

# Join FabShop

...the trade association for  
independent quilt and fabric retailers

# Today!



...a leading advocate for independent retailers worldwide





# FabShop



## the BEST money you'll spend all year!

**Become a FabShop Member today!** Whether you've just opened your shop or are a retailing veteran, FabShop offers members the training, resources, and connections to help their business grow. We know you'll find that—like many members tell us—your \$100 FabShop membership is the best investment you'll make all year!

FabShop offers many benefits and opportunities to our members—all of which are designed to educate, empower, connect, and support you. These programs, services, events, and discounts are ONLY available to FabShop members—and we're always adding more! Please contact us with any questions, comments, or ideas.

## FREE with Membership

- **FabShop News Trade Magazine:** Your membership includes a free subscription to the industry's #1 resource, *FabShop News*. Members tell us they read our bimonthly magazine cover-to-cover for its timely, industry-specific content featuring new products from key suppliers. They keep *FabShop News* for years, as the business advice is timeless.
- **Phone Consultation:** As a new member, you are entitled to a free 30-minute telephone consultation with FabShop Founder and Retail Strategist, Laurie Harsh. As FabShop's President, Laurie brings more than 40 years of industry leadership, and has truly seen it all. You can use this time to get problem-solving advice on a topic of your choice from an experienced fabric retailer. This direct and personal access is a great value, and is worth the membership price alone! Additional paid consulting services are always available to Members as your business grows and changes.
- **Access to Members-Only Web Content:** FabShop Members have exclusive access to areas of [fabshopnet.com](http://fabshopnet.com), including promotional calendar ideas, sneak peeks of new programs, a forthcoming store sample swap, downloadable Print & Use postcards, exclusive free patterns, and supplements to *FabShop News*.

## Networking Opportunities

- **FabShop Forum & Chat:** There are two ways to get connected with other FabShop Members; your email inbox and Facebook! To join the group through Facebook, send *Laurie Harsh* a friend request. This confidential and private communication tool just for shopowners\* is the best way to ask and answer questions about every area of your business. Members discuss the nuts and bolts of our industry and best practices, share ideas, and offer support to colleagues around the world. Members consistently rave that this is one of their favorite and most valuable benefits of belonging to FabShop.

\* New Shopowners: Your shop must be open and retailing to the public to be connected to and participate in the online forum.

- **FabShop Market Kick-Off Dinner:** FabShop hosts an extremely popular Members-only dinner at Spring and Fall Quilt Market, featuring panel discussion Star Awards, giveaways, and more. This is your chance to have fun, meet your colleagues, learn about new marketing programs, and see new products before you hit the Market floor.

# Marketing and Advertising Opportunities

These opportunities are designed to increase exposure, drive traffic and sales, and maximize return on your marketing dollars. Some may require registration or participation fees—ask or visit us online for more info.

- **Worldwide Events: Local Quilt Shop Day, Worldwide Quilting Day, and I Love Fabric Days** are unique opportunities to rally consumers with independent fabric and quilt shops to celebrate their love of quilting, fabric and of course local independent retailers. Shopowners - both storefronts and online - are encouraged to celebrate each event with customized festivities. In addition, FabShop offers additional resources for those who wish to elevate their participation in each shop local campaign. Ask us about the different levels of participation!
- **ProPack Marketing Planner:** Plan your calendar year with 12 months of promotional ideas. This cost-effective collection includes a planning booklet jam-packed with holidays and special dates, two CDs filled with 24 themed ProPack bundles (a printable postcard, 150px web button, and an html eNews template), 12 free-for-your-customers quilt patterns, plus 12 print and use postcards.
- **FabShop Clubs & Programs:** Designed by shopowners for shopowners, to help you increase sales and create community. Each CD is a one-time investment you can use again and again, and includes everything you need—free-to-reproduce patterns and projects, marketing tools, promotional ideas, and event tips.
- **FabShop Block-of-the-Months:** Our sampler quilts provide endless opportunities to engage customers: Block-of-the-Month, Saturday Samplers, 6- or 12-month classes, and more. Each CD includes tips on launching a successful sampler, printable pattern masters, kitting instructions for the quilt top and back, and marketing materials.
- **FabShop Hops:** For more than a decade, the FabShop Hop™ has been the premier online hop in the industry—heavily supported by consumer print and online advertising, emailed to more than 100,000+ prior Hop customers, and more. Showcase your company and products to thousands of online shoppers as they search for the hidden Hop bunny. These month-long online Hops are scheduled throughout the year for utmost flexibility, and any FabShop Member with a web presence can participate (home page or e-commerce, on your own domain).
- **Online Events:** FabShop offers four special web events. Our BlowOut Sales connect online shoppers with the merchandise you need to move fast. The events are promoted to our list of 100,000+ targeted retail customers. Here's your opportunity to sell slow-movers and attract new customers.
- **FabShop FabSearch:** This search engine makes it easy for thousands of customers to locate and purchase their desired products from your inventory. Leverage the power of online search technology at a cost that is a fraction of what you might expect. Included with your FabShop membership is the basic FabSearch feature: shoppers' e-mail inquiries will be delivered as a daily digest for your personal review and reply. Turbo charge this tool for a fee, and shoppers' search results will include your products, newsletters, and class information. It's a scalable tool—take it to the max to boost sales!

## Discount Programs

- **Freight/Shipping Savings:** Save on inbound and outbound freight costs by taking advantage of the FabShop discount program arranged with UPS for the United States and Canada.
- **Web Services**
  - E-newsletter mailing services: Design your email newsletter with custom or template tools, send it to your entire list, and analyze response to make better marketing decisions—all for an incredibly low monthly fee.
  - Web hosting and secure shopping cart system: Start-to-finish solutions, from site design, to adding e-commerce, to web hosting and more—all from the fabric industry's online experts.

## Discount Programs *continued*

- **Business Insurance** Save on the coverage that's right for you, including liability, property coverage, loss of business and extra expense coverage, crime coverage, and additional options.
- **Workers' Compensation Insurance:** Offerings include a dividend plan for businesses with a three-years-in-business record and 50 or fewer employees.
- **Group Insurance:** A broad range of group health insurance programs provide savings on individual and small group policies including medical, dental, disability, and life insurance.
- **Merchant Credit Card Processing:** This service is available to Members at a competitive rate for swiped and non-swiped transactions, for both retail and mail-order operations. Compatible equipment is also available for purchase.

## FabShop University / FabShopU

- **Industry Specific Retail Training for Shopowners:** Sign up for live webinars and on-demand education. It's a convenient and affordable way to learn! Grow your shop with our fabric retailing curriculum that features a faculty of industry experts, interactive Q&A, coaching, and more — all accessible from the desktop or mobile device.
- **On the Road:** Workshops are coming to you! We're developing great new training workshops and retreats to travel across the country, so keep an eye out for more to come from your favorite industry educators. See you there!
- **Workbooks:** Comprehensive resources to consult any time or all the time. Our proven industry guides and templates will strengthen your financials, publicity, buying, leadership, and more.

## Design Services

- **FabShop's Design Services:** Don't have a graphic designer or marketing expert in your shop? Our Design Services team will work with you to create custom materials of any scale. We've helped hundreds of shops with their logos and brand identity, ads, print flyers and postcards, HTML newsletters, promotional items and more. Take advantage of our industry knowledge, business partnerships, and affordable design rates to make your marketing vision come to life.

## Special Projects

- **Fabric Shoppers Unite—Shop Independents!** FabShop launched a new movement in 2013. Together, we're working to make independent quilt and fabric shops the first choice of fabric shoppers everywhere. Our goal is to educate the public and our industry about the benefits of shopping Independents, motivate shopping through great events and rewards, and connect our sewing community in the way only passionate Independents can. Check out our worldwide events, Local Quilt Shop Day, Worldwide Quilting Day, and I Love Fabric Days. Stay tuned for exciting program developments to come. Visit [fabricshoppersunite.com](http://fabricshoppersunite.com) for more info.



[quiltshopday.com](http://quiltshopday.com)



[worldwidequiltingday.com](http://worldwidequiltingday.com)



[ilovefabricdays.com](http://ilovefabricdays.com)

# Trade Magazines



One year subscription only **96¢** a week \$50 per year

## WebCents Online

...for the 21st Century Retailer

### Make the Web work for you

WebCents magazine, an online magazine devoted to online retailing for creative professionals...the 21st Century Retailer.

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- Marketing
- Technology
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- Track
- e-Commerce
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- Your source for weekly e-newsletters with links and photos delivered directly to your in-box



One year subscription **\$45** U.S. Six Issues

\$65 International  
FabShop News is included with an annual FabShop Membership

## FabShop News Magazine

... the resource for independent quilt and fabric retailers

### Keep ahead of the game

- Latest industry news
- Business success stories, featuring Member shops
- Product sneak peeks
- Financial and operational how-to's
- Profiles of established and emerging designers
- Marketing and promotional strategies
- Spotlights on merchandising and display
- Industry and consumer trends



Subscribe today!



# Membership Application

**Join FabShop Today!** FabShop is the trade association for independent quilt and fabric retailers. Whether you're a new shopowner or a seasoned veteran, FabShop has the training, resources, and connections to help your business succeed! Eligibility for our Retailers' Annual Membership includes independent Storefront, E-tailer, or Design Studio retailers whose primary business is reselling quilting/sewing products and supplies to consumers.

**PLEASE PRINT**

Date \_\_\_\_\_

Name \_\_\_\_\_

Company/Store \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State or Province \_\_\_\_\_

Zip \_\_\_\_\_ Years in Business \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Web Address \_\_\_\_\_

Payment:  Check  Visa  MasterCard

Credit Card \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV \_\_\_\_\_

Signature \_\_\_\_\_

NOTE: Unless otherwise indicated, product prices include shipping and handling.

Subtotal this page: \$ \_\_\_\_\_

**Subtotal before tax:** \$ \_\_\_\_\_

Sales tax: \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

Sales tax for Washington residents only. Workbooks, clubs, event CDs, and magazine subscriptions 8.4%.

**REQUIRED:**

Mail or fax a copy of your business license and tax certificate plus a pre-printed voided company check.

**PLEASE CHOOSE MEMBERSHIP CATEGORY**

**Retailers' Annual Membership** in the FabShopNet Retailers' Association plus 6 issues of **FabShop News** trade magazine: \$100 \$ \_\_\_\_\_

New Membership  Renewal

**MEMBERSHIP CATEGORY**

**Storefront Independent Fabric/Quilt Retailer**

Quilting  Fashion  Home Dec

**Independent Mail-Order Companies and/or E-tailers**

Quilting  Fashion  Kits, Books, Patterns, etc

**Design Studio** (designers who retail) producing original copyrighted sewing/quilt-related items, including books, notions and tools, patterns and/or similar products

**Suppliers/Wholesalers' Annual Membership**

**Fabric Shoppers Unite Sponsorship**

plus 6 issues of **FabShop News** trade magazine: \$500 \$ \_\_\_\_\_

New Membership  Renewal

**MEMBERSHIP CATEGORY**

**Manufacturer**

**Distributor**

**Design Studio** (designers who wholesale only) producing original copyrighted sewing/quilt-related items, including books, notions and tools, patterns and/or similar products

**FabShop News** trade magazine **subscription only**

One-year subscription (six issues) — \$45 \$ \_\_\_\_\_

One-year international subscription (six issues) — \$65 \$ \_\_\_\_\_

**WebCentsMagazine.com** **subscription only**

One-year subscription — \$50 \$ \_\_\_\_\_

**MAIL PAYMENT & PROOF OF BUSINESS IDENTIFICATION TO:**

**The Fabric Shop Network, Inc.**, P.O. Box 820128, Vancouver, WA 98682-0003 • (360) 892-6500 • Fax (360) 892-6700 • email: info@fabshopnet.com

## Learn. Share. Support.

Our goal is to help shopowners grow, succeed, prosper, and enjoy business to the fullest.

We strive to provide the most complete, comprehensive, and detailed source of business information available within the fabric retailing industry.

