

2018

Row by Row
EXPERIENCE®



Sew Musical

- ✓ Sew Musical - a great theme with fun possibilities for shops and quilters!
- ✓ 2018 Dates: June 21- September 4, 2018
- ✓ Save! RxR Registration fee includes optional participation in RxR Showcase! (\$50 value)

Two NEW BIGGIES:

#1

ALL NEW!

The Shape of Things to Come! →

- Shops have the option of choosing a new shape for their row pattern!
- Shapes work together allowing creative options for row designers and collectors.
- Shops are limited to one row pattern per store.

#2

Keep selling during the Quilting Challenge Period (aka: The Hibernation Period) Sept. 5- Oct. 31, 2018

- Shops may continue to sell patterns and kits IN-STORE ONLY throughout the QCP.
- No longer need to disappoint fall travelers, however they may not receive a RxR pattern at no cost.
- Add a price (\$5 minimum suggested) to each pattern, creating incentive to travel and shop throughout the summer months.
- After October 31, patterns and kits may be sold in any way: online, mail order, etc.



A note about copyright infringement: Trademarks and copyrights differ in that they protect different things. Trademarks protect names whereas copyrights protect the art and text works themselves. Song names or titles are not protected by trademark or copyright, however song lyrics may be protected.

Row by Row Experience has a zero-tolerance policy for copyright infringement. Your pattern must be original work or used with permission of the original designer. You are responsible to obtain this permission and legally liable should you fail to do so. Row by Row Experience LLC has no legal liability in this situation. Any shop found to be in violation of this policy will be immediately expelled from the current and following years' events and deleted from all event advertising. Consumers will be notified that the shop is no longer participating through social media outlets and state coordinator mail lists.

