

# HQ Rep Event Planning Guide

*This guide has been designed to aid our representatives in planning and hosting successful Handi Quilter events.*

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## **Introduction**

Handi Quilter sales and education events held at Reps' shops events have proven to be very effective in creating excitement and driving sales of HQ machines and HQ gadgets.

## **HQ Events**

### **In-Store Events, Truckload Sales and Shows**

Any event that provides potential customers the opportunity to touch the machine is where you want to be. Vending the HQ machines at local quilt shows or quilt guilds are excellent ways to get in front of the quilter. Create your own "show" with in-store events and mixing HQ events with shop-hops, charity sewing events and more. Create excitement with an HQ Truckload Sale at a show where you're vending or at in-store events. Truckload sales have limited availability. Your TSM will help you request a scheduled stop along the HQ truck route.

### **Education Events**

Handi Quilter has had great success with hands-on classrooms at some of the larger quilt shows. Options for education and sales events include doing a lecture/demo style event with one machine at the front of the room, a hands-on event with 2-4 machines setup for attendees to "try" the techniques demonstrated at the event or a hands-on classroom with 2, 4 or 6 attendees sharing a machine. Each type of event has a way for potential customers as well as existing machine owners to experience the HQ Way – Sales through Education. Educational support after the sale has proven to be an important part of the decision process for the HQ customer. Top selling reps offer continued education programs quarterly as well as ongoing education such as HQ Clubs.

### **Event Floor Plans**

Sample floor plans are included in this guide. There are proven techniques for ensuring a successful HQ Event, work with your TSM to begin customizing your next event. Your TSM can help you using proven techniques for all types of events as a starting point to customize your next successful HQ Event.

## **Request an Event**

### **Process and Approval**

The HQ Rep website provides an easy on-line event request process for all types of events. Events include, applying to vend HQ machines at a show, requesting a HQ National Educator for an education-based sales event and HQ truckload sales event. When a request is made, the application process will

generate an email to your TSM for approval. Your TSM will contact you to discuss details for the event, make suggestions and help you plan for a successful sales event. Your TSM will notify you via email when your event has been approved.

The information you enter through the HQ Rep Website is exactly as it will appear on the Handi Quilter website, so proof read your entry and be sure all information is up to date. Don't forget to include a phone number and your store's website address so people may easily contact you for more information. You may edit or delete any of your events as well. If you make edits, it will once again go to your TSM for approval.

### **Marketing the Event**

When your event has been approved it will be added to the Event listing on the Handi Quilter website. Handi Quilter provides the option to market your event through our database of customers. If desired, you can request an E-Blast created by our Graphic Designer to be sent out to customers surrounding your shop. Given proper notice, your TSM will work with you to determine the marketing area for your event, while Handi Quilter Graphic Designer will create an E-Blast customized for your event. HQ will send the E-blast to our database of customers in your marketing area.

### **Electronic Media**

Approved HQ Rep Events are posted to: <http://www.handiquilter.com/hq-events/upcoming>

This site is indexed by Google so the events show up in Google searches. Events are also included in the HQ e-mail newsletter, usually about two weeks before the event date.

### **Event Incentives**

During the planning process for your event, your TSM will assist you with creating incentives to offer at the event. Incentives can include the value-added services you offer your customers, such as free in-home setup and training or an extended warranty.

For education events, your TSM has product bundles as options to offer customers that purchase machines at the event. Product bundles currently available for purchase at wholesale cost are the **Longarm Starter Kit** and the **Professional Longarm Starter Kit**. You have the option to create your own themed bundles of wholesale items to offer to close the sale or as a purchase options for attendees.

### **Other Ideas for Marketing**

- Announcements in newsletters from the store, quilt guilds, etc.
- Visits to local quilt guilds with flyers and personal invitations

- A newspaper ad published 2 – 3 weeks in advance announcing a “free factory event”
- E-mail messages to the store’s list of customers – send one early to save the date and another one closer to the event
- Postcards mailed to selected store customers
- In-store flyers and posters
- Announcements during other store events, classes, clubs, etc.
- Phone calls to customers who showed interest in the past
- Special invitations to existing HQ machine owners by phone, email, etc.
- Verify/remind by phone 2-3 days in advance all attendees who registered or signed up for the event

## **HQ Educator Request**

Handi Quilter’s national Territory Sales Educators (TSE) or HQ Educators, devote their time to providing lectures, workshops and show support to HQ Reps in the U.S. and Canada. Each is an accomplished quilter, with a special talent for introducing new quilters to the basics of longarm quilting and helping them make their buying decision. Bring in the experts!

### **Request Process**

Use the HQ Rep website to fill out and submit the Handi Quilter Event Request for approval by your TSM. Your TSM will guide you in selecting from the HQ Education Class list and check for HQ Educators availability for the event. If the HQ Educators you request is available, your TSM will send you the Educator Request Form with travel estimate, HQ Educators fees and event details such as class topics, dates and times for each class, for you to sign in agreement. All Educator Events must have a signed Educator Request form submitted at least 45-days prior to the event. The HQ Educator is not booked for your event until the signed document has been returned to your TSM.

### **HQ Educator Classes**

A list of the current HQ Educator classes is in the Rep Sale Training Manual. Also check the HQ Rep website (Education, Rep Training) to see if any new classes are available. The list includes a description of the class and the topics covered by the HQ Educators. Included with each of the classes are the requirements for machines, gadgets and suggested inventory for the event. HQ Educators are “Trained to Sell” as well as share their longarm quilting knowledge. Working with your TSM, wholesale orders are placed in advance of the event to ensure the items are available for sales at your event. Orders must be submitted at least 30 days prior to the event.

### **HQ Machines**

Your TSM will assist you in ordering the machines needed for the type of education event you have

planned. Ordering these machines in advance of the event will guarantee that you'll have the machines you need and give you time to pre-sell the machines before the event.

### **Retail Sales**

Your TSM will assist you in ordering the inventory to have on hand for your event. When HQ Educators demonstrate a tool or gadget, attendees are excited at the possibilities for machine quilting and want to take it home from after class. Successful event sales come when the quilters can make purchases and take them home not wait for their items to be shipped. Out of stock items are a disappointment, so be sure to order the appropriate quantities. If you don't have it the educator can't sell it!

## Event Timeline

Your TSM will develop a timeline for your event and provide you with target dates for requesting an educator, marketing the event and ordering machines and inventory.

**HQ Educator Requested for Event**

TSM works with the rep to develop the event including the class topics, times and educator availability.

A travel estimate is included with the HQ Educator Request Form, and then submitted to Rep for signature at least 45 Days prior to the event date. Signed copy will be sent in with the TSE expense report (ER) for Invoicing.

**Target Date:** \_\_\_\_\_ **Complete Date:** \_\_\_\_\_

**Provide Event Details for Event Website**

TSM provides the Consumer Events Coordinator with event details including but not limited to: Rep Business Name, Contact information, Website, Shows: Dates, Show hours and Location Education: class times and topics, educator bio and any specific information for attendees

**Target Date:** \_\_\_\_\_ **Complete Date:** \_\_\_\_\_

**Event Marketing – E-Blast Request**

TSM provides the Consumer Events Coordinator with event details and submits request 30 Days prior to the event. Zip codes are submitted for E-Blast with the original request.

**Target Date:** \_\_\_\_\_ **Complete Date:** \_\_\_\_\_

**Machines Ordered or Requested if Event is a Truckload Sale**

TSM and Rep will decide on machines and quantities to order or request to be loaded on the truck. TSM will work with Consumer Events Coordinator to identify the load date for the truckload sale or show.

If machines are to be shipped to rep location Consumer Events Coordinator will work with Customer Relations to coordinate ship date.

**Target Date:** \_\_\_\_\_ **Complete Date:** \_\_\_\_\_

**HQ Gadget Order**

TSM will discuss the event with the Rep to determine the quantities for HQ Gadgets & Golden Threads merchandise to be ordered in for the event. For HQ Educators classes, a list of suggested gadgets is included for reference. Orders must be submitted 30 days prior to the event.

**Target Date:** \_\_\_\_\_ **Complete Date:** \_\_\_\_\_

## Other Event Details

### Sales Event Setup

The HQ<sup>18</sup> Avanté with HQ Pro-Stitcher should be set up in the front of the room where the event is being held. Allow for enough room to access the machine from the front and the back. Solid black fabric for the demo quilt top and a bright contrasting thread (variegated is nice) creates a visual impact when stitching on the machine. It is best if the space is big enough for chairs to accommodate the number of attendees.

Set up a display of Handi Quilter Gadgets, Quilter's Choice Thread, Golden Threads merchandise and other quilting supplies that can be highlighted during the demonstration. Have enough of these items on hand for sales that will be generated. Use the suggested Floor Plans for other Education Events to help you with the setup for your specific event.

### Event Staffing

Invite existing machine owners to the event to offer their testimonials and create excitement. Have enough store staff available for the event for writing up sales, quoting machine system prices and selling gadgets.

### Preparing for the Event

- **Fabric to Load Machines**

Solid black fabric is recommended for top. Backing fabric can be any print. Use low-loft or cotton batting and have a variety of decorative threads. For the HQ Sweet Sixteen sit-down machine have quilt "sandwiches" already cut (approx. 15"x15" for demo), horizontal spool pin mounted, 2 Chairs – one for person sewing and one for salesperson, table extension(s) attached, HQ bobbin winder with thread and bobbin, ready to demo.

- **Machine Setup**

HQ<sup>18</sup> Avanté should be loaded with solid black fabric top, backing and low-loft or cotton batting, the Groovy Board Stylus and Adapter, HQ Micro Handles, Horizontal Spool Pin and Laser Light mounted on machine. Have a sample Groovy Board on Table for demonstration. Ruler Base ready to use for demonstration. Batting Scissors, Zinger with Small Scissors, Package of Needles, Bobbins, Channel Locks, Oiler, Brush and small screwdriver in the HQ Tool Tray at the machine.

- Dry Erase Board and Markers for HQ Educator – or Easel with Pad of Paper
- Display Table for Wholesale Merchandise

- Paperwork - Customer Offer to Purchase forms, financing forms, clipboards for writing orders and filling out financing applications, Pricing Reference Sheet, notepad to write requests/reminders and wish-list forms for attendees
- Marketing Materials - HQ quad-fold flyers, sales sheets and promotional product DVDs
- Door prizes (if desired) - slips/pens for door prize registration and container for door prize slips

### **Post Event Follow-up**

Be sure to have each of the attendees sign in when they first get to the event with all contact info, name, mailing address, phone number and email address. Keep a list of potential buyers for follow-up after the event.



## **Event Check-list**

### **Marketing Checklist**

- In-store display and sign-up
- E-Mail Blast – Rep customers and HQ E-Blast Request
- Social Media – Rep’s Facebook page and/or Blog, other
- Phone calls to existing HQ owners and leads list
- Newsletters, postcards and newspapers
- Bag stuffers and flyers for local guilds

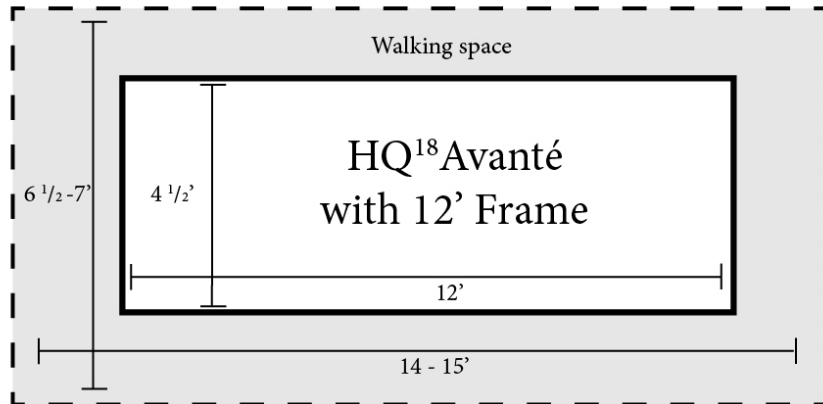
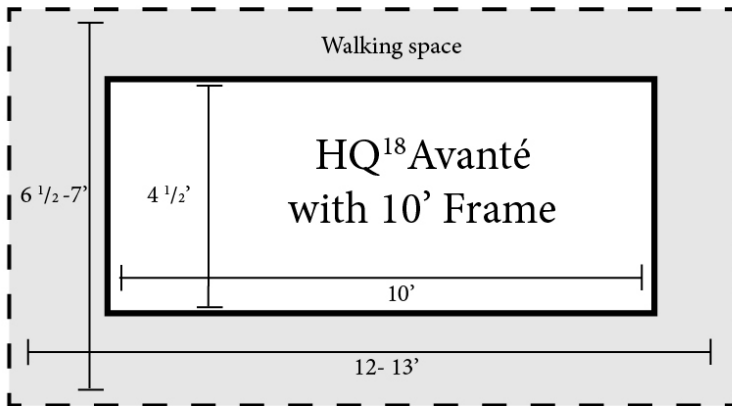
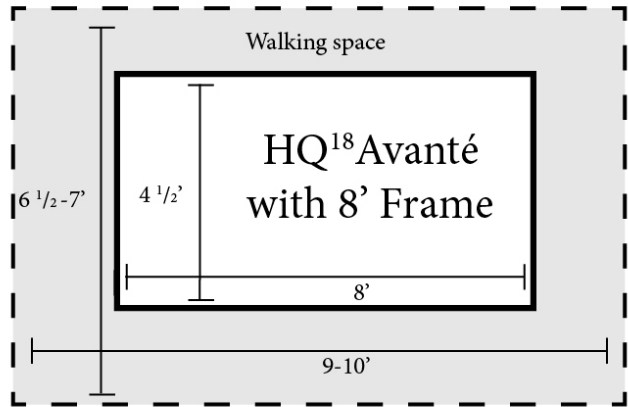
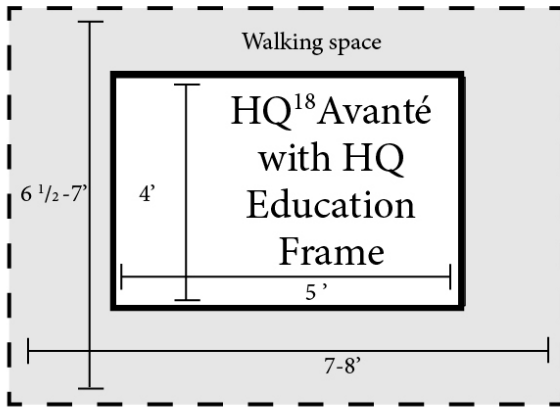
### **Room Checklist**

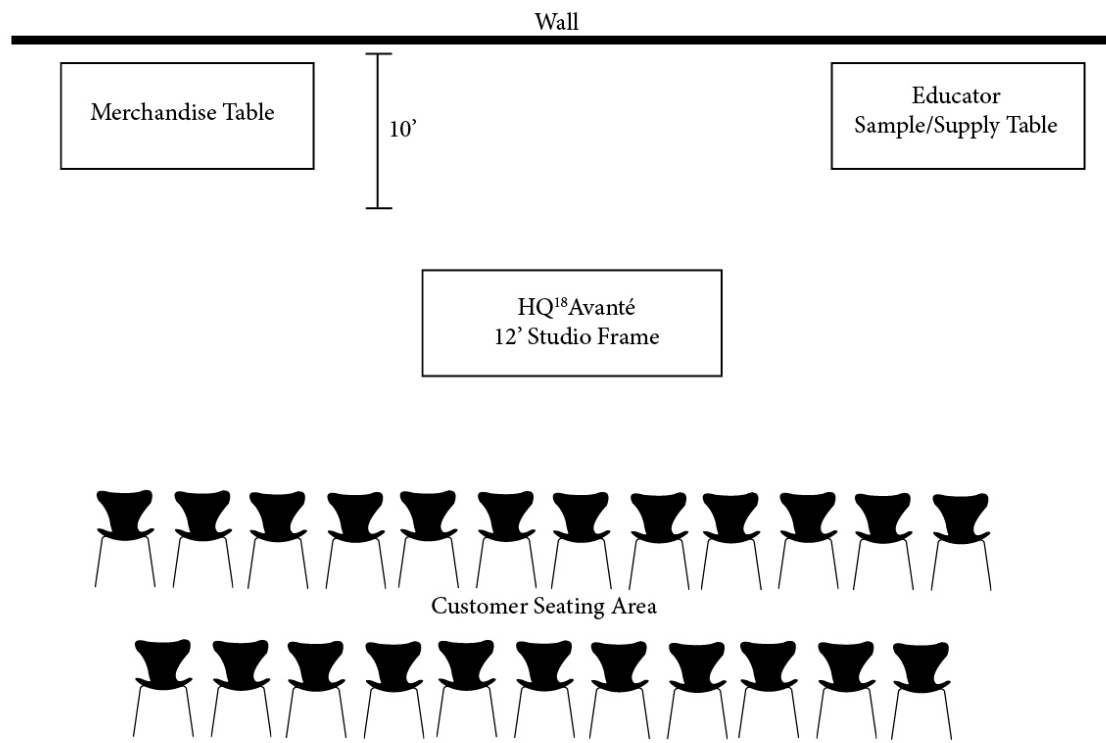
- Floor Plan Selection – room setup with enough space to accommodate attendees
- Power Cords – map out the electrical layout and tape down extension cords for safety
- Chairs – enough seating for attendees for lecture events and hands-on events
- Projector – screen and projector or video camera
- Tables for attendees and merchandise display – include table for HQ Educator
- Refreshments – provide water for attendees during the event
- Machines – set up with suggested fabric, thread and gadgets for demonstration
- Product Display – featured products, consumable items (needles, bobbins and thread)

### **At the Event**

- Staff – enough staff for writing sales and assisting potential customers
- Check-in Station – attendees sign-in, use for follow-up – offer a door prize
- Name Tags – staff should be easily identified, attendees can be addressed by name
- HQ Marketing Material – quad-folds, sales sheets, product DVDs and event promotions/incentives
- Pricelist for staff – machine pricing for the event as well as specials
- Refreshments – simple refreshments for short sessions, lunch for extended days
- Financing applications – GE Money and Red Thread
- Customer Offer-to-Purchase forms – pre-filled with event promotions
- Educator supplies – projectors, white board, spotlight products, etc.

# Classroom Setup

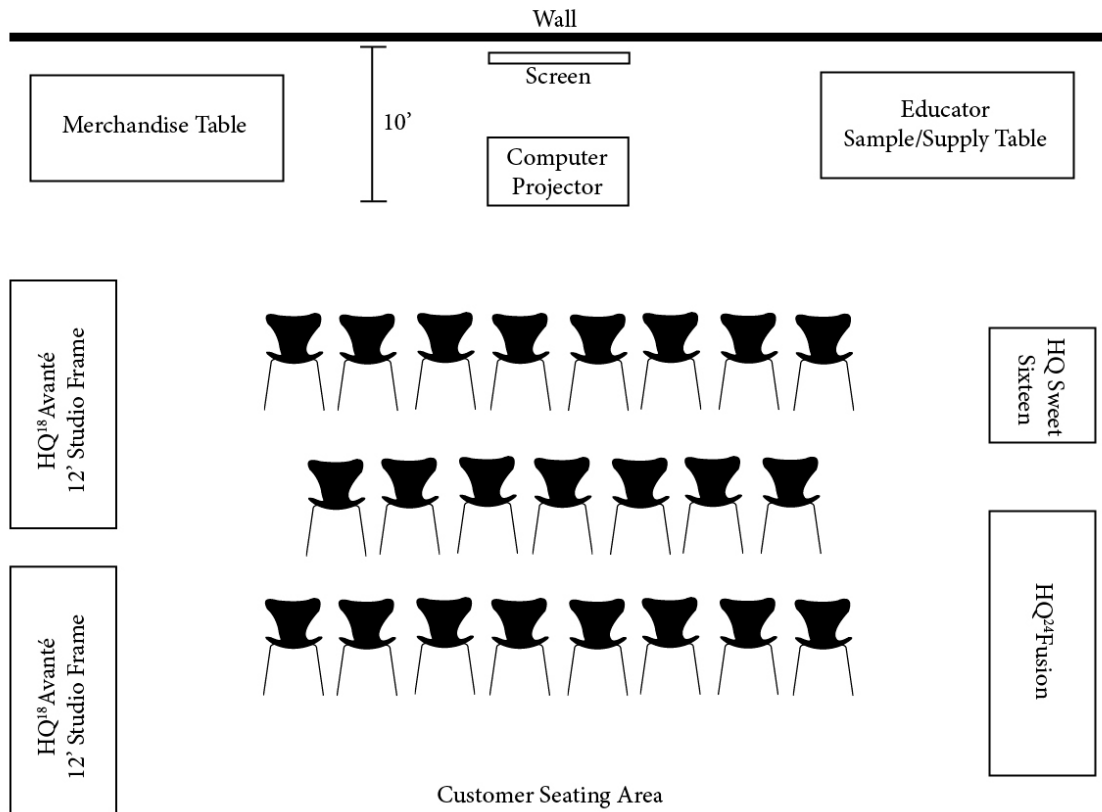




**For Sales Event Layout –**

- Machine and Frame should be set up in the front of a well-lit room
- Load frame with solid black fabric on the top and a printed fabric for the back
- Use a bright variegated thread
- Set up chairs in theater style arranged in semi-circle in front of machine for up to 15 – 20 students  
\*If more than 20 students, it would be best to have a video camera, digital projector and large screen available
- Set up machine with Laser Light, Horizontal Spool Pin, Groovy Board Stylus, HQ Micro Handles, Ruler Base and have extra needles, bobbins and oil
- Have a table set up to display Handi Quilter and Golden Threads merchandise for sale to students
- What's My Number flyers, Product DVDs and Order Forms should be available

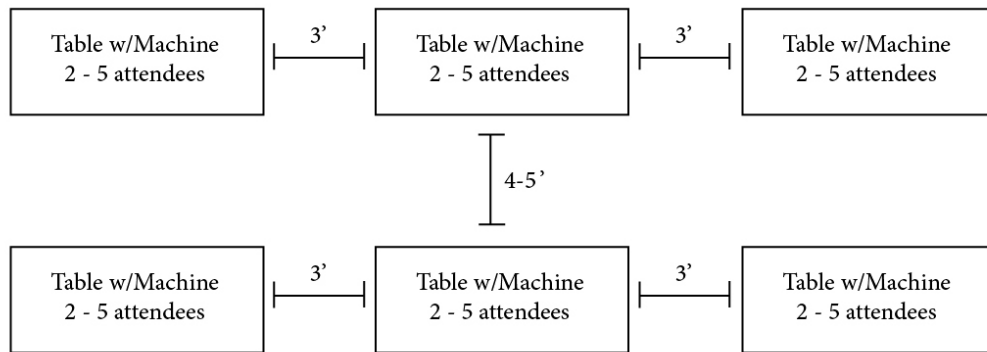
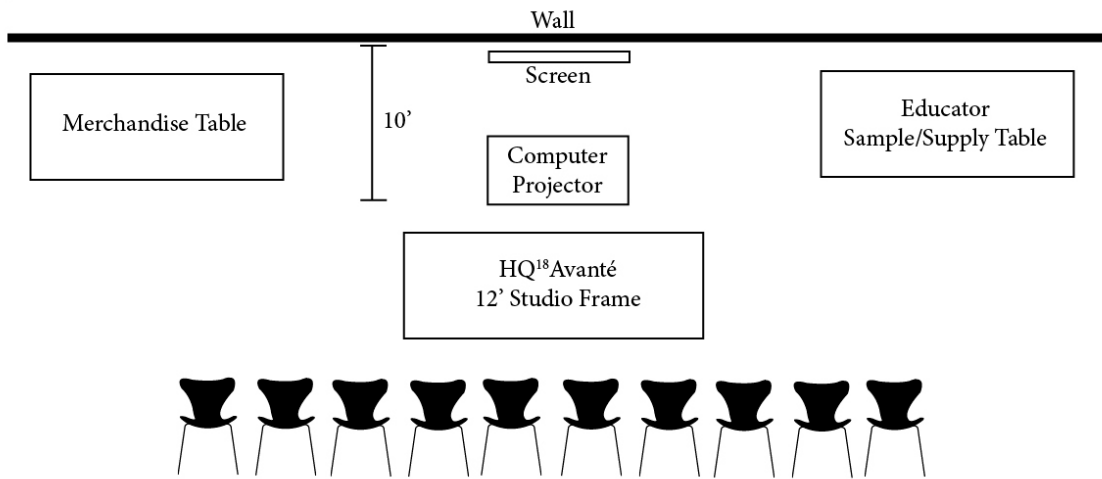
**Note: See Rep Event Planning Guide for additional information on planning a successful event.**



**For Lecture/Demo Mix –**

- Machines and Frames should be set up in a well-lit room
- Load frame with solid black fabric on the top and a printed fabric for the back
- Quilt sandwiches for demonstrating the Sweet Sixteen should be 18 inches square with solid black top fabric, batting and printed backing fabric
- Use a bright variegated thread
- Set up chairs in theater style arranged in semi-circle in front of educator machine
- Have a video camera, digital projector and large screen to show educator's demonstration area of the machine
- Set up machine with Laser Light, Horizontal Spool Pin, Groovy Board Stylus, HQ Micro Handles, Ruler Base and have extra needles, bobbins and oil
- Have a table set up to display Handi Quilter and Golden Threads merchandise for sale to students
- What's My Number flyers, Product DVDs and Order Forms should be available

**Note: See Rep Event Planning Guide for additional information on planning a successful event.**



**For Hands-on Classroom –**

- Machines and Frames should be set up in a well-lit room
- Have enough chairs for students – add tables for students at educator's request
- Have a video camera, digital projector and large screen to show educator's demonstration area of the machine
- Laser Light, Horizontal Spool Pin, Groovy Board Stylus, HQ Micro Handles, Ruler Base and have extra needles, bobbins and oil should be available to educator
- Have a table set up to display Handi Quilter and Golden Threads merchandise for sale to students
- What's My Number flyers, Product DVDs and Order Forms should be available

**Note: See Rep Event Planning Guide for additional information on planning a successful event.**

## Handi Quilter Show Power Guide

Name of Show: _____ <input type="checkbox"/> Booth <input type="checkbox"/> Classroom# _____ <input type="checkbox"/> Other _____	<b>HQ<sup>24</sup> Fusion</b>	# of Machines  _____	X 2	=	_____	Amps			
					X 240	=	_____	Watts	
		<b>HQ<sup>18</sup> Avanté or HQ Sweet Sixteen</b>	# of Machines  _____	X 1.5	=	_____	Amps		
						X 180	=	_____	Watts
		<b>HQ Sixteen</b>	# of Machines  _____	X 1	=	_____	Amps		
					X 120	=	_____	Watts	
	<b>HQ Pro-Stitcher</b> <small>Does not include Quilting Machine</small>	# of Machines  _____	X 1	=	_____	Amps			
					X 120	=	_____	Watts	
	<b>Totals:</b>		Current:		_____	Amps			
			Power:		_____	Watts			

**Please make sure to use quality surge suppressors on ALL machines!  
Unplug ALL machines prior to leaving the booth or classroom.**