



Thank you for your interest in teaching at the **2021 Virtual Sewing & Stitchery Expo** – Feb. 24 – 28, 2021. Please read the following information carefully in preparation for submitting your class proposals for the virtual show. We are interested in a variety of class types and skill levels. This is a new way to have Expo, and we are committed to student and teacher satisfaction.

## 2021 Selection Criteria

Classes will be taught on a videochat platform that students will access from our event hub. Virtual classrooms will be hosted and moderated by *Sewing & Stitchery Expo* employees. They may be taught live or filmed in advance, depending on teacher comfort and ability. However, teachers are required to be available during the appointed class time, even if the technique session was pre-recorded. Due to capacity constraints, there will be fewer classes offered virtually than during an in-person *Sewing & Stitchery Expo*.

Classes must relate to sewing, yarnwork, or other fiber arts. They must support the educational mission of the *Sewing & Stitchery Expo*. Regardless of type, classes must include demonstration of a technique or provide educational information related to the sewing/textiles industry. Time limits for all classes will be strictly enforced.

We encourage you to think about which of your classes will translate well to a virtual classroom. Virtual classes are best if they require less individual instruction, and when students and teachers can both show their work. Both advanced and beginner courses can work well virtually, as long as teacher and student expectations are clear. You should be experienced teaching this class or technique—enough to know when questions usually arise. One, Three, and Four Needle classes will be recorded and available to registered students for up to two weeks after the show as a benefit for students who are registered in each class during Virtual Expo. We know this is a new way to teach, and we will provide support and tips on virtual instruction. Although we are unable to provide technical support in your physical classroom, we are happy to work with you in advance to ensure you have the tools necessary to succeed in the virtual space.

If applicable, teachers must provide complete materials lists for students. If kits are required, teachers must sell and ship kits directly to students. The *Sewing & Stitchery Expo* will provide a class list to teachers with kits at least three (3) weeks before the show begins to ensure all students have the materials they need to succeed. If students need to complete homework prior to class, you must let us know in the application. We recommend classes utilize materials students may already have on-hand or that are readily available at big-box craft stores.

*Sewing & Stitchery Expo* Education Manager Amy Veneziano is available to help refine your class ideas prior to submission—if you have questions, do not hesitate to contact her. Teachers will be selected based on applications, class photos, references, prior virtual teaching experience, website development, class outlines, and telephone interviews with the Education Manager. There are a limited number of teaching positions and there will be limited class selections in each topic. If there are duplicate topic applications, Amy will select the most developed application or work with applicants to refine their topic.

## Class Types

The types of virtual classes available are listed below. Please read the descriptions carefully and select the format that will best showcase your teaching style and topic. You are encouraged to apply for more than one class format.

### Free Stage

300 participants • 45 minutes

These lecture/demo sessions are free to attendees, who can drop into them virtually at any time during the show. This is a great opportunity to discuss specific techniques, offer a trunk show or demo, give a workroom or site tour, or show off an exciting new product. Students who take Free Stage classes can also be encouraged to sign up for your One, Three, or Four Needle classes! We recommend leaving time for Q&A at the end.

*Teachers are not paid for Free Stage classes.*

### One Needle

300 students • 45 minutes

This is a lecture/demo class, and instructional handouts are strongly encouraged, but are not required.

One Needle classes are offered twice during Expo, usually on Thursday/Saturday or Friday/Sunday. Class time limits will be strictly enforced. If you usually teach this class as a Two Needle<sup>1</sup> or simply require more time, please contact our Education Manager to discuss options.

*Teachers are paid a flat rate of \$50 per class.*

### Three Needles

30 to 50 students<sup>2</sup> • 2.5 hours

Three Needle classes are our most popular and offer a creative hands-on experience. They can be taught on sewing machines or sergers, or cover handwork, such as fitting, beading, hand-sewing, or another applied technique. The goal is for attendees to learn a new technique and/or complete a project within the time allowed.

Three Needle classes are usually offered twice during Expo, either on Thursday/Saturday or Friday/Sunday. Applications must include homework (if applicable), a complete list of student supplies<sup>3</sup>, kit contents and price<sup>4</sup>, and a link for students to use to purchase kits. Complete materials lists and machine requirements must be received by Expo Management by November 1.

*Three Needle teachers are paid a flat rate of \$175, and a bonus of \$10 per student after the first 20 students.*

### Four Needles

30 to 50 students<sup>2</sup> • 4 hours

These four-hour immersive learning experiences are offered on Wednesday, with a limited selection on Sunday. These are hands-on classes using sewing machines or sergers, or may focus on drafting, handwork, beading, or other applied technique that does not require a machine.

Students should learn a comprehensive technique or skill, and have a completed or nearly-completed project by the end of class. Applications must include homework (if applicable), a complete list of student supplies<sup>3</sup>, kit contents and price<sup>4</sup>, and a link for students to use to purchase kits. Complete materials lists and machine requirements must be received by Expo Management by November 1.

*Four Needle teachers are paid a flat rate of \$250, and a bonus of \$15 per student after the first 20 students.*

<sup>1</sup>**Two Needle Classes** will not be offered during the 2021 Virtual Expo. They will return at our next in-person event.

<sup>2</sup>**Three and Four Needle classes** are limited to 30 students by default, but teachers may opt to teach up to 50 students. Classes at less than 30% capacity may be subject to cancellation. The Education Manager will work closely with teachers to ensure appropriate sales levels, and to assist with promoting your session.

<sup>3</sup>**Supply List.** In a virtual format, teachers must be explicit about what supplies are needed for student success, including machine requirements, thread colors, rotary cutters and mats, and more. Please provide a complete supply list in your application or directly to Expo management by November 1.

<sup>4</sup>**Kit fee** costs vary with the amount and quality of product provided. In a virtual format, you will want to include any unusual or hard-to-find items in the kit. While Expo management does not set a price limit on kit fees, we do ask that you consider what materials students truly need in each class and the availability of products elsewhere. Teachers are required to provide kit contents to students before Expo, and kit fulfillment is solely the teacher's responsibility.

**Virtual Classrooms.** We will offer all classes in virtual classrooms. The Sewing & Stitchery Expo management will host and moderate these virtual classrooms, and we will provide links and other technical support to ensure a positive student and instructor experience. All classes will be held in Pacific Standard Time (PST).