

Join FabShop

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

today!



...a leading advocate for independent retailers worldwide

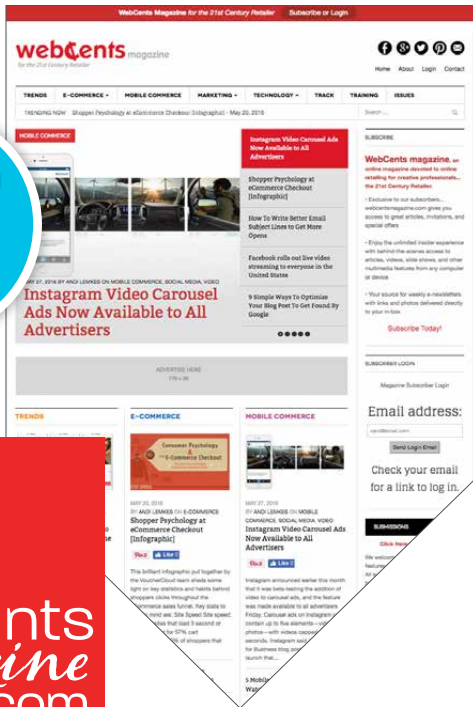


The **fabric shop network**™
...the trade organization for independent
quilt and fabric retailers.

www.fabshopnet.com

Trade Magazines

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



webcentsmagazine.com knows that fabric and quilt retailers face a challenge in the world of online retailing, technology, and social media. We're here to help you navigate the changing landscape of the internet to broaden your reach and grow your business.

- Unlimited access to great articles, information, and special offers
- Insider experience: reports, videos, slide shows, and other multimedia features
- Your source for weekly e-newsletters with links and photos delivered directly to your inbox

At **webcentsmagazine.com** we catalog our editorial into the following classifications, allowing you to easily delve into the information you are looking for:

RETAILING ONLINE SOCIAL MEDIA
MARKETING TECHNOLOGY
TUTORIALS ANALYZE

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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!



FabShop



the **BEST** money you'll spend each 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 grow your business. We know you'll find that—like many members tell us—your \$100 FabShop membership is the best investment you'll make each 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 available to FabShop members—and we're always adding more! Please contact us with any questions, comments, or ideas.

Members Favorite Benefits

- **Member Only Shopowner Forum or Chat:** 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. Connect with other FabShop Members on Facebook! To join the group through Facebook, send *Laurie Harsh* a friend request.
* New Shopowners: Your shop must be open and retailing to the public to be connected to and participate in the forums.
- **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.
- **fabricshoppersunite.com Shop Listing:** Members who pledge to provide superior service, expert advice, and quality products are eligible for a complimentary listing on the shop local campaign website, www.fabricshoppersunite.com.
- **Members-Only Area:** Members have exclusive access to areas of *fabshopnet.com*. Benefits include exclusive promotional graphics, promotional calendar ideas, sneak peeks of new programs, downloadable Print & Use postcards, exclusive free patterns, and supplements to *FabShop News*.
- **UPS Discount Program:** U.S. and Canadian members can take advantage of exclusive discounts and save on inbound and outbound shipping costs. "The FabShop UPS Program saved us \$1500.00 in shipping costs." – Creations, Kerrville, TX.
- **Monthly Live Q&A Session:** Members connect with Laurie Harsh monthly on a live Q&A session. Learn from her 40+ years in the fabric retailing industry. Get questions answered, give live feedback, or just listen and learn from fellow shopowners.
- **Phone Consultation:** As a new member, you are entitled to a free 30-minute telephone consultation with FabShop Founder and Retail Strategist, Laurie Harsh. 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.
- **Quilt Market Kick-Off Dinner:** FabShop hosts an extremely popular Members-only dinner at Spring and Fall Quilt Market, featuring panel discussion, 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.

- **Event Toolkits:** Do you find yourself continually searching for shop events? Are you overwhelmed trying to create and plan a full schedule of activities? FabShop can now save you time and help you make money with our Event Toolkits. Each Event Toolkit will give you a plan, keep you on track, and help you spread the word about your event. Choose individual Event Toolkits or add ALL six to your promotional calendar for bundle pricing. Use our dates for the events or have them customized with your dates and logo.
- **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' email 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!
- **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.
- **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.
- **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.
- **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.

Discount Programs

- **Shipping Savings:** Save on inbound and outbound shipping 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.

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.
- **BizBooks:** 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.
- **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!

In-House Services

- **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.
- **Responsive Email Design and Custom Email Templates:** Need a custom design? Introducing custom email templates that match your brand. Let our experienced design team create a strong design that you can use again and again. Now you can save time and money without the hassle.

Support Your Local Quilt Shop Campaign

- **Fabric Shoppers Unite—Shop Independents!**

Unite with a network of quilt and fabric shops to promote shopping with independents, and receive:

- Listing on widely promoted website*
- Video promotional opportunity
- Access to co-op advertising campaigns

* FREE listing for FabShop members!

The graphic features a red banner at the top with the text "Support Your Local Quilt Shop" in white. Below the banner, it says "It's all about the experience... Visit Today!". The central illustration shows a storefront for a "Quilt Shop" with a sign above the door that says "open". To the right of the storefront is a circular logo with a red background and white text that reads "FABRIC SHOPPERS UNITE LOVE your local QUILT SHOP SHOP INDEPENDENTS". At the bottom of the graphic, the website "fabricshoppersunite.com" is displayed.

Support Your Local Quilt Shop

It's all about the experience... **Visit Today!**



Join us! fabricshoppersunite.com

Member benefit... List your shop!

A worldwide network of independent quilt & fabric shops that have joined forces to promote shopping with independents.

Unite with a network of quilt and fabric shops to promote shopping with independents and receive:

- Listing on widely promoted website*
- Video promotional opportunity
- Access to co-op advertising campaigns

go to
fabricshoppersunite.com

***FREE listing
for FabShop
members!**

FabShop *Exclusive* SHIPPING SAVINGS PROGRAM

Stop Shipping Away Your Profits!

Savings Start Here



Take these 5 simple steps to start **SAVING** on your shipping costs:

After becoming a member...

- 1** Go to fabshopnet.com. Click on the members only tab and log in. Click the UPS link and follow the simple online application.
- 2** If you do not have an account number with UPS, you will be given one.
- 3** Set up your preferred method of payment (either invoice or credit card) by calling UPS at 1-800-PickUps or by going online at ups.com to the Billing Center.
TIP: Paying for your UPS shipments with a cash back credit card can earn you additional savings automatically on your credit card bill. Look for new cards offering 2% cash back.
- 4** Call, email, and fax all your vendors with the **Shipping Routing Notification Form**. Instruct them to use YOUR UPS account number for all your shipments with the UPS bill "Receiver" option.
TIP: The bill "Receiver" payment option allows you, as the recipient, to be invoiced directly for inbound shipments by UPS, saving you from additional handling fees imposed by some suppliers.
- 5** Follow up with a confirmation that your vendors have made the change in their system. As a backup, start specifying your shipping instructions on your Purchase Orders with your vendors.
TIP: Create a form letter to fax and email to all of your vendors with your new shipping directions. Add a confirmation area where your vendors can just return the form back to you. This serves as your written proof of change.

Take advantage of these exclusive discounts

UNITED STATES

UPS Domestic Ground on **inbound** and outbound shipments

Commercial and Residential freight:

Discounts up to 18%

Standard shipping to Mexico:

Discounts up to 21%

Standard shipping to Canada:

Discounts up to 13%

CANADA

Small Package Services:

30% off shipments within Canada

30% off shipments to the U.S.

30% off shipments to worldwide destinations

25% off imports into Canada

Freight Services:

Savings start at **70% off heavyweight, LTL (Less Than Truckload) shipments**

"The FabShop UPS Program saved us \$1500.00 in shipping costs."

Creations, Kerrville, TX



Membership Application

Join FabShop Today! FabShop is the trade organization for independent quilt, fabric, and yarn 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 Annual Retailers' Membership includes independent Storefront, Internet, or Design Studio retailers whose primary business is reselling quilting/sewing/yarn 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 _____

Shopowner Profile: facebook.com/ _____
(your personal Facebook name)

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 FabShop Retailers' Association plus 6 issues of **FabShop News** trade magazine: \$100 \$ _____

New Membership Renewal

MEMBERSHIP CATEGORY

Independent Storefront Retailer
 Quilting Sewing Yarn

Independent Internet Retailer
 Quilting Sewing Yarn

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

fabricshoppersunite.com listing

FabShop Member Benefit

Non-Member — \$50 annual fee

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) 666-2392 • Fax (360) 666-2863 • 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.



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