

# Sew What's Crafty Expo



**FRIDAY 21<sup>ST</sup> & SATURDAY 22<sup>ND</sup> MAY 2010**  
**CIVIC CENTRE/PARISH HALL, BOURBONG STREET, BUNDABERG**

Hello! I am writing to invite you to be an Exhibitor at this year's Sew What's Crafty Expo. Although it is early in the year, and the Expo isn't until May, Bundaberg Christian College is busy preparing for this year's event. Last year's Expo was an incredibly successful event for everyone involved, attracting over 2,000 visitors from throughout the state.

The floor plan clearly marks where the workshops and exhibition sites are located. Simply select a spot that best suits your business and return your reservation form with your **1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> site preferences clearly marked**, together with the **full payment of Site Fees**, no later than **Friday 26<sup>th</sup> March 2010**.

Please remember, we are only able to guarantee a site to last year's Exhibitors if the completed forms and payment is received by the due date. Whilst every effort is made to allocate the 1<sup>st</sup> site preferences to all Exhibitors, please understand this is not always possible, even for continuing Exhibitors. Please return your completed forms and payment as soon as possible, to help avoid any disappointment.

Again, there is a very limited number of hessian screens available, so please keep this in mind when selecting your site preferences. It would be more cost effective for you to select a site that already has the correct number of screens you require.

Please pay special attention to the Conditions of Entry. This must be signed and returned as part of your Registration to acknowledge that you have read and accepted these Conditions.

A Workshop Registration Form is enclosed. Workshops are one of the most popular features of the Expo and are a fantastic means of promoting your products and/or techniques. Remember, workshops don't have to be "hands-on" – demonstrations are also very popular.

The Theme for this year's Expo is **"We're Making Memories"**. I would like to encourage you to incorporate this into your display where possible.





## EXHIBITORS AT THE SEW WHAT'S CRAFTY EXPO WILL RECEIVE:

- ✂ A stall site of up to 21.6 square metres, including tables and chairs.
- ✂ An opportunity to workshop your products.
- ✂ Access to a large targeted audience.
- ✂ An opportunity to promote your business in the Wide Bay Region and broaden your customer base.
- ✂ (Optional Benefit) of the extensive Sew What's Crafty advertising campaign, which includes:
  - Intensive television advertising leading up to the Expo,
  - Promotion on tourist-based websites,
  - Promotion on the Sew What's Crafty website,
  - Local and Regional Radio advertising,
  - A Feature in our local free weekly newspaper "The Guardian",
  - Posters displayed in local businesses,
  - Distribution of posters and flyers to businesses within the Wide Bay Region.

We look forward to receiving your completed Registration forms and payment, and your continued support of this year's exciting Expo. If you would like any further information regarding any of the above, please feel free to contact me.

God Bless,

Carine Dart  
Marketing Manager  
Bundaberg Christian College  
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*"Education with Wisdom"*

*"How much better to get wisdom than gold, to choose understanding rather than silver!"*  
*-Proverbs 16:16*



The Sew What's Crafty Expo is a fundraiser of the  
Bundaberg Christian College Parents & Friends Association  
234 Ashfield Road, Bundaberg Qld 4670

