

Sewing & Stitchery

e·x·p·o

of current
general public
interest

support
the mission
of Expo



Thank you for your interest in teaching at the **2021 Sewing & Stitchery Expo** – Feb. 25 – 28, 2021. Please read the following information carefully in preparation for submitting your class proposals to the show.

2021 Selection Criteria

Topics must be of general public interest in sewing, yarnwork, or other fiber arts. They must support the educational mission of the *Sewing & Stitchery Expo*. Regardless of type, classes must include demonstration of a technique or provide educational information related to the sewing/textiles industry. Time limits for all classes will be strictly enforced.

One Needle and Free Stage classes must be presented in such a way that the speaker can be seen and understood by a large audience (up to 200 attendees). We offer a full suite of audiovisual equipment in our classrooms, as well as a stage. A full list of AV equipment in classrooms is on the right.

Sewing & Stitchery Expo Education Manager Amy Veneziano is available to help refine your class ideas prior to submission – if you have questions, do not hesitate to contact her. Teachers will be selected based on applications, class photos, references, class outlines, and telephone interviews with the education manager. There are a limited number of teaching positions and there will be limited class selections in each topic. If there are duplicate topic applications, Amy will select the most developed application or work with applicants to refine their topic.

To enhance the educational nature of this event, teachers must be vendors – or be affiliated with a vendor booth – where they will be available for attendees. For teachers without an existing affiliation there are a limited number of spaces in the Expo's *Pop-Up Shop*, but selection will be competitive. Please let Amy know if you do not have a vendor booth and she will work with you.

Equipment Provided

We provide the following equipment in our classrooms:

- Lavalier microphones
- LCD projector and screen (instructor supplies laptop)
- Document camera (helpful for demonstrating detail work)
- Easel, flip chart, and markers

We are looking forward to seeing you all in person at Expo 2021, however we are closely following ongoing developments relating to the COVID-19 outbreak and will follow government recommendations to protect our attendees, teachers, vendors, and staff. If necessary, we will move Expo 2021 to an online interactive format – more information will be available if the situation arises.

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 most successful teachers have a combination of One, Two, and Three Needle classes. 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 seats Ⓢ 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 are provided; speakers are responsible for any other tools, materials or props they may require.

One Needle

90 to 200 students Ⓢ 45 minutes

This is a lecture/demo format class. Classrooms seat 90 to 200 attendees. Instructional handouts are recommended but not required. If you need more time for your topic, you may submit your classes as "Part 1" and "Part 2." They will be scheduled back-to-back in the same space. One Needle classes are offered twice during Expo, usually on Thursday/Saturday or Friday/Sunday.

Two Needles

16 to 50 students Ⓢ 90 minutes

You will teach a complete project or a specific technique, either as a lecture/demo using step-outs and in-progress samples, or as a simple hands-on project. Unlike One Needle lecture/demos, these classes *must* have a hands-on aspect, even if no complete project is taught. Sewing machines/sergers are not available for Two Needle classes, but steps using a machine and/or serger may be demonstrated using the instructor's personal machine. Speakers are required to provide an educational handout for each attendee.

Three Needles

16 to 36 students Ⓢ 2.5 hours

These are our most popular classes and offer a hands-on creative experience. Three Needle classes can be taught on sewing machines (provided, rooms based on machine brand) or handwork, such as fitting, beading, handsewing, or applied technique that does not require a machine. The goal is for attendees to learn a new technique and/or complete a project within the time allowed. Three Needle classes are offered twice during Expo, usually on Thursday/Saturday or Friday/Sunday. *Applications for Three Needle classes must include a list of student supplies and kit materials (see below).*

Four Needles

16 to 36 students Ⓢ 4 hours

These four-hour immersive learning experiences are offered on Wednesday (pre-show), with a very limited selection on Sunday. These are hands-on classes using sewing machines/sergers (provided, based on machine brand) or with a focus on drafting, handwork, beading, or other applied technique that does not require a machine. Students should learn a new technique or skill, and have a completed or nearly-completed project by the time class ends. *Applications for Four Needle classes must include a list of student supplies and kit materials (see below).*

Kit fee costs vary with the amount and quality of product provided. While the Expo does not set a price limit on kit fees, we do ask that you consider what materials students truly need in each class and their total cost for the class.

Supply List. Students are accustomed to bringing basic sewing or crafting supplies to Expo. Please consider what they bring with them when you assemble your classes and kit fees. Our basic supplies list includes scissors (fabric & paper), pins, seam ripper, chalk, seam gauge, ruler, measuring tape, sewing needles, etc.

Classrooms. The Sewing & Stitchery Expo spans 22 classrooms in six buildings over five days. Class sizes and schedules will depend on classroom availability and teacher preferences, as indicated on your application. We make every effort to schedule classes appropriate to room capacity and required capabilities.