

2019 Class Info, Policies & Rules

Destination Dallas is the only needlepoint market that provides free education to its attendees. Please remember that our free classes are not really “free.” Canvases, kitting time, hotel stays and traveling costs for teachers, banquet tickets for teachers, threads, embellishments, printing costs, time spent developing stitch guides and teaching models, advertising, publicity, and more, are costly; therefore, the following guidelines and policies must be reviewed before signing up for our educational program.

- **ACKNOWLEDGEMENT OF THE 2019 CLASS GUIDELINES:** Upon registering for Destination Dallas classes, whether by phone or at the show Registration Desk, you will be asked to verify that you have reviewed our 2019 Class Policies. Upon your verbal acknowledgement that you understand and will abide by the rules and policies set forth in this document, we will proceed with your registration.
- **WHO CAN REGISTER:** Only shop owners of brick & mortar needlework businesses, and their permanent staff, may register for TECHNIQUE and CANVAS classes (see category descriptions below). Due to the high cost of the materials involved, friends and family members not permanently employed as weekly wage earners by your shop may not register for classes. Teachers who are not a permanent member of your staff and do not teach exclusively for your shop may not register for classes.
- **HOW TO REGISTER:** Class registration will be filled in three phases. Due to the huge amount of time it takes for us to coordinate class requests, we have streamlined the registration process. Please note that this new procedure is new for 2019:

* PHASE ONE registration is an email procedure on **THURSDAY, June 6 and FRIDAY, June 7, 2019** from 10 to 5, Central Standard Time. To register, you will send an email to KathyMcVean@aol.com with up to three class choices. You may register up to three classes for yourself or your employees or yourself and employees (any combination). One class will be complimentary and extra classes beyond are \$28.00. Kathy, or another D:D team member will contact you in the order of the time stamp that has been logged into our email account. Our first question will be if you have reviewed this policy paper. If you affirm, we will proceed to booking your classes, if available. Also, please have your credit card number close by when we call, as we will process your payment at the time. While on the phone, you may put further classes (and students) on a waiting list. This waiting list will be utilized on or shortly after **June 8th** and any open spaces will be filled with those names on the waiting list. Upon confirming your additional classes, we will charge your account for the classes added via the waiting list. (Please Note: we will not accept phone calls for class registration on June 8th and 9th.)

* PHASE TWO registration is by email, beginning **Monday, June 10th, 2019** and ending September 1, 2019. Please email Julia Snyder at jkhs@me.com Monday through Friday and she will respond to the emails in the order received, as her schedule permits. Again, each shop will receive one complimentary class and will be charged \$28.00 for each additional class. You may also add classes during this phase to your original class reservations. Note that there is no class sign up from September 1 to the opening of the show's Registration Desk on Friday, September 13th.

* PHASE THREE registration is the ability to sign up for available classes at the market. This will take place at the show's registration desk. You may sign up for the first time or add additional classes on-site. Again, the first class is complimentary and the remaining classes will be charged the \$28.00 each fee.

- **CLASS CATEGORIES:** Destination Dallas offers three areas of education.

*RESOURCE classes are free and open to both Shops and Exhibitors (with the exception of the class Needlepoint Retailing 101, which is only available to shop owners with 5 years or less in the biz). There is no limit to how many attendees you bring with you to a Resource class; however, only one set of handouts and samples will be given to each shop or vendor. Resource classes focus on business topics or general needlework information and do not involve actual stitching techniques.

*TECHNIQUE and CANVAS classes are intended to provide Retailers with educational and technique skills and vendor/teacher resources to bring back to and use in your shop. Technique classes cover new stitching trends and materials, including fibers and embellishments. The class is usually worked on a blank canvas. Canvas classes feature a unique painted canvas OR a needlework discipline that includes fibers and/or beading. The class features a canvas (if needlepoint), a thread/materials kit and a stitch guide. Again, note that each shop may receive one Technique or Canvas class for free, as long as space permits. There is a specific number of kits and handouts prepared by the Designer-sponsor and the teacher prior to market weekend, therefore, all classes only allow ONE student from an individual store per class.

- **SUPPLIES:** Bring your basic stitching tools, plus light and magnifier, if desired (class rooms are often not well-lighted). Kits for the materials used in the lessons being taught in class are included in Technique and Canvas classes. Stretcher bars for classes using a canvas are included in the kit supplies.

*TO RECEIVE THE CLASS CANVAS, kit, stitch guide and hand-outs, you must remain for the ENTIRE class and you must FULLY participate in the class by stitching on the piece presented.

*Kits may not be held for later pick-up if you do not come to class. After the class is complete, unused kits are given back to the Designer-sponsor, to be distributed however she chooses.

*Kits are for instructional and store-model use only. Materials in the kit, including the canvas and stitch guides, are not for resale, including e-bay and on a stash site. These materials have been donated to us in good faith by designers, thread, and accessory vendors in order that you may use the materials to learn techniques, explore new materials, use for in-store classes and to create store models. It should be noted that you may not sell or recopy stitch guides without the permission of the author. Violations to this policy may result in barring the offender from future class programs.

- **ATTENDANCE POLICY:** All class participants will receive a ticket for each class they are registered in. Tickets for pre-registered classes will be given to you when you pick up your registration packet. If you have not picked up your registration packet at least 60 minutes prior to the start of its class, that class ticket will be made available to the next student on the class waiting list. Our teachers and designer-sponsors have worked hard and have paid for the cost of the materials that are provided to you in the kits and resource materials. Please do not reward their efforts by not using your ticket. If you find you are unable to take the class you have registered for, please return the ticket to the Registration Desk ASAP, so that we may re-issue it as quickly as possible.

*Be seated five minutes prior to the start of class. Do not be late to class! Class time is very limited and, therefore, very valuable and there is no time for the teacher to help you “catch up” if you are not seated in your class when class begins.

*If you are not seated in your class when class begins, your seat will be given to a “stand-by” student. “Stand-by” hopefuls literally stand at the door to see if an unfilled seat becomes available. Once a replacement student has

been seated, they will not be pulled from the class to accommodate a pre-registered student who arrives late and no seating fees will be refunded.

*FAILURE TO SHOW UP for your class: Destination Dallas is the only needlepoint trade show that offers free canvas material classes to each attending shop and we take pride in our commitment to offer you the free class program, and nominal seating fees for additional classes, in the future. While most of our attendees have appreciated this benefit, there have been enough “bad eggs” over the last sixteen years to have prompted the following policies

**Any registered student who does not show up for class and did not turn in their tickets to the Registration Desk at least 60 minutes prior to the beginning of that class, will not be assigned pre-registered class space in 2020 until 14 days prior to the 2020 market. Please attend your class! Or, allow Destination Dallas the time to replace your seat. Please do not put the The Management Team in a position of being your wicked stepmother :

***making us create a list with your name on it barring you from registering in 2019

***forcing us to tell you in 2020 that you will have to wait two weeks prior to the market to be assigned available class space because you didn't show up for your 2019 class.

No seats may be “held” for students arriving late. Tickets are the property of Destination Dallas until they are collected by the class teacher. **You may not give or sell your ticket to anyone outside of your business. As stated above, unfilled seats are given preference to our Waiting List “stand-by” students. We reserve the sole right to distribute and re-distribute class tickets.

**Please respect our Designer-sponsors and our teachers and the costs and time they have contributed to their class by attending the class(s) you have registered for!

● **PAYMENT AND FEE POLICIES:** All businesses participating in our class program are entitled to one free TECHNIQUE or CANVAS class, as long as space is available. Any further classes taken by you or your employees are assessed a \$28.00 seating fee per extra class. ALL fees must be paid for by credit card at the time the classes are reserved. Your classes are not secure until payment has been received. Please note that we will no longer accept checks as payment for class fees. Also note, that our RESOURCE classes are free and do not require reservation seating.

*There are NO REFUNDS for the pre-paid seating fees (\$28.00 each) whether you cancel your class, do not claim your ticket at the show's Registration Desk, or fail to show up for class. We have already used these funds to pay the hotel and cover a fraction of our overall expenses for materials and publicity in regard to our class program.

**There are two exceptions in which a shop may receive a seating fee refund: A teacher fails to show up for class or a teacher or designer-sponsor fails to deliver the kits in time for the class

**Refunds made for the two exceptions listed above will be made by check and mailed to your shop 30 days after the close of market.