

# Sewing & Stitchery

e·x·p·o

 current  
general public  
interest

 support  
the mission  
of Expo

**Thank you for your interest in presenting at the 2020 Sewing & Stitchery Expo—February 27 - March 1, 2020. We hope the guidelines below are helpful as you select your class type, develop your topic and identify your audiovisual needs.**

## Selection Criteria

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

One Needle and Free Stage classes must be presented in such a way that the speaker can be clearly seen and understood by a large audience (up to 200 attendees). Audiovisual equipment is available upon advance request by the speaker (see list at right; not available at the Free Stage).

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

Instruction sheets that recap the techniques taught—although not required in One Needle and Free Stage classes—are appreciated by the audience. Be sure to include your name, class topic and booth number on your instruction sheet. If you have multiple sheets, they must be stapled to allow our volunteer hostesses to distribute them to the incoming crowd.

Speakers will be selected based on applications, references, program outlines, and telephone interviews with Amy Veneziano, Education Manager. Applications must be received before a telephone interview will be held.

Speakers must be vendors—or affiliated with a vendor booth—where they can be available for attendees to enhance the educational nature of this event.

## Audiovisual Equipment

Audiovisual equipment will be provided by the Sewing & Stitchery Expo, however none of the classrooms will be equipped with all of the options. All classrooms are equipped with microphones, stationary garment racks and six-foot folding tables. Some rooms will have:

- Overhead projector and screen.
- LCD projector and screen (for use with instructor-supplied laptop).
- Projection screen only (instructor-supplied laptop and projector).
- Video camera and monitor for close-up handwork.
- Document camera.



## Class Types

The types of classes available are listed below. Please read the descriptions carefully and select the format that will best showcase your teaching style and topic. You are encouraged to apply for more than one class format. The Education Manager and Expo staff will make the final determination of classes (One, Two, Three Needle, Free Stage, etc.), scheduling and room/location.

### Free Stage

175 attendees + 45 minutes

The Free Stage is located between the Ticket Sales Office and the vendor floor in the Showplex Building. These lecture/demo sessions are not ticketed and are open to all Expo attendees. Speakers selected for this venue must strictly adhere to the 45-minute time limit (all other Sewing & Stitchery Expo rules & regulations apply). A microphone and flip chart is provided; speakers are responsible for any other tools, materials or props they may require.

### One Needle

100 to 200 students + 45 minutes

This is a lecture/demo format. Rooms for these sessions seat between 100 and 200 attendees. If selected for this venue, your schedule will be varied. An instructional sheet containing presentation notes and tips is not required, but very appreciated by attendees. Be sure to indicate the type of A/V equipment you will require and every effort will be made to place you in a room with the requested equipment.

### Two Needles<sup>1</sup>

36 to 175 students + 90 minutes

You will teach a complete a "project" or a specific "technique" either as a lecture/demo using step-outs and in-progress samples, or as a simple hands-on project. (Sewing machines/sergers are not available for Two Needle classes, however steps using a sewing machine and/or serger may be demonstrated using the instructors' personal machine). Speakers are required to provide an extensive educational instruction sheet for each attendee.

### Three Needles<sup>1,2</sup>

30 to 50 students + 2.5 hours

These sessions offer attendees a hands-on sewing experience! Please indicate if you require sewing machines or sergers (provided), or if your class presents a fitting/drafting, handwork, beading, or other applied technique that does not require the use of a 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 sessions.

### Four Needles<sup>1,2</sup>

30 to 50 students + 4 hours (pre-show only)

These four-hour sessions are offered on Wednesday (pre-show). This is a hands-on class using sewing machines/sergers (provided), or a focus on drafting, handwork, beading, or other applied technique that does not require a machine.

<sup>1</sup> You must submit digital photos of your project or technique and an instruction sheet with your application to be considered.  
<sup>2</sup> Applications for Three and Four Needle sessions must also include a list of student supplies and kit materials.