



fabshophop.com

**Celebrating
10 Years
Hopping!**

**Become a 2010 Grand Prize Sponsor
at www.fabshophop.com**

**Annual Stats:
28 Million Page Views
500,000 Unique Visitors**

The FabShop Hop—the first virtual shop hop—has been capturing the attention of quilters and sewers for ten years, inspiring them to hop and shop online for fabrics, books, notions, and other quilting and sewing supplies. With no end in sight to this popular shopping pastime, The Fabric Shop Network is looking forward to the continued success of FabShop Hops in 2010.

This online promotion has proven to be a profitable way for FabShop members who maintain a website to reach quilting and sewing enthusiasts with their products and services. We're planning for eight hops for 2010 plus new promotional tie-ins. Your participation as a Grand Prize Sponsor for one or more of these month-long events will **put your product in front of hundreds of thousands of motivated shoppers** throughout the year.

**9 Hops
in 2010**



Consider a donation of fabric, sergers, sewing machines, quilting machines, cabinets, or pressing equipment. Your donation will be awarded to a consumer who qualifies for the grand prize drawing by visiting the websites of the participating online merchants.

Here's how it works

Online shoppers sign up for the Hop and then visit participating US and Canadian merchants at their websites. To qualify for the grand prizes, each shopper must visit the participating retailers within the month of the Hop. In addition, they qualify for gift certificates from participating shops and prizes from The Fabric Shop Network. To qualify to win your grand prize, a consumer must click on a button located at each website to register their visit. Learn more about this fun promotion by visiting the website at www.fabshophop.com.



FabShop Hop home page

**Become a
Grand Prize Sponsor!**

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

PO Box 820128, Vancouver, WA 98682
360-892-6500 • laurie@fabshopnet.com

fabshopnet.com • fabshophop.com



fabshop.com

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FabShop Hop leaderboard ads

The Perfect Caddy
FabShop Hop Grand Prize Sponsor

HOFFMAN FABRICS
FabShop Hop Grand Prize Sponsor

Art Gallery FABRICS
FABSHOP HOP GRAND PRIZE SPONSOR

FabShop Hop Facebook page

facebook Home Profile Friends Inbox

FabShop Hop Become a Fan

Thanks Again for FabShop Hop!

1. **Win of Shop for Sewists!**

2. **Win The Perfect Caddy, 50 yards of fabric from Art Gallery Fabrics, or 50-1 yard cuts of bolts from Hoffman Fabrics!**

3. **Registration**

4. **How to Hop**

FabShop Hop sponsor web page

fabshop.com

Grand Prize Sponsors

Hoffman Fabrics

Art Gallery Fabrics

The Perfect Caddy

Art Gallery Fabrics

Hoffman Fabrics

The Perfect Caddy

Art Gallery Fabrics

What's in it for you?

You will get very **targeted exposure to new customers** by becoming a **Grand Prize Sponsor**.

- As a Grand Prize Sponsor, your company will be **listed in all related advertising** including social networks such as **Facebook** and **Twitter**.
- Space will also be available to promote your products on a **leaderboard banner ad (728 x 90)** with a commitment to sponsor eight FabShop Hops in 2010.
- **Your logo** identifying you as a Grand Prize Sponsor will appear on the official FabShop Hop website with a link to your website.
- **Photos of the Grand Prize** will also be linked to your site.
- Every week during each hop, your **company will be highlighted** as a Grand Prize sponsor along with a link to your website in the official Hop e-mail newsletter that goes out to Hop participants.

FabShop Hop weekly eNewsletters

Take this opportunity to support the quilting and sewing industry and **gain mass exposure** to sewing and quilting enthusiasts with multiple exposures during these profitable online promotions in 2010. Please contact Laurie Harsh at laurie@fabshopnet.com or 360.892.6500



fabshop.com

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Commitment Form

Become a Grand Prize Sponsor today!

Submit form to:
The Fabric Shop Network, Inc.
PO Box 820128
Vancouver, WA 98682-0003
360.892.6500
360.892.6700 (fax)
laurie@fabshopnet.com

HOP DATES 2010

- JANUARY
- FEBRUARY (Pillowcase Challenge Hop)
- MARCH
- APRIL
- JUNE
- JULY
- SEPTEMBER
- OCTOBER
- NOVEMBER -DECEMBER (Holiday Hop)

Yes, we will donate the following items with a minimum retail value of \$500: (please include item retail value)

Date _____

Name _____

Company Name _____

Address _____

City _____

State or Province _____ Zip _____

Phone _____ Fax _____

E-mail _____

Web Address _____

Signature _____

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