing machine. The goal is for the attendee to learn a new technique and/or complete a project within the time allowed. If selected, you will teach on a rotational basis similar to the one-needle seminar.

At the time of application, submit digital photos of your project/techniques, instruction sheet and student supply list. Kit fee cannot exceed \$25.



Four Needles

30-50 attendees | 4 hours (Wednesday/Sunday)

Four-hour session offered on Wednesday (pre-show) and on Sundays. This seminar is a hands-on offering with sewing machines/sergers or a class focused on drafting, handwork, beading, etc., that does not require machines.

At the time of application, submit digital photos of your project/techniques, instruction sheet and student supply list. Kit fee cannot exceed \$25.

Free Stage

~175 attendees | 45 minutes

The Free Stage is located in the Showplex building near the Ticket Sales office. For this venue, a microphone and flip chart is provided and is also a lecture/demo format. Speakers selected for this venue must adhere to the 45-minute time limit and all Sewing & Stitchery Expo rules & regulations apply.