

*"Strengthening the workroom industry through quality education
and relationships with other workroom professionals"*

CUSTOM WORKROOM CONFERENCE & marketplace

2024 EXHIBITOR KIT



**CWC Exhibitor Marketplace -Tuesday, September 24, 2024
Crowne Plaza Providence-Warwick, Providence, Rhode Island**



www.CustomWorkroomConference.com

Table of Contents

Page 3: Schedule

Pages 4-7: Sponsorship opportunities

Page 8: Booth locations and hotel map

Pages 9: Pricing

Page 10: Location and venue

Page 11: Details about exhibiting

Pages 12-14: Exhibitor application



What CWC Means to the Workroom Industry

Custom Workroom Conference is the only educational event and trade show specifically for custom drapery, soft furnishing, and upholstery workroom businesses. People attend from all over the world to take part in the educational seminars, network with their peers, and meet suppliers. CWC is a fun and professional event that has become a reunion for experienced workroom professionals and a welcoming environment for new and aspiring business owners.

The education program includes 20 classes for window treatments, upholstery, sewing skills and specialties, and business topics taught by popular experts and workroom owners. Education continues outside of the classes with attendees, instructors, and exhibitors sharing their expertise, mentoring new business owners, and creating relationships that help everyone to grow personally and professionally. For many people, CWC is a life-changing experience and key to future success.

Attending conferences is so important to our industry to make connections with other workrooms from all over the US and beyond, to learn new valuable techniques, and to learn about new industry supplies and equipment.

~Leisha Schutt, LS Designs

This show is packed with top quality speakers and exhibitors. the attendees are very serious about their craft yet fun-loving and friendly. You WILL leave this event motivated and educated with several new friends. I highly recommend this event.

~Jay Helser, Helser Brothers Hardware

CWC is packed with education, networking, vendors, and the opportunity to make new friends and reconnect with others in our industry. There is a buzz of excitement that is contagious that lasts long after the conference is over. I wouldn't miss it!

~Robin Matthews, Seams Sew Right



Full Event Schedule

Custom Workroom Conference will take place September 23-25, 2024, at the Crowne Plaza Providence-Warwick Hotel and Conference Center in Warwick, Rhode Island. **The CWC Exhibitor Marketplace will be open on Tuesday, September 24, 9:00 am – 5:00 pm.**

Sunday, September 22, 2024

4:00 – 6:00 pm, Attendee Registration and Welcome Event, Rotunda

Monday, September 23, 2024

7:30 – 8:30 am, CWC Attendee Check-In, Rotunda

8:30 – 10:00 am, Session 1 classes

10:00 – 10:45 am, Coffee break, Plaza Foyer

10:45 am – 12:15 pm, Session 2 classes

12:30 – 1:30 pm, Luncheon & welcome program, The Garden Pavilion

1:45pm – 3:15 pm, Session 3 classes

3:15 – 4:00 pm Coffee break, Plaza Foyer

4:00 - 5:30 pm, Session 4 classes

8:00 – 10:00 pm Pajama Party Dessert and Disco, The Atrium

Tuesday, September 24, 2024

9:00 am – 5:00 pm Exhibitor Marketplace, Grand Ballroom and Grand Foyer

Free mini-seminars and demonstrations in the Education-Station, Grand Ballroom

Concessions available for breakfast and lunch.

Wednesday, September 25, 2024

9:30 am – 12:00 pm, Session 5 classes

10:30 – 11:00 am, Coffee break, Plaza Foyer

12:15 – 12:30 pm, Closing comments and goodbye message with Susan Woodcock and Rodger Walker, Plaza Foyer

BECOME A CWC SPONSOR!

Your company can **stand out**, receive **more marketing value**, and **increase engagement** with attendees as a CWC sponsor. See the list of sponsorship opportunities for this year's event and contact Laurie Medford, CWC Sales Manager to secure your sponsorship.

Platinum Party Sponsor \$15,500.00 (1)

Themed social event and dance on Monday, September 23, 2024, 8:00 – 10:00 pm for all CWC attendees and guests

Sponsorship includes:

- Cash bar, coffee, tea, soft drinks, snacks, and dessert display for 250 people.
- Rental of the Atrium with outdoor patio, tables, chairs, and dance floor.
- Professional DJ booked for two hours with lighting and sound system.
- Full page ad in the CWC event brochure with link (art provided by sponsor)
- 10' x 20' booth located in the Tier I Grand Ballroom during the exhibitor marketplace with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come-first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing. (Attendee must be selected before registration opens on May 6, 2024)
- Party sponsor can create a party invitation with RSVP to collect contacts.

Not included – signage, decorations, and party favors.

Sponsors only are invited to participate in the door prize drawing to take place at 4:00 pm in the Education-Station during the CWC Exhibitor Marketplace. Prize donations should be an item or certificate for something that a drapery or upholstery workroom can enjoy and use, and not cost the recipient any additional money. Door prize tickets will be collected in the sponsor's booth and promoted before and during the event.



Gold Event Sponsor \$15,000.00 (1)

Lunch buffet and welcome program on Monday, September 23, 2024, for all CWC attendees.

Sponsorship includes:

- Lunch buffet for 250 people
- Rental of the Garden Pavilion with tables, chairs, stage, and A/V.
- Lunch presentation by Susan Woodcock with speaking opportunity for a company representative.
- Full page ad in the CWC event brochure with link. (art provided by sponsor)
- 10' x 20' booth located in the Tier I Grand Ballroom during the exhibitor marketplace with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come-first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing. (Attendee must be selected before registration opens on May 6, 2024)

Not included – signage or decorations.

Sponsors only are invited to participate in the door prize drawing to take place at 4:00 pm in the Education-Station during the CWC Exhibitor Marketplace. Prize donations should be an item or certificate for something that a drapery or upholstery workroom can enjoy and use, and not cost the recipient any additional money. Door prize tickets will be collected in the sponsor's booth and promoted before and during the event.



Silver Welcome Sponsor \$6,000.00 (1)

Be the first to welcome attendees at the CWC registration and networking event on Sunday, September 22, 2023, 4:00 – 6:00 pm.

Sponsorship includes:

- Rental of the Rotunda room with tables and chairs.
- Coffee and tea.
- Each attendee will receive a 3-ring binder and pen with your company logo and message on the cover to be used for class handouts and literature during the event. (art provided by sponsor)
- Half-page ad in the CWC event brochure with link. (art provided by sponsor)
- 10' x 20' booth located in the Tier I Grand Ballroom during the exhibitor marketplace with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come-first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing. (Attendee must be selected before registration opens on May 6, 2024)

Not included – signage or decorations.

*Sponsors only are invited to participate in the door prize drawing to take place at 4:00 pm in the Education-Station during the CWC Exhibitor Marketplace. Prize donations should be an item or certificate for something that a drapery or upholstery workroom can enjoy and use, and not cost the recipient any additional money. Door prize tickets will be collected in the sponsor's booth and promoted before and during the event.



Bronze Coffee Break Sponsors \$4,000.00 each (3)

Coffee breaks are held on Monday, September 23, 2024, during the morning and afternoon class breaks, and on Wednesday, September 25, 2024, during the morning class break.

Sponsorship includes:

- Coffee break package for 200 people
- Rental of the Plaza Foyer networking area
- Half-page ad in the CWC event brochure with link (art provided by sponsor)
- 10' x 20' booth located in the Tier I Grand Ballroom during the exhibitor marketplace with electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come-first served).
- Logo and link in the CWC monthly newsletter.
- Four social media promotions (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing (Attendee must be selected before registration opens on May 6, 2024)



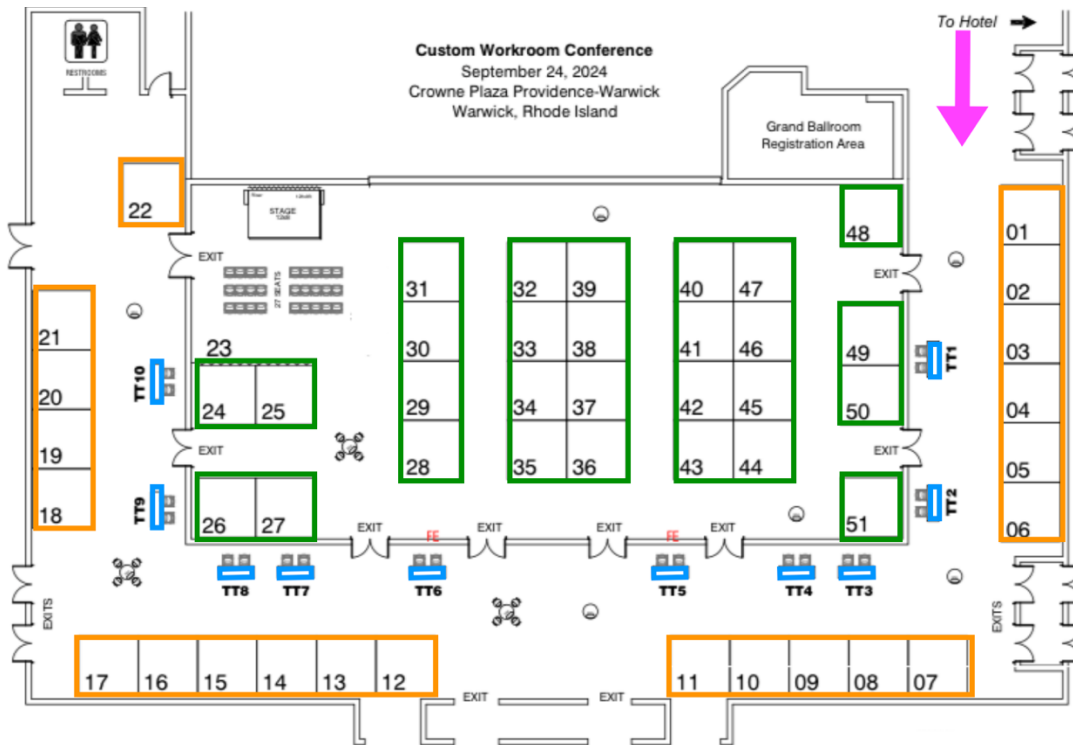
*Sponsors only are invited to participate in the door prize drawing to take place at 4:00 pm in the Education-Station during the CWC Exhibitor Marketplace. Prize donations should be an item or certificate for something that a drapery or upholstery workroom can enjoy and use, and not cost the recipient any additional money. Door prize tickets will be collected in the sponsor's booth and promoted before and during the event.

Exhibitor Booth Locations

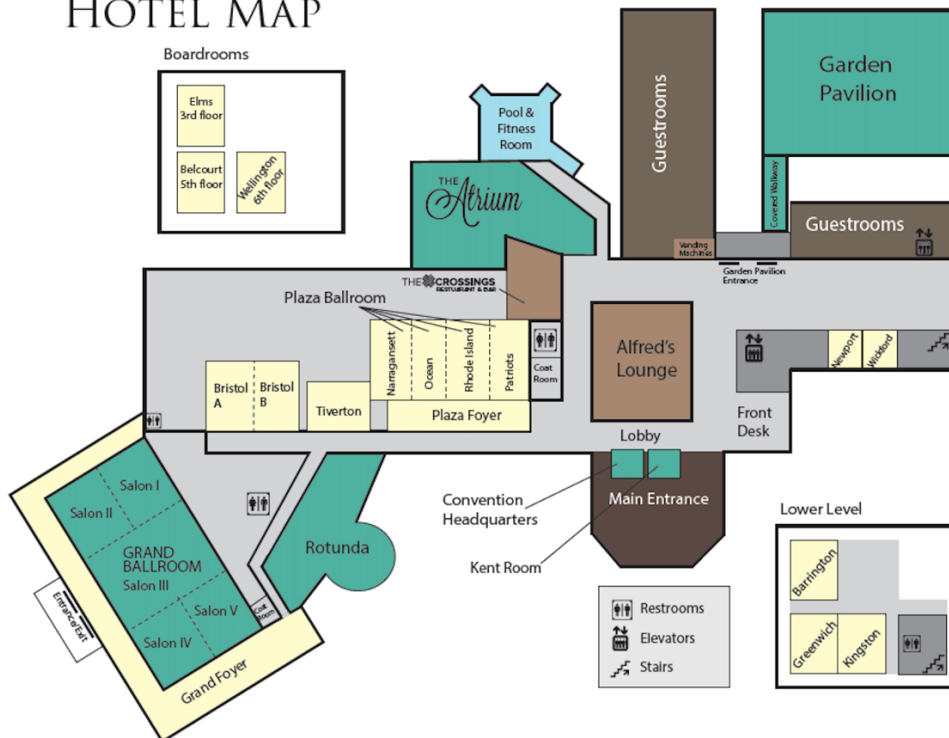
Green - Tier I booth inside of the Grand Ballroom

Gold - Tier II booth located in the Grand Foyer

Blue - Tier III tabletop located in the Grand Foyer



HOTEL MAP





Exhibitor Pricing

Tier I Pricing

Tier I Exhibitor located in the Grand Ballroom, single booth = \$1,500.00

10' x 10' booth space includes 8' drape on back wall, 3' drape on sides, one 6' skirted table, two chairs, waste basket, sign, Wi-Fi, and website listing.

Tier I Exhibitor located in the Grand Ballroom, double booth = \$3,000.00

10' x 20' booth space includes 8' drape on back wall, 3' drape on sides, two 6' skirted tables, four chairs, waste baskets, sign, Wi-Fi, and website listing.

Tier I Exhibitor located in the Grand Ballroom, triple booth = \$4,500.00

10' x 30' booth space includes 8' drape on back wall, 3' drape on sides, three 6' skirted tables, six chairs, waste baskets, sign, Wi-Fi, and website listing.

Tier II Pricing

Tier II Exhibitor located in the Grand Foyer, single booth = \$1,200.00

10' x 10' booth space includes 8' drape on back wall, 3' drape on sides, one 6' skirted table, two chairs, waste basket, sign, Wi-Fi, and website listing. The Grand Foyer is open to the public and not locked. Exhibitors cannot leave materials or merchandise in their booths overnight and must complete set-up on Tuesday morning before 9:00 am.

Tier II Exhibitor located in the Grand Foyer, double booth = \$2,400.00

10' x 20' booth space includes 8' drape on back wall, 3' drape on sides, two 6' skirted tables, four chairs, waste baskets, sign, Wi-Fi, and website listing. The Grand Foyer is open to the public and not locked. Exhibitors cannot leave materials or merchandise in their booths overnight and must complete set-up on Tuesday morning before 9:00 am.

Tier II Exhibitor located in the Grand Foyer, triple booth = \$3,600.00

10' x 30' booth space includes 8' drape on back wall, 3' drape on sides, three 6' skirted tables, six chairs, waste baskets, sign, Wi-Fi, and website listing. The Grand Foyer is open to the public and not locked. Exhibitors cannot leave materials or merchandise in their booths overnight and must complete set-up on Tuesday morning before 9:00 am.

Tier III Pricing

Tier III Tabletop Exhibitor located in the Grand Foyer = \$800.00

Includes one skirted 6' table, 2 chairs, waste basket, and Wi-Fi, and website listing. Tabletop exhibits must not exceed 8' across x 6' from the back wall. The Grand Foyer is open to the public and not locked. Exhibitors cannot leave materials or merchandise in their booths overnight and must complete set-up on Tuesday morning before 9:00 am.

Additional, not included in above pricing:

Electric, \$125.00 (120V 20-amp outlet)

Additional 6' skirted table, \$60.00

CWC Event Brochure Advertising

You are invited to advertise in the CWC Event Brochure. (Ads are included for sponsors). The CWC Event Brochure will be published on Monday, April 8, 2024, as a flip-magazine which can be downloaded and printed – you can include links and QR codes. Be creative! The CWC Event Brochure will be posted on the website, social media and included in emails to fans and followers. The CWC Event Brochure is the source of information about classes, instructors, sponsors, venue, and schedule. It is what people use to plan and register to attend.

Submission deadline is Monday, March 11, 2024. Advertising in the CWC Event Brochure is limited to participating exhibitors or parent companies.

Full page = 1,200.00

½ page = 600.00

¼ page ad = 300.00,

Location and Venue

The 2024 Custom Workroom Conference will be held at Crowne Plaza Providence-Warwick Hotel and Conference center, 801 Greenwich Avenue, Warwick, Rhode Island, 02886. Situated on over 80 beautifully landscaped acres, the Crowne Plaza Hotel is the perfect location to combine comfortable accommodations with the convenience of meeting rooms and trade show exhibit space all under one roof.

The Crowne Plaza Hotel Providence-Warwick is located just three miles from [TF Green Airport](#) and minutes from Downtown Providence, and nearby historic Newport, Rhode Island. Complimentary shuttle service to and from TF Green Airport and free on-site parking are provided.

Special group rate for CWC attendees



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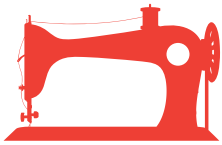
Details for Exhibitors



- Exhibitors include companies that sell drapery hardware and shade systems, window treatments, fabric, leather, foam, workroom tools and supplies, and related services for drapery, upholstery, window treatment, and interior decorating businesses.
- Convenient location with easy load-in and furnishings included.
- Professionally produced with show management on-site.
- Concessions available for breakfast and lunch.
- Over 200 CWC attendees guaranteed plus day visitors invited to attend the exhibit hall only.
- Engaging, positive and fun experience.
- Companies that exhibit at CWC are seen as trusted industry leaders, preferred suppliers, and supporters of workroom education and small businesses.

If you would like to learn more about exhibiting at the 2024 Custom Workroom Conference, please email [Laurie Medford, CWC Sales Manager](mailto:Laurie.Medford@CWC.com).





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Exhibitor Contract

Complete the forms on the next two pages and submit with payment. Remittance of the full amount is due upon our receipt of the contract. Sponsorships and booth assignments are sold on a first-come, first-served basis. Booths will not be assigned until payment has been received. Payment can be made by credit card or by check payable to Custom Workroom Conference, 101 Aurora Lane, Tryon, NC. 28782.

1. See sponsor and booth options on pages 4-9.
2. Fill out company information on page 12.
3. Read terms and conditions on page 13.
4. Select exhibitor options, agree to terms and conditions, and complete application on page 14.

Company Name: _____

Contact: _____ E-mail: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____ Website: _____

Social media accounts:

Facebook _____ Instagram _____

Description of products or services to be exhibited:

Company representative who will act as the onsite contact:

Name _____ Cell phone # _____

Number of exhibitor badges: _____ (Note: Badges are not individualized and will have company name only)

Do you have any questions or special requests?

Please continue to the next page...

Exhibitor Terms and Conditions

All exhibits and exhibitors are subject to the following terms and conditions.

- 1) **Payment:** Full payment of the booth rental fees must accompany the contract to secure your booth.
- 2) **Booth assignment:** Booth assignments are made on a first-come, first-served basis. Exhibitor shall not assign or sublet a portion of the booth space without prior permission from show management.
- 3) **Set-up and tear-down:** Set-up is from 3:00 pm to 8:00 pm on Monday, September 23, 2024, and 7:00 am – 8:30 am on Tuesday morning before the show opens at 9:00 am. Teardown after the show closes from 5:00 pm to 7:30 pm on Tuesday, September 24, 2023. **Exhibitors agree not to start packing or dismantling booth exhibits prior to close of show at 5:00 pm. Any exhibitor who breaks down early will have their company information removed from the CWC website and social media postings and will not be included in post event emails and social media.**
- 4) **Labor:** Exhibitors are responsible for providing or arranging all necessary labor for erecting, dismantling and packing displays. **Hand trucks and carts are not provided.** Please bring your own.
- 5) **Exhibits:** Exhibits must be confined within the perimeter of your booth or designated tabletop area
 - a) Personnel will not work in the aisles, and aisles must not be blocked.
 - b) Displays must not extend beyond the 10' depth of the assigned booth or 8' wide x 6' for tabletop vendors. Displays along the sidewalls must not exceed 5' in height and be attractive from all sides. Backdrops more than 8' tall must be pre-approved. Inappropriate or unattractive backs of visible displays may require covering, removal or relocation.
 - c) Use of helium balloons, spray adhesives, spray paint and hazardous or odor-bearing products are prohibited.
 - d) Use of sound equipment is prohibited. Noisy air compressors are prohibited – ultra quiet compressors only.
 - e) Booth drape is black. Side walls are 3' tall. Back walls are 8' tall.
- 6) **Cancellation:** An administrative fee of \$175.00 per 10' x 10' booth is non-refundable. The balance of the booth fee is refundable provided the cancellation notice is received in writing no later than July 24, 2024. The balance of the booth fee is non-refundable when cancellation (regardless of reason) is received after July 24, 2024.
- 7) **Sales:** Selling is permitted and encouraged in exhibitor booths. Floor selling or soliciting outside your booth is prohibited. Exhibitors who make sales on the show floor **at retail** are individually required to submit sales tax to the State of RI, including filing an "Application for Temporary Retail Sales Permit" and submitting their application and taxes collected to the State.
- 8) **Shipping info:** Shipping and drayage are handled by Capital Convention Contractors, Southboro, MA. Shipping forms will be provided prior to the event.
- 9) **On-site changes: On-site orders for services and furnishings (such as extra tables) are charged at a higher rate and availability is not guaranteed.**

Please continue to the next page...

Exhibitor Selections and Payment Information

Make your selections and complete payment information below.

Exhibitor Selection	Price	Total
Tier I, 10 x 10 booth, Grand Ballroom	1,500.00	
Tier 1, 10 x 20 booth, Grand Ballroom	3,000.00	
Tier 1, 10 x 30 booth, Grand Ballroom	4,500.00	
Tier II, 10 x 10 booth, Grand Foyer	1,200.00	
Tier II, 10 x 20 booth, Grand Foyer	2,400.00	
Tier II, 10 x 30 booth, Grand Foyer	3,600.00	
Tier III, Tabletop, Grand Foyer	800.00	
Platinum Party Sponsor (1)	15,500.00	
Gold Lunch Sponsor (1)	15,000.0	
Silver Welcome Registration Sponsor (1)	6,000.00	
Coffee Break Sponsor (3)	4,000.00	
Full page ad in the CWC Brochure	1,200.00	
½ page ad in the CWC Brochure	600.00	
¼ page ad in the CWC Brochure	300.00	
120v 20-amp outlet	125.00 each	
Additional 6' table*	60.00 each	
	Total Due:	

Payment information:

You will receive an invoice by email for credit card payments. List company email recipient below.

Name _____

Email address _____

Make checks payable to Custom Workroom Conference and mail to:

Custom Workroom Conference, 101 Aurora Lane, Tryon, NC 28782

By signing below, I acknowledge that I have read and agree to the exhibitor terms and conditions on page 13, and that my company and all attending representatives agree to abide by the terms and conditions.

Signature: _____ Date: _____

Custom Workroom Conference Contact and Online Accounts

Susan Woodcock and Rodger Walker, Owners-Producers

Email: owner@customworkroomconference.com, Phone: 828-859-2854

Laurie Medford, Sales Manager

Email: sales@customworkroomconference.com, Phone: 810-955-8994

Website: www.CustomWorkroomConference.com

Facebook.com/CustomWorkroomConference

Instagram @Custom_Workroom_Conference

