



Trunk Show Information

Anna Maria Horner

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We are thrilled that you are interested in participating in our trunk show program! This page contains all you need to get started with Anna Maria Trunk Shows. After reading this information, you can continue to the Trunk Show Request form. We can accept your completed registration form by fax, email, and regular mail. Once we receive your registration form we will be in touch about scheduling, shipping and getting the right trunk show package for your particular shop.

We recommend creating an Anna Maria Horner "boutique" within your shop to highlight all of your Anna Maria Horner products. Please see Trunk Show Request form to request support materials such as signage and kit materials.

To be eligible for an Anna Maria trunk show, we require that you carry Anna Maria Horner fabrics and that you order minimum quantities of patterns from Anna Maria Sewing Patterns. You will find the pattern order minimums listed below.

Trunk Show Packages

- **Hatbox Trunk Show**

This show is for the petite retail storefront. Designed with economy of space in mind, this trunk show package will include three samples from the Anna Maria Sewing Pattern line. Order minimum of 12 patterns in any combination.

- **Hatbox Trunk Show-Book Edition**

This show has the same features as the above Hatbox Trunk show but with an emphasis on Anna's new book *Handmade Beginnings* published by Wiley. The three samples will be from the book. Order minimum requires that you stock the book (available this spring from one of your pattern and book distributors). This show will be available after April 2010.

- **Carry-On Trunk Show**

This show is for the retailer with a bit larger wingspan. This show includes six samples from the Anna Maria Sewing Pattern line. Order minimum of 18 patterns in any combination.

- **Carry-On Trunk Show-Book Edition**

This show has the same features as the above Carry-On Trunk show but with an emphasis on Anna's new book *Handmade Beginnings* published by Wiley. The six samples will be from the book. Order minimum requires that you stock the book (available this spring from one of your pattern and book distributors). This show will be available after April 2010.

- **Steamer Trunk Show**

This show is for the retail store front with room to fly! Our largest trunk show package has been designed with a major sales impact in mind. The steamer show will include ten to twelve samples spanning the full range of Anna Maria's pattern designs. Order minimum of 24 patterns in any combination.

- **Steamer Trunk Show-Book Edition**

This show has the same features as the above Steamer Trunk show but with an emphasis on Anna's new book *Handmade Beginnings* published by Wiley. The ten to twelve samples will be from the book and from Anna Maria Sewing Patterns. Order minimum requires that you stock the book (available this spring from one of your pattern and book distributors). This show will be available after April 2010.

- **Quilt Box Add-on**

Add a quilt sample to any trunk show package to take your Anna Maria Trunk show up, up and away! Includes one quilt from one of Anna Maria Horner's books or free patterns. When quilt sent is from a free pattern, we will include 6 paper copies of the pattern and a DVD or CD with a pdf file of the pattern so that the retailer may print as many copies as needed for kits or giveaways.

TRUNK SHOW GUIDELINES

Each trunk show package will be available for the retailer to keep for 3 weeks (not including shipping time). Anna Maria Studio will ship the appropriate Trunk Show Package and the retailer is responsible for the cost of return shipping via UPS ground. Retailer must forward carrier's tracking # to alexia@annamariahorner.com upon return shipment.

Here at Anna Maria Sewing Patterns, we look forward to your participation in our program and hope we can get you just the right samples to boost your fabric, pattern and book sales. For more trunk show support and merchandising ideas visit www.annamariahorner.com/trunkshows/html

If you have any questions please e-mail us at alexia@annamariahorner.com

*All ordering and information forms can be downloaded from www.annamariahorner.com/trunkshows.html