

Marketplace Information & Registration

IMPORTANT DATES

Monday, July 16, 2025	<ul style="list-style-type: none"> ● SUPER Early Bird Marketplace Registration deadline <i>Register super early and have your organization's name listed in the Convergence® Delegate Registration Book</i>
Monday, July 31, 2025	<ul style="list-style-type: none"> ● SUPER Early Bird Marketplace Registration deadline
Wed., December 31, 2025	<ul style="list-style-type: none"> ● Deadline to renew your HGA Professional Membership to be included in the <i>2026 Professional Member Directory & Fiber Art Resource Guide</i>
Friday, January 30, 2026	<ul style="list-style-type: none"> ● Early Bird Marketplace Registration deadline
Friday, May 29, 2026	<ul style="list-style-type: none"> ● Last day to cancel booth and receive a partial refund
Monday, June 1, 2026	<ul style="list-style-type: none"> ● Last day to register for Marketplace Booth and be included in the <i>Convergence® Conference Guide</i> ● Ad Reservation deadline for <i>Convergence® Conference Guide</i> ● Marketplace Demonstration stage reservation is due ● Book Signing schedule is due
Mondays, June 2026	<ul style="list-style-type: none"> ● Marketplace Mondays in June: June 1st, 8th, 15th, 22nd, and 29th
Wednesday, July 1, 2026	<ul style="list-style-type: none"> ● Reservation Deadline for Goody Bags Reservation ● Day Passes Coupon Codes are emailed to registered Vendors
July 2026	<ul style="list-style-type: none"> ● (Dates to be confirmed) Goody Bag Materials are due
Tuesday, July 21, 2026	<ul style="list-style-type: none"> ● Last day to reserve a hotel room with the HGA discount rate
Friday, July 31, 2026	<ul style="list-style-type: none"> ● Last day to confirm your booth staff ● Last day to register for a Marketplace Booth (Vendor will not be included in the <i>Convergence® Conference Guide</i>)
Wednesday, August 12, 2026	<ul style="list-style-type: none"> ● Marketplace Load-In
Thursday, August 13, 2026	<ul style="list-style-type: none"> ● First day of Convergence® Marketplace (opens at 10 AM)
Sunday, August 16, 2026	<ul style="list-style-type: none"> ● Last day of Convergence® Marketplace (closes at 5 PM) ● Marketplace Load-Out

MARKETPLACE VENDOR BENEFITS

DEMONSTRATION STAGE

Put your product and your business in front of conference attendees with a demonstration. We provide a raised stage in the Marketplace along with a podium, table, microphone electricity, and audience seating. You provide the presentation – such as demonstrating a new technique or showcasing a new product.

The Demonstration Stage schedule will be posted on our website, in the conference App, in the *Convergence® Conference Guide*, and on signage at the Marketplace entrance and by the stage. It will also be emailed to Convergence® attendees. After registering for the Marketplace, register for the Demonstration Stage. You will need a title for your presentation, a brief description, and to select one (1) time slot.

TWILIGHT MADNESS

The Marketplace will open Friday evening from 7:00 PM to 9:00 PM for **Twilight Madness**, a special unopposed shopping event. Additional activities are planned in the Marketplace to help entice shoppers to come and see all the fabulous fiber buys. This Marketplace session is free and open to all.

BOOK SIGNINGS

Vendors are encouraged to hold author Book Signings at their booths. A schedule will be in the conference App, the website, the *Convergence® Conference Guide*, and announced in the Marketplace.

DAY PASSES

Each vendor receives a coupon code for a complimentary Day Pass that can be used up to five (5) times per booth registration (1 booth = 5 times, 2 booths = 10 times, etc.). Day Passes waive the Marketplace entrance fee and are good on any day the Marketplace is open. Use these coupons in your social media marketing (for ideas, call our office).

GOODY BAGS

More than 700 Convergence® attendees purchase our beautiful, sturdy, canvas Convergence® Goody Bag. Convergence® vendors are invited to market their business and direct Convergence® attendees to their booth by submitting small product samples or coupons for conference specials for inclusion in the Goody Bag.

MARKETPLACE MONDAYS

HGA will produce Zooms each Monday in June 2026 to introduce our constituents to the Vendors they will meet in the Convergence® Marketplace. Use this time to briefly highlight and introduce the products available in your booth for purchase and demonstration. This is an excellent opportunity to draw attendees into your booth and reach customers who may not be attending the conference. We've heard from our attendees that this works!

ADDITIONAL VENDOR BENEFITS

- Access to hospitality room during Marketplace hours to refresh and recharge
- One complimentary ticket per purchased booth to the Convergence® Fashion Show (Wednesday evening)
- One complimentary ticket per purchased booth to the Keynote Presentation (Saturday evening)
- Convergence® tag on vendor's paid ad in *Shuttle Spindle & Dyepot*
- Listing on HGA website as a Convergence® Marketplace vendor and a link to the vendor's website
- Listing in the *Convergence® Conference Guide*

VENUE & HOTEL INFORMATION

CONFERENCE VENUE

The 2026 Convergence® conference will take place at the Sheraton New Orleans Hotel in New Orleans, Louisiana. All conference activities and lodgings will be in the same venue. The Marketplace will be located adjacent to the Registration area, putting it front and center for all conference attendees.

New Orleans is a bustling, vibrant city full of history and charm, making it an attractive destination for attendees. With any large city, parking comes with a fee and the HGA staff will do our best to assist you in finding suitable accommodation for your vehicles.

STAY CLOSE TO YOUR CUSTOMERS

The luxury of being in the same location as the Marketplace and all Convergence® activities makes this an easy choice. In addition, by staying at a conference hotel you help keep future Convergence® rates low. The hotel rates HGA negotiated include many benefits for our members including complimentary meeting room space and exhibit space—savings that are passed on to attendees and vendors. If the Convergence® conference is unable to meet its room-block commitment, HGA is charged a fee to make up for the lost revenue. If this becomes a trend, HGA would be forced to increase fees and cut services.

Sheraton New Orleans Hotel
500 Canal St.
New Orleans, LA 70130
(504) 525-2500
HGA Rate: \$130/night
HGA Rate Deadline: July 21, 2026

Convergence® Guests will enjoy the following complimentary amenities:

- Free Wi-Fi
- Access to 24-Hour Fitness Center
- 25% off self-parking (limited availability for oversized vehicles)

Hotel reservations can be made by calling the hotel directly and identifying yourself as attending the Handweavers Guild of America's Convergence® Conference or online through the HGA website. **Reservations will open in August 2026.**

RATES ARE

- Quoted per room, per night based on a room with a King bed or a room with Two Double beds plus room tax.
- Subject to room tax per room, per night, currently 14.45% although this is subject to change without notice.
- **Individuals must identify themselves as members of Handweavers Guild of America when making reservations.**
- All reservations must be guaranteed and accompanied by a first-night room deposit or guaranteed with a major credit card.

MARKETPLACE REGISTRATION

REGISTER ONLINE

All Marketplace booths must be reserved and paid for online through the HGA website, WeaveSpinDye.org. Payment may be made by Credit Card or PayPal.

BOOTH ASSIGNMENTS AND RATES

Booth assignments will be done on a first-come, first-served basis, determined by registration date. First consideration is given to *Shuttle Spindle & Dyepot* advertisers and the effective distribution of booth sizes and merchandise. HGA will do its best to accommodate the Vendor's location requests. However, final space assignments will be made at the discretion of HGA. Vendors need to advise Exhibit Services of any special needs such as unique requirements for set-up. Vendor should advise HGA of any personal accessibility issues.

	Purchase by July 31, 2025	Purchase by January 30, 2026	After January 30, 2026
	SUPER		
<u>Booth Type</u>	<u>Early Bird Rate</u>	<u>Early Bird Rate</u>	<u>Standard Rate</u>
Standard	\$650	\$750	\$850
Corner	\$775	\$875	\$975
Island	\$3,500	\$4,000	\$4,500

EACH BOOTH INCLUDES

One 10 x 10-foot vendor space
One two-line, 7 x 44-inch identification sign
3-foot-high draped side rails
8-foot-high draped back wall
8-foot draped table
Two folding chairs
One wastebasket

One ticket to the Fashion Show
One ticket to the Keynote Presentation
1 day for set-up
24-hour security
Fully staffed service desk and show office
Daily aisle cleaning
Courtesy Crew Assistance with move-in and out

CONVERGENCE® CONFERENCE MARKETPLACE HOURS & DATES

Marketplace Load-In	Wednesday, August 12, 2026	9:00 AM – 6:00 PM
Marketplace Hours	Thursday, August 13, 2026	10:00 AM – 5:00 PM
	Friday, August 14, 2026	10:00 AM – 5:00 PM and 7:00 PM – 9:00 PM
	Saturday, August 15, 2026	10:00 AM – 5:00 PM
	Sunday, August 16, 2026	10:00 AM – 5:00 PM
Marketplace Load-Out	Sunday, August 16, 2026	5:00 PM – 11:00 PM

VENDOR AGREEMENT

By registering online for a Marketplace Booth(s), Vendor agrees to the terms of the Vendor Agreement.

Vendor Agreement

By purchasing a booth for vendor space (registrant will be herein called "Vendor") at the Handweavers Guild of America, Inc.'s (herein called "HGA") Convergence® conference (herein called "Convergence®") to be held **August 12-16, 2026** at the **Sheraton New Orleans Hotel** (herein called "Venue") in **New Orleans, Louisiana**, as a Vendor you agree you have read and will abide by the following terms and conditions.

In consideration of their mutual promises made herein, and for good and valuable consideration, the Vendor and HGA agree to the following Terms and Conditions:

- A. Applications will be accepted in accordance with the enclosed schedule and fees and must be paid in full. The Vendor agrees to pay fees as outlined in the Marketplace Registration Book.
- B. Booth assignments will be done on a first-come, first-served basis, determined by the date of registration. The first consideration is given to advertisers of *Shuttle Spindle & Dyepot* and the effective distribution of booth sizes and merchandise. HGA will do its best to accommodate the Vendor's booth location wishes. However, final space assignments will be made at the discretion of HGA. Vendors need to advise Exhibit Services of any special needs such as unique requirements for set-up. Vendors should advise HGA of any personal accessibility issues they may have.
- C. Vendors will be required to set up their own booths. Vendors may utilize their own free-standing dollies or non-motorized carts for load-in or load-out. A Courtesy Crew will be available to assist Vendors with move-in and move-out. Load-In and load-out may require a scheduled time based on the design and accessibility of the venue. All booths must be set-up by 10:00 a.m. on **Thursday, August 13, 2026**. Dismantling must not start before 5:00 p.m. on **Sunday, August 16, 2026**, and must be completed by 11:00 p.m. on **Sunday, August 16, 2026**, as another show will begin to load in.
- D. During set-up and dismantling, only registered Vendors, identified by Vendor ID Badges, are permitted access to the Marketplace. Booths must be attended to at all times during the hours that the Marketplace is open. Volunteers may be available to watch booths for a short period to allow Vendor staff to take breaks, but they will not be allowed to transact sales. The Venue's professional Security Guards will be provided during all show move-in and move-out times as well as show hours. The foregoing does not imply any assumption of risk by HGA.
- E. For each booth fee, the Vendor will receive the following:

One 10 x 10-foot vendor space	One ticket to the Fashion Show
One two-line, 7 x 44-inch identification sign	One ticket to the Keynote Presentation
3-foot-high draped side rails	1 day for set-up
8-foot-high draped back wall	24-hour security
8-foot draped table	Fully staffed service desk and show office
Two folding chairs	Daily aisle cleaning
One wastebasket	Courtesy Crew Assistance with move-in and out
- F. Marketplace lighting varies from venue to venue. Exhibitors should adhere to the following suggested minimum guidelines when determining booth lighting:
 - No lighting, fixtures, lighting trusses, or overhead lighting are allowed outside the boundaries of the exhibit space. Exhibitors intending to use hanging light systems should submit drawings to the Organizer for approval.
 - Lighting should not project onto other exhibits or exhibition aisles. Lighting should be directed to the inner confines of the booth space.
 - LED lights can be very bright yet generally generate less heat.

Vendor Terms and Conditions (continued)

- G. Electric, telephone, internet service and/or Wi-Fi, booth carpeting, and all other fixtures and services not listed above shall be at the Vendor's expense. Booth fixtures and services can be ordered through the Vendor Service Manual, which will be available in **Spring 2026**.
- H. All Vendor displays and merchandise must be kept within the boundaries of the rented space. Display items cannot be hung on any of the drapes. Display materials should be arranged in such a manner so as not to obstruct sight lines of neighboring exhibitors. The maximum height of 8ft is allowed only in the rear half of the booth space, with a 4ft height restriction imposed on all materials in the remaining space forward to the aisle. Note: When three or more booths are used in combination as a single exhibit space, the 4ft height limitation is applied only to the portion of the exhibit space which is within 10ft of an adjoining booth. Island booths do not have a sight line height restriction. The aisles must be kept clear. All materials used in display construction or decorating should be made of fire-retardant materials and be certified as flame retardant. Vendors should be aware of, and must adhere to, all local regulations regarding fire/safety and environment.
- I. All goods shipped to the show must be clearly marked with the name of the Vendor and the assigned booth number. Specific shipping information will be in the Vendor Service Manual. Goods shipped to the show with shipping charges, to be paid on arrival will not be accepted.
- J. The Vendor agrees to comply with rules established by HGA prior to, during, and after the show.
- K. The Vendor agrees to comply with all laws regarding copyright, royalties, and trademarks.
- L. The Vendor assumes responsibility for securing a vendor license and collecting and paying all applicable federal, state, and local sales taxes.
- M. The Vendor agrees to comply with all union contracts, agreements between HGA, official contractors, service companies, and the Venue in which Convergence® will take place and the labor laws of the jurisdiction in which the Venue is located. All vendors will be responsible for any drayage charges for items being shipped to the Venue or the advance warehouse.
- N. The Vendor is responsible for any and all insurance of their property as it relates to the show. HGA shall not be responsible for any loss or damage to the Vendor's property.
- O. The Vendor agrees to hold HGA, the Venue, and their officers, members, and employees harmless in any legal action that may arise, except as to liability caused by the negligence or willful misconduct of those named.
- P. Booths may not be sublet without written permission of HGA.
- Q. Cancellation requests must be received in writing by fax, email, or postal service on or before **May 29, 2026**, to be considered for a refund, subject to a \$100 per booth administration fee. Vendors who cancel after that date will not receive a refund. Payments for extra tickets and merchandise orders are not refunded at any time.
- R. In the event that Convergence® must be canceled, HGA liability is limited to the return of the fees paid. HGA reserves the right to alter or change the space assigned to the Vendor. HGA reserves the right to cancel this agreement and to withhold possession of Vendor space if the Vendor fails to perform any condition of this agreement or refuses to abide by the show rules and regulations, in which case the Vendor shall forfeit as damages all space rental payments made by the Vendor and any further occupancy of such space.