



NEW EXHIBITOR GUIDE FOR THE CHA SHOW

We're delighted you will be exhibiting at the CHA Show! Whether you are exhibiting in our winter or summer shows for the first time or you are a regular exhibitor we hope that this information will be beneficial. To help you plan for the Show, we have compiled this information based on questions that are frequently asked by exhibitors. We have also included information for companies new to the US.

The CHA Show team is here to help, please feel free to give any of us a call (201-794-1133) or contact us by email (operations@craftandhobby.org).

For your reference, this guide is organized in the following manner:

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I. BEFORE THE SHOW

WHAT TO EXPECT FROM THE CHA SHOWS

The Craft and Hobby Association (CHA), is established to promote the growth of the craft and hobby industry throughout the United States by helping its members through education, marketing, and providing member benefits. The major marketing program for achieving this are the two CHA shows; the winter show held at the Anaheim Convention Center in Anaheim, CA at the end of January and the summer show held at the end of July at the Orlando Convention Center in Orlando, FL.

The winter CHA show is approximately 320,000 net square feet and attracts 1,100 exhibiting companies and 20,000 attendees. It is the largest craft show in the US and is sectioned to help the buyers more easily shop the show. Current sections include Scrapbooking & Paper Crafts, General Crafts, Art Materials & Framing, Fabric/Quilting/Needlecrafts, Digital Imaging, License & Design, New Exhibitors and several International Pavilions.

The winter show is the largest scrapbooking show by far in the US. Over the four days you will see buyers from all the leading stores from throughout the US. Most buyers spend over two and a half days at the show. The winter show has almost 15% of its attendance coming from outside of the US so you need to be sure that you are prepared fully to do business outside of the US in order to take advantage of this.

The summer show is approximately 140,000 net square feet and will attract 5,000 attendees, (60% national and 40% regional). It is the largest scrapbooking show of the summer.

The buyers will be the major chain i.e. Michael's, A.C.Moore, Jo-Ann Stores, - Designers, Institutional Buyers, Professional Crafters, Retailers, Service Providers, Teacher/Educators, and Wholesalers. Most buyers will be CHA members but some will not.

We hope that you will write orders, but be aware this is a business-to-business show and the contacts you make will also be very important for you in the long run than perhaps an order at the show. So measure the success, not necessarily by sales written at the show, but by the contacts you meet at the show that turn into sales later. Be advised that you will need to track these orders back to the show to realize its success. Your actions in pre-show and post-show marketing are crucial for success.

Keys to success are pre-show promotion and post-show follow up. We can help you with this as you will see later in this information.

BUILDING YOUR PRODUCT LINE

How much product should I bring? You will need to have enough product to keep buyers in your booth long enough to make a sale, or to give them an idea of what you can produce. While buyers may not be thinking of filling their whole needs from you, they will want to see a good variety and have the opportunity to choose what they believe will work for them. Make sure you have enough to offer.

Customers will want to see products as well as your capabilities, in case they are looking for OEM merchandise. Be sure to exhibit your abilities as well as your products if you are also looking for OEM orders.

Be sure you have the inventory to attract buyers into your booth. If you only have one product to sell, you will have a harder time attracting buyer interest. Take your creative idea and expand on it. By expanding your idea to include different items in a coordinated product line you will have a greater opportunity for sales.

Good quality, unique products tend to be more successful. Price is important, especially if you are dealing with a larger buyer, but it does not mean you have to be cheap in order to do well. The buyers are prepared to pay for quality and something different. They are all looking for “NEW.”

SETTING GOALS

Trade Shows are the single best marketing tool available to manufacturers today. However you will want to be sure to take full advantage of your time spent at the Show, and come away with a sense of accomplishment. It is extremely important to set clearly defined goals for yourself before you exhibit. Be sure that you have realistic expectations and make sure you will be able to measure your success.

Here are some suggested goals:

- Assess marketability of your product.
Perhaps you've test-marketed your product with neighbors and friends. The CHA Show offers you a great opportunity to talk to and make business with the right contacts from all different regions of the US about your product.
- Build your prospect list/Generate qualified leads.
While on-site, you will speak with many buyers. Keep track of who you speak with, regardless if they place an order with you. Always ask for a business card of a potential customer and take notes on their interests. At the Show, you may discover a segment of the industry to add to your prospect list. Did 20 museum store buyers approach your booth at the Show? Perhaps this is a buyer category where you could devote more of your attention. Talk to the buyers who stop by your booth – ask them questions. Learn the demographics of your customer or potential customer base.
- Get to know your competitors.
Exhibiting at the CHA Show provides you with an excellent opportunity to see what your competitors are bringing to the market. Plan to have a colleague staff your booth to allow you time to walk the Show yourself so you can see other exhibitors, their booths and their products. Please note that you should never enter another exhibitor's booth without his/her permission. Also, taking photographs of someone else's booth is strictly prohibited.
- See industry trends.
While you walk the Show, you will undoubtedly note a few hot trends. Get inspired by what you see and start thinking about your future designs. Collect literature and periodicals while at the show to have a better understanding of market trends.
- Introduce new products and broaden product awareness.
Many exhibitors will use the CHA Show to introduce new products to the marketplace. New product launches create a sense of excitement, and buyers are usually looking forward to placing orders for "what's new." Our Innovations program is one way to do this.
- Obtain press attention.
Press coverage can help create a buzz around products – helping to boost sales. The CHA shows attract over 400 members of the press from a wide variety of publications – both

industry and consumer. The press attends the Show seeking trends, new products and new exhibitors. All exhibitors are encouraged to place Press Kits in our Press Office on show site. Many magazines both trade and consumer have booths at the Show, make sure to stop by and meet with them.

- Write orders.

If you set a goal to write orders, be sure to define your goal and keep it realistic. Calculate how long it takes on average to make the sale by presenting in your booth, how many people you will have in the booth, what your conversion rate is per presentation, how many hours in the day and how many days of the Show. This will give you the target for number of potential sales at the show. Then multiply by your average dollar size of order and you will have a potential dollar number from show orders. This will help you to set realistic goals and expectations.

As you write orders with customers be sure that you will be able to fulfill the orders within the timeframe the customer asks to receive shipment. Remember that if you commit all of your production to one order or store group, you will be hurt badly if this company subsequently cancels or reduces their order size. It is better to spread your order over several companies if you can, or separate your one large order into a few smaller shipments to lower your risk and still be able to accommodate other orders. You can open a line of credit that will forward payments according to these terms, or make arrangements with your client for partial payments as order segments are completed.

- Source new vendors to help you produce/package your product.

Use your time at the Show to your best advantage. CHA has created a marketplace for you to not only sell your product, but to find new resources to help you produce and package your products. From designers and developers, to importers and distributors, we've brought it all to our Show to help you maximize your trip.

PRE-SHOW

Travel and Hotels

CHA has arranged discounted hotel room blocks and travel programs for you to take advantage of through Par Avion Meetings & Conventions, the official CHA housing and travel bureau. For more details go to www.chashow.org, Show Information, Hotel & Travel. Par Avion has booked hotel rooms for the CHA Show that are within walking distance of the convention center or are on the CHA shuttle bus routes. They offer a "special low rate guarantee" so you can book through them with confidence knowing you have the cheapest rates.

Promotion

CHA will carry out a full marketing program for generating buyers, including over 50 advertising inserts, four direct mail pieces that will reach over 200,000 people, as well as an email campaign that will involve four emails to member and previous attendees on our database who are appropriate. We will be telemarketing four weeks prior to the show to buyers reminding them to attend.

Pre-show Promotion is a must if you wish to be successful in any trade show. Do not assume you do not have the time or money to do anything other than preparing your booth and getting your product to the Show. Some promotional programs can be costly and time intensive, but some are not. We try to present you with an array of programs that can fulfill your various needs.

You cannot afford to leave it all to CHA; you will be more successful if you get involved too. CHA will get the buyers to the Show but it is your job to get them into your booth!

Don't just show up and hope you do business. You wouldn't do this with your regular business so don't do it at the trade show!

Consider implementing any, or all, of these methods:

- Telemarketing
- Advertising - there are various options:
 - Industry publications, (see more details below under, "Public Relations/Publicity")
 - The Official CHA Show Directory – Aside from the free listing all exhibitors receive in the Show Directory, you may also choose to place an ad in this year-round resource.
 - Direct mail to your prospect list
 - Direct mail to previous Show attendees - We will provide the attendee list for a mailing or broadcast email that promotes your participation in the Show. Contact Jon Kranze, CHA Marketing Manager, for prices and details – jkranze@craftandhobby.org or 201-835-12140.

PUBLIC RELATIONS/PUBLICITY

A good way to gain attention for your product is to let the industry press know about you before the Show. You can inform the press about your company and its products by sending a press kit.

In addition, you should have a press kit ready for any members of the press who are interested in obtaining more information about your company, its products and sometimes company founders and/or designers. Have them available in your booth and also place them in the CHA Press Office.

Need help with your Press Kit?

There is information on Press Kit creating and the CHA Press Room on the CHA website, www.chashow.org or contact Victor Domine, CHA PR Manager, at vdomine@craftandhobby.org.

Advertising/Press Opportunities

CHA is often asked for a list of trade publications in our industry. The list below is by no means a complete list of industry publications, nor does it represent any endorsement of publications by CHA. However, it does include a sampling of publications that cover news in the industry.

Art Materials Retailer

Greetings Etc.

Scrapbook Retailer

Craftrends

CNA

Scrapbooking.com

EdPlay

Rubber Stampin' Retailer

Giftware News

Scrapbook Premier

Retailers read these publications to find new companies and products and to follow trends.

FOR NON US BASED COMPANIES NEEDING VISAS

Contrary to some reports, the United States is “import friendly” and encourages visitors here for tourism and, importantly, for business. It is important to remember in most cases, however, you will need a visa to apply for entry into the United States.

It is not complicated if you follow the rules and, while not qualified experts, we have tried below to give advice that will help you.

- You must apply early. Consular officers know trade shows set dates well in advance, so a professional business person would not leave it until the last minute to apply. The later you apply the less chance you have of being successful.
- You must have paid your full deposit and returned your signed contract.
- You will need a letter of introduction from us to take with you on your interview. Note that interviews will last only a few minutes, so make sure you have your records ready and in order.
- It is imperative you show solid reasons why you must return to your country after the show.
- Make sure you show records of previous visits for business abroad to trade shows, but particularly for the U.S.
- Consular officers are under no pressure to grant a visa, in fact quite the opposite. If there is any doubt in their mind, they will refuse you.
- If refused, you can always reapply, but each time you will need to supply more supporting information than at your previous interview.
- Do not attempt to have too many people from the same company apply for visas. Consular officers know that a 10 ft. x 10 ft. booth is small, and if more than three people apply for one booth, they will be suspicious and all applicants may be rejected.

More Details

- It is your responsibility to ensure you apply for and receive a visa if the United States requires it for entry from your country.
- Apply early at the US Embassy or Consulate Visa Office, we recommend at least 90-120 days prior to your trip.
- You may be asked for a personal interview. You will need documentation to prove you have a valid reason to visit the country. This should include a copy of your booth space contract signed by both parties, and an invoice showing you have made all your payments on time.
- We can supply you with a letter on the show letterhead confirming your participation and payment, but we will need to have received your full deposit. We will also need to include your full name, company name and address, booth number, date of birth, sex, title or position in the company, passport number, date of issue and expiration, the address of the local US Embassy or Consulate, date of planned arrival, and the number of days you wish to be in the United States.
- A visa does not permit a person to enter the United States. A visa indicates a US consular officer has reviewed an individual’s application, and the officer has made a preliminary determination the individual is eligible to enter the country for a specific purpose.

- A visa allows a person to travel to the United States as far as the port of entry, in this case the airport or the border crossing, and asks the immigration inspector to allow the person into the country. Only the immigration officer has the authority to allow a person to enter the country, and it is he/she who will decide how long the person can stay for a particular visit.
- It is advisable to have details of your itinerary for your trip to show to the immigration officer, especially if you plan to visit other cities or take a vacation while you are in the US.
- All visa applications are considered individually on their merits. Each applicant must qualify in his or her own right for a visa whatever the purpose of the trip. There is no entitlement to a US visa and the Nationality Act says applicants are presumed to be ineligible unless they can demonstrate otherwise.
- The most common grounds for ineligibility are the applicant has failed to show compelling ties to his or her own country that would overcome the presumption he or she is planning to become an immigrant and seek to stay in the US. Proof of family or business that needs your attention may help.
- Since the events of September 11th 2001, visa applications have stayed unchanged for the vast majority of countries outside of the US. Less than thirty countries have been impacted by any new requirements which have extended the period of applications, appointments, for interviews, review of applications and the time required for issue of new visas.

FOR ALL EXHIBITORS

Operations and Logistics

Shipping, customs clearance, setting up your booth, getting your freight into the building, designing your booth display... the operations and logistics associated with exhibiting can be intimidating. As we near the start of the Show, CHA's Operations Department and our official contractors will be ready to assist you and answer any questions about shipping, booth design, building rules, etc.

Exhibitor Service Manual

CHA has designed a comprehensive exhibitor manual to help you understand the process and procedures of exhibiting. Go to the web site www.chashow.org where you will find "Exhibitor Service Manual" under the Exhibitor tab. The CHA Exhibitor Service Manual is only available online – no print books or CDs will be mailed.

IT IS VERY IMPORTANT YOU READ THIS MANUAL AND UNDERSTAND IT.

If you are shipping from overseas – it is important to understand that while the United States is very "import friendly" you must make sure you follow the import and customs rules. Make sure, for instance, your shipping agent can clear US customs for you. Many companies are freight forwarders (ship internationally) but are not customs brokers. CHA has contracted with *Phoenix International Business Logistics* – a freight forwarder and customs broker – for all CHA events. Their information is available in the Exhibitor Service Manual.

Although you are not obliged to do so, we strongly recommend you use the contractors and vendors we have listed in the Exhibitor Service Manual as they are experienced in working with CHA and are available continuously prior to the show and on show site.

Booth Display

The booth design is entirely up to you but make sure you are aware of the types of booth available to you. This is a creative industry, and a lot of exhibitors like to communicate their company and product identity through their booth display. This results in a very colorful and energetic Show. Please refer to the Exhibitor Service Manual, however, for information regarding height and size limitations and flame proofing requirements. *Please note: In the US standard booth packages are pipe-and-drape, not hard wall, in construction. You may purchase a hard wall system booth from the General Services Contractor, or it may be part of your International Pavilion package.*

IF YOU ARE A PART OF A NATIONAL PAVILION, YOU SHOULD REFER ANY QUESTIONS TO THE HEADQUARTERS BOOTH FOR THE PAVILION, NOT DIRECTLY TO SHOW MANAGEMENT. YOUR PAVILION REPRESENTATIVE WILL HAVE MORE DETAILED INFORMATION ON YOUR AREA.

Drayage/Freight costs

Drayage, or material handling, is the cost of receiving your freight (your display components and all product samples) at show site, taking it to your booth, storing and returning any empty crates or boxes and loading your shipment out at the end of the show. Regardless of what carrier you use for shipping your items, you will be assessed a drayage bill for any items received at the advanced warehouse or convention center.

II. AT THE SHOW

PRICING YOUR PRODUCTS

We are often asked about this, but due to the nature of the business and the diversity of product in the market, we have to leave the answer with you. A good rule of thumb is to follow your instincts and know where your profit margin will be in setting your prices for the market. Remember you may have to lower your expectations when dealing with the larger stores who are buying direct in large quantities.

GETTING PAID BY YOUR CUSTOMERS

You will set your terms, or meet the terms of your customers. It is common for a company to expect payment within a certain time frame after the order has been shipped. With all international orders we recommend you do not take an order without opening a line of credit or first specifying the terms of the sale.

HOW TO SET MINIMUM ORDERS

Minimum orders are an accepted and common practice in the industry in the US. A minimum order ensures a good order for you, and it also covers the expense of the time and effort it takes to pack it and ship it after the Show. Some exhibitors set a minimum order at a specific dollar point. Other manufacturers set the minimum at a specific number of items. These minimums often depend on the products and how they are packaged. The amount of the minimum is up to you. Many exhibitors post their minimums discretely in their booths so that the buyers do not have to ask what the minimum is, (a popular question), before placing an order. Shipping and handling are extra, and buyers expect to pay it.

Overseas buyers may also be looking for a “customer service policy” which has been read and agreed. This is usually put together by the exhibitor.

Consider what your policy will be with samples, who pays the sampling and freight costs and what happens to these costs if the order is or is not placed.

PROMOTIONAL LITERATURE

Bring plenty of business cards and brochures. A question often asked of the Show team is how many product brochures to bring to the Show. Although we don't have a specific answer to this question, we do know that there is no need to overload yourself. The CHA summer Show is expected to attract approximately 5,000 buyers. While these buyers tell us they walk every aisle of the Show, they most certainly will not all be stopping at your booth – and you would not have time to speak to that many people personally in just 3 days.

You will want to hand out brochures to good customers and customer leads whom you meet at the Show. Don't let just anyone help themselves to your costly piece! Make sure you know who is getting your product information, so you can follow-up with them after the Show. Get business cards from anyone taking your information.

The Show is 8 hours long each day, think about how many people you could realistically talk to in that amount of time as a guide for the maximum number of brochures you'll personally be able to hand out and go from there. If you don't have a brochure, or if printing one is too pricey, a nice product information sheet will work, too.

All materials to be distributed to U.S. buyers should be in English and have \$USD pricing.

What to include in a product brochure or product information sheet:

- Company Name, website address, email address, and all contact information.
- Booth number at the Show (can be handwritten or on a sticker).
- Product information, including a photo or description, item numbers and pricing. Most international companies will like product information on CD Rom; paper brochures are expensive to produce and mail and also can get easily lost.
- Minimum order information/first order information
- Re-order minimums (sometimes this is a lower price to customers-in-good-standing)

What else to bring with you:

- Company profile and personnel background and experience
- FOB price sheets with coding (CD-ROM if extensive lines are available)
- Color visuals of product with coding
- Quantity discount information
- Capacity estimates
- Delivery times (including seasonal problems, rain, snow, holidays)
- Payment terms and conditions
- Banking information
- Samples with appropriate pricing
- Photos of production processes
- Photos of factory or artisan's working environment
- Examples of product labeling (country of origin, care instructions)

Capabilities to have that will help to create good working relationships:

- English speaking contact person
- Internal e-mail system with daily access and reliable connection
- Offering the opportunity to inspect production on site
- Already established relationships with freight forwarders and consolidators
- Access to quality packing and shipping materials
- Organized and active production scheduling and continuous oversight
- Organized sampling procedures for approval and subsequent production

Financial Systems you need to have in place:

- An established bank account in the US or home country
- Ability to handle letters of credit
- Ability to handle wire transfers
- Access to credit (preferred)
- Transparent accounting system

A WHOLESALE MARKET

The CHA Shows are for the wholesale market. Direct "cash and carry" sales are not taken, and are against the Show rules. Orders are, of course, to be written, and product is to be shipped to your customers based upon your agreed-upon receive by or "ship by" date.

MANUFACTURERS' REPRESENTATIVES

A number of manufacturers' representatives ("reps") attend The CHA Shows, as it is their opportunity to see a myriad of new products, as well as find new exhibitors whose lines they might like to represent. Please note that some reps wear exhibitor badges, as they are often called to work in the booths of the companies they represent. Different reps have different terms for compensation, as well as exclusive territory requests. Take the opportunity to meet with a variety of reps and weigh your options before finalizing any agreements.

SALESMANSHIP

Buyers want to see a company that believes in its product. It is great for you to be excited about your product. Never use negative advertising to differentiate yourself from your competition. Buyers will tune out campaigns that center around negative ads.

Some “dos and don’ts” for CHA shows:

DO	DON’T
Make sure you have at least one fluent English speaker in the booth at all times.	Never smoke in your booth. The building and most public areas in the US are non-smoking areas. Buyers will never come into the booth if you are smoking.
Be in your booth ready to meet potential customers.	Don’t stand in your booth with your arms crossed.
Be in your booth before the show opens each morning, so you are ready to greet your first customer of the day.	Don’t be late for the show. Buyers become very annoyed if they want to see your products or get information, and there is no one in the booth.
Be fussy with your product – arrange and re-arrange it – paying attention to your merchandise can call attention to it, and draw buyers to what it is that you are arranging.	Don’t sit at the back of your booth in a corner. Be engaging. Invite people in to browse.
Make sure your product prices are listed or quoted in US Dollars.	Don’t eat in your booth. For many international shows this is acceptable, in the US this is not.
Have proactive communicators who can solve problems and pay attention to detailed orders.	Don’t talk on your cell phone, check your email, or answer phone messages while in your booth—if you can help it.
Talk to the buyers, ask questions, and ask what they think of your product.	Never leave your booth unattended. If you are along in your booth and have to leave, ask a neighbor if they would watch your booth and take business cards while you are away.

EDUCATION AND SEMINAR PROGRAM

Education is one of the main reasons that attendees come to trade shows and is a very important part of CHA. The CHA Shows feature over 80 seminars, events and workshops during the show. The exciting list of Programs and Events for the upcoming Show is available online at the CHA show website, www.chashow.org. You can book/purchase your tickets for all events on-line.

NETWORKING

There are many opportunities to network with colleagues, clients, potential clients and vendors during the market. Try to take advantage of these opportunities. Get to know your neighbors in the aisle – ask them questions. If you have assistance in your booth, look at the seminar programs and see if there is a topic that interests you.

SHOW CLOSE

When the show closes on the last day, the bright hall lights will be dimmed and buyers will be leaving the Show floor. At show close, you may begin packing up your booth. If you have stored crates and boxes, these will be returned to you during the move-out time period. This process will take a few hours. Be sure to consult your move-out bulletin (distributed on-site) for more information.

Important! Before you pack up & leave -

- If you are not hand-carrying your products out, be sure to do the following:
- Contact your desired freight carrier to make arrangements for your outbound shipments. (This should be done well in advance of the close of the Show.)
- Label your crates and cartons for shipping.
- Complete Material Handling Agreement, (Bill of Lading), available at the Exhibitor Service Desk. Be sure to return completed form to the service desk, so that your freight is shipped per your directions. This must be done regardless of which carrier you use (GES, RES, Roadway, FedEx, UPS, ect).

III. AFTER THE SHOW

FOLLOW-UP

Many buyers do not place orders until after the Show, when they have time to focus on their store's needs. Set some time aside a couple of weeks after the Show to reach all the buyers who were interested in your product, but did not place orders. You may find they're ready to do business. Many exhibitors tell us that they receive more orders after the Show than they did during the Show. Post-show follow-up is critical to your success.

After the Show is also a good time to touch base with new customers. A friendly call to ensure that a shipment from you was received or to see how the product is performing will be much appreciated, and will go a long way to solidifying your new business relationship.

We want your feedback!

The CHA staff and Show Team are interested in hearing about your exhibiting experience. We try to speak with exhibitors on-site, but as you can imagine, speaking to everyone is nearly impossible. Feel free to call us or email us before and after the Show to tell us about it.

Telephone: 201-835-1200

Emails: info@craftandhobby.org
operations@craftandhobby.org
tradeshowsales@craftandhobby.org

MOST IMPORTANT!!

IF YOU HAVE ANY KIND OF PROBLEM AT THE SHOW, SPEAK TO A FLOOR MANAGER, CHA STAFF MEMBER OR COME TO THE SHOW OFFICE OR CHA BOOTH. DO NOT WAIT UNTIL AFTER THE SHOW WHEN IT IS OFTEN TOO LATE TO DO ANYTHING CONSTRUCTIVE TO ALLEVIATE THE PROBLEM.

IV. CHA SHOW TEAM CONTACT INFORMATION

INQUIRING ABOUT: CONTACT:

**Booking and Payment
of Booth Space**

Lauri Pietruszka Exhibit Sales Manager	201-835-1211 lpietruzka@craftandhobby.org
Micheal DiTullio Exhibit Sales Associate	201-835-1207 mditullio@craftandhobby.org
Donna Cennimo Exhibits Coordinator	201-835-1217 dcennimo@craftandhobby.org

Sponsorships

Anthony Licata Senior Sales Manager	201-835-1203 alicata@craftandhobby.org
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**Operations, Shipping,
Freight, Procedures,
Meeting Space requests**

Tina Lynn Mercardo Operations Manager	201-835-1226 tmercardo@craftandhobby.org
Harriet Tainsky Operations Coordinator	201-835-1209 htainsky@craftandhobby.org

**Education and
Workshops**

Amie Kolb Education Manager	201-835-1202 akolb@craftandhobby.org
Avery Dykman Education Meeting Planner	201-835-1204 adykman@craftandhobby.org

Marketing

John Erich Trade Show Marketing Manager	201-835-1205 jerich@craftandhobby.org
Kevin Allison Trade Show Marketing Coordinator	201-835-1219 kallison@craftandhobby.org

Public Relations

Victor Domine PR Manager	201-835-1224 vdomine@craftandhobby.org
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**WE LOOK FORWARD TO YOUR PARTICIPATION.
HAVE A GREAT SHOW!**