

# Counted Thread & Embroidery (CTE) Group

## New Designer Program

### *Who's Eligible?*

New Designer: a professional counted thread and/or embroidery designer of original patterns who has never exhibited at a TNNA (The National NeedleArts Association) trade show/market.

### *Purpose:*

Generate excitement for counted thread and embroidery by introducing new designers to the market.

Encourage new design ideas that will keep the counted thread and embroidery market segment fresh and creative, offering retailers exciting new products to take to their customers.

Help new designers with quality designs to exhibit at a TNNA trade show through a one-show financial scholarship and mentoring program.

Encourage these designers to become active members of TNNA and CTE Group, thus strengthening the organization as a whole.

### *Details:*

The Counted Thread & Embroidery Group (CTE), a product segment group of The National NeedleArts Association (TNNA), will provide a New Designer Scholarship for up to 5 counted thread and embroidery designers to become vendors showing their original designs at the NeedleArts Trade Show. The show will be June 22-24, 2013, at the Greater Columbus Convention Center in Columbus, Ohio. (Show information: <http://www.tnna.org/?page=Summer>)

This scholarship includes exhibit space plus basic booth furniture (if needed). Designers winning the scholarship will share this exhibit space.

This scholarship does not include travel expenses. The designer(s) is responsible for travel, meal, and lodging expense. Scholarship does not include any business insurance or material handling. A stipend (to be determined) to help defray expenses will be provided to each recipient.

The designer(s) must become an exhibiting wholesale member of TNNA and of the CTE Group. See the TNNA organization ([www.tnna.org](http://www.tnna.org)) for membership fees.

Designer(s) must have stitched models displayed in their booth.

The designer(s) must be able to take orders and ship product to customers in a timely manner after the show.

Designer(s) will have access to mentoring from TNNA/CTE wholesale and retail members to assist them in bringing their design company to market.

Designer(s) must be a new exhibitor to TNNA; designers that have exhibited at previous TNNA shows are not eligible.

9. A committee of five CTE members will jury the selection of designers and determine the scholarship recipients. Selection is based on quality of the designs, packaging and instructions, plus innovation, originality, and appeal to market.

*To apply:*

Designer(s) must submit digital photos of 5 to 10 original designs to the jury. Photos must be of stitched models, not computer-generated graphs.

Designer(s) must submit a PDF or other digital image of the instructions, materials list, front/back covers, and packaging for each of these 5 to 10 designs. A detailed description of packaging is helpful: i.e., "my designs are printed on 24-lb. paper, double sided, with a wire binding and heavy yardstick cover with photo of stitched model."

Designer(s) must submit their resume including contact info, bio, goals for designing, marketing plan, etc.

Designer(s) must show proof of membership in TNNA and CTE (or, designer(s) receiving the scholarships must acquire membership in TNNA and CTE before the show opens).

The portfolio consisting of the items listed here can be emailed to: [NewDesignerProgram@gmail.com](mailto:NewDesignerProgram@gmail.com). If needed, jury may request actual chart/chartpack/leaflet sample for review.

Deadline for submission is May 1, 2013.

Designer(s) will be notified by May 17, 2013, in order to display at the Columbus show.

*Jury:*

Will consist of 5 TNNA members:

Retailer

Publisher

Distributor

Manufacturer

Designer

2. Jury will select up to five designers to receive scholarships. Selection is based on quality of the designs, packaging and instructions, plus innovation, originality, and appeal to market. The jury reserves the right to determine the definition of "quality". This is a numbered judging system; judges assign rating from 1 to 5, with 5 being the best, to the selection categories. Jury can and should include comments. All feedback from the judges will be helpful in awarding the scholarships. The ratings and comments will not be shown to the applicants.

3. Individual jury members cannot be biased toward or against any particular design company, theme, materials, etc.

4. Designer portfolios are due by May 1, 2013. Jury must notify the New Designer Program committee of their reports (ratings/comments) by May 15, 2013.

5. Designer portfolios will be sent to jury via digital format (email), but the jury may request actual sample if needed.

For more information, contact the New Designer Program committee at

NewDesignerProgram@gmail.com