



2026 MARKET CONTRACT AND PARTICIPATION GUIDE

Friday, August 28 – Sunday, August 30, 2026

Irving Convention Center

500 W. Las Colinas Blvd.

Irving, TX 75039

IMPORTANT DATES

Decision Notification: Wednesday, December 31

Early Bird Deadline: Saturday, February 28

All Fees Due: Tuesday, June 16

Cancellation Deadline: Tuesday, June 16

Tax Permits Due: Saturday, August 1

If you exhibited with us during 2023, 2024, or 2025, you do not need to supply a new copy of your tax permit; If needed, apply online at comptroller.texas.gov/taxes/permit

Load-In: Wednesday, August 26.....4pm – 8pm
Thursday, August 27 8am – 8pm

Market Hours: Friday, August 28 9am – 6pm
Saturday, August 29 9am – 6pm
Sunday, August 30 10am - 3pm

Restocking Times: Friday & Saturday 7:30-9am & 6-7pm
Sunday.....9am - 10am

Load-Out: Sunday, August 30 3pm – 8pm
Vendors may not begin breaking down until 3pm & must be out of the building by 8pm

Questions? Send an email to vendors@dfwfiberfest.org and we will respond as soon as we can!

BOOTH PACKAGE

Your booth package includes (per 10'x10' unit)

- 8' high black draped back wall
- 3' high divider drape
- Exhibitor ID Sign
- 1-8' table, 30" wide (stitcher's row booths receive 1 4' table)
- 2-folding chairs
- Electricity and Exhibitor Wi-Fi
- Exhibitor's credentials
- Event site, map, and show book directory listing

ELECTRICITY is provided at no extra charge to you. Please bring your own power strips and cords.

ADDITIONAL FURNISHINGS AND SERVICES are available from the official DFW Fiber Fest decorator. Forms are available in the 2026 SES Exhibitor Guide, which was provided with your application and accessible in Eventeny.

Furnishing Discounts: August 12 is the final day for order discounts from Superior Expo Services.

Superior Expo Services

706 Rand Rd. | Kaufman, TX 75142

Phone: 972-271-7444

Email: service@superior-expo.com

SHIPPING TO THE EVENT

Advance Shipments: Shipments to the advance warehouse can be received **up to thirty (30) days prior to August 21, 2026**.

Direct Shipments: If you ship directly to the Irving Convention Center, shipments must arrive **on or after August 26** or they will be refused.

Please read and follow all shipping information provided in the 2026 SES Exhibitor Services Manual. It contains everything you need to know – packing, forms, deadlines, fees, and who to contact with questions.

BOOTH SHARING PREAPPROVAL IS REQUIRED

The Board of Directors carefully considers each application for our Market. To keep our product offerings in line with our intended design, the Board must be notified in advance if two or more vendors plan on sharing a booth space. No booth sharing will be permitted without prior Board approval. If you do not have preapproval for sharing, the Board has the right to request removal of the items brought in by the additional vendors.

BOOTH SET UP AND TAKEDOWN

Market Load-In and Setup will take place from 9am to 9pm on Thursday, August 27, 2026, and will be staggered to help manage crowding in the loading area. Takedown and Load-Out will take place from 3pm to 7pm on Sunday, August 30, 2026. **All vendors must be out of the building by 7pm sharp, per our contract with the venue. Please be aware that any vendors remaining in the Market at 7pm will be charged a one-time \$300 fee.**

We are rolling out new Load-In and Load-Out processes to better manage crowding in the loading area during peak times and make it easier for every vendor to unload their items in a timely manner. Detailed instructions will be provided by the end of January 2026. Vendors are expected to comply with these instructions and onsite directions provided by our volunteer board members, ICC employees, or Security Staff. Failure to do so may result in removal from the current event in progress (with no refund) and elimination from future events.

BOOTH ARRANGEMENT

Vendors are not permitted to expand outside their assigned booth. That includes the aisle and walkways, as well as any adjacent booths. Failure to comply with this provision will result in a fine equal to your booth fee and immediate termination of vendor relationship with DFW Fiber Fest.

Nails, tacks, or non-approved tape may not be used on convention center walls. Loose glitter, confetti, and foam string of any kind is not permitted. DFW Fiber Fest will pass on the clean-up charge to any vendor(s) who violate(s) the rules of the Convention Center (minimum fee is \$400).

All Rugs, floor mats, and foam flooring must be gaffer-taped along the edge for safety and accessibility. Tape is available from the Info Booth inside the Market.

ACCESSIBILITY

It is important to the Board that each booth in our Market is accessible to everyone. As you may know, many members of our community utilize scooters, wheelchairs and other assistive mobility devices. In some past years, many booths were inaccessible to these attendees. All booths are to be set up so that they are fully accessible to all abilities.

The Accessibility Committee will consult with each Vendor during setup, to ensure that your products are available to the widest possible range of customers. You can help us expedite the process by adhering to the **Accessibility Checklist provided at the end of this guide**. It will also be included in your Info Packet onsite at check-in.

PRODUCT DEMONSTRATIONS

Product demonstrations such as knitting machines, spinning wheels, drop spindles, and looms, are acceptable as space allows.

You also have the option to lead a scheduled demonstration in the Fiberatory. If you would like more information, please contact **Fiberatory@dfwfiberfest.org** for details.

MAKE & TAKES

Make & Takes are a great way to draw attendees into vendor booths, so we encourage vendors to consider offering them. They should be limited to one (1) hour or less each and may run consecutively throughout the event. All scheduling and payments for Make & Take mini classes are the sole responsibility of the Vendor.

VENDOR DOOR PRIZES

Vendors are required to provide one door prize with a minimum value of \$35. These prizes create excitement for attendees and are distributed during various events throughout the weekend, including activities in the Market, classroom sessions, and the Friday Night Event. Here's how the process works:

1. Door Prize Vouchers:

- a. DFW Fiber Fest will create a voucher with your business name and booth number.
- b. The voucher will be given to a winner sometime during the event weekend.

2. Winner Visits Your Booth:

- a. When a winner receives your voucher, they will visit your booth to claim their prize.
- b. Door Prize Options:
 1. Vendors may offer a designated item as the door prize, which will be kept at their booth for the winner to claim.
 2. **OR** Vendors may allow the winner to use the Door Prize Voucher as a \$35 credit toward the purchase of an item at their booth.

There is no need to turn in the redeemed certificate to DFW Fiber Fest. Once you have fulfilled your door prize, the transaction is complete.

This system not only simplifies prize distribution but also drives foot traffic to your booth, offering an excellent opportunity to connect with potential customers.

PROGRAM BOOK & SPONSORSHIPS

A page listing all vendors in alphabetical order will be included in the program book and on the DFW Fiber Fest website. You will also be given the opportunity to place an ad in our Program Book. If you want an ad or sponsorship opportunity and have not received a packet prior to February 1, 2026, you may request one directly from **Sponsorships@dfwfiberfest.org**.

SOCIAL MEDIA SUPPORT

Posting on Instagram, Facebook, and TikTok is highly effective at driving traffic to your booth. Vendors who are visible and active online generally achieve higher traffic and sales. For that reason, we strongly encourage you to post regularly as we get closer to the event, and if you tag us, we will repost your content to our followers.

Tagging @DFWFiberFest notifies us about your post so we can amplify your reach by re-posting to our followers. It also provides users with a hyperlink to our profile, so if they want more information about the event, they can get to it easily. **Do this to ensure we re-post your content.**

Hashtags do not trigger notifications, so it's likely we will miss your post. They enable users to discover your content and can bring you new followers. For that reason, we also

encourage you to include at least one of our event hashtags in your posts. They are:
#DFWFiberFest2026, #DFWFF2026, #DFWFiberFest, #DFWFF

NON-COMPETE POLICY

Vendors at DFW Fiber Fest agree that they will not contract for trunk shows or any selling outside of their usual retail agreements with any stores within 100 miles of Irving, Texas during the period of August 14 – September 11, 2026 (two weeks before and after the event). The purpose of this policy is to encourage more traffic during the event.

HEALTH POLICY

Regarding communicable disease transmission, we encourage all attendees to consult with their physicians about strategies in their best interest for optimal protection of their health and well-being. Attendees assume their own risk of coming to our event.

If you agree with these terms, please sign below. If you have any questions, please email **Vendors@dfwfiberfest.org**.

DISPUTE POLICY

In the event of a concern or conflict involving another vendor or a customer, all vendors agree to bring the matter directly to the Market Director or the President for resolution. To maintain a spirit of community and cooperation, vendors agree to utilize this process rather than direct confrontation as a means of approaching resolution.

DIVERSITY MATTERS

DFW Fiber Fest is a community of diverse individuals, and that includes our staff, volunteers, teachers, attendees, and vendors. We are a family. All of us. Whether you are the Matriarch or married in yesterday – you are welcome at our event. Would that our community was beyond needing to say this – but we want there to be no question that every person is welcome through our doors and we do not discriminate on the basis of race, creed, color, ethnicity, national origin, religion, sex, sexual orientation, gender expression, age, height, weight, physical or mental ability, veteran status, military obligations, political viewpoint, or marital status. On the same note, we do not and will not tolerate open discrimination of any kind on our show floor, or elsewhere in our event. Any reported incidents of discrimination will be dealt with immediately and fairly. If the offending party is a vendor, and the complaint is found to be warranted, penalties will result in immediate termination, removal from the premises and there will be no refund of any booth feeds. Reciprocally, any offending party who is an attendee should be reported immediately as your own comfort and safety are of great importance to our Board.

CANCELLATION/REFUND POLICY -- DEADLINE IS TUESDAY, JUNE 16, 2026

Cancellation notification must be received by DFW Fiber Fest in writing. Please email **Vendors@dfwfiberfest.org** if life happens and you need to cancel. If you are unable to attend at the last minute, please call us at 817-307-5879.

On or before June 16, 2026: Refund of all fees less an administration fee of \$75 for each 10'x10' space rented. **After June 16, 2026:** Unfortunately, we're unable to provide refunds after the deadline.

In the event of cancellation, DFW Fiber Fest reserves the right to use canceled booth space for its own convenience, including selling the space to another vendor, without rebate or allowance to the canceling vendor.

Thank you for applying to our 2026 event! We will notify you of our decision by the end of December. In the meantime, if you have questions, please send a message to **vendors@dfwfiberfest.org**.

Tanya Warner
Market Director
DFW Fiber Fest 2026



Accessibility Checklist for Vendors

As part of our commitment to creating a welcoming and accessible festival for all attendees, please review and follow these guidelines when setting up your booth:

Flooring & Rugs

- Secure all rugs, mats, or floor coverings with **gaffer tape** or other non-slip methods.
- Ensure rugs lay **flat with no curled edges** that could cause tripping or difficulty with mobility devices. If you need help with this, please contact a board member. We have the appropriate flooring-safe tape to secure your flooring without damaging it.

Aisles & Pathways

- Maintain a **minimum aisle width of 36 inches** (3 feet) for wheelchair, mobility aid, and scooter access.
- Keep **boxes, displays, or merchandise out of walkways**—do not let items encroach into the aisles. If you are in need of space to secure backstock, talk with a Board Member and they will work with you for an effective solution
- Be aware of tight corners or dead ends inside your booth that impair flow or prevent turn-around. This will not only improve accessibility but statistically improve sales. A good bottom line is good for all of us! .

Tables & Displays

- **Secure all tablecloths** to the table legs to prevent entanglement with wheels or canes.
- Position displays so they are **stable and not easily tipped over**.
- Place popular or featured items at **varied heights** (including 36–42 inches from the ground) so they are accessible from both seated and standing positions.

General Safety & Comfort

- Use **cord covers** or tape down any electrical cords crossing walkways. DFW Fiber Fest has cord covers available.
- Avoid strong scents (fragrance sprays, diffusers) that may affect individuals with sensitivities.
- Provide **clear, easy-to-read signage** in large print with good contrast.
- Ensure lighting inside your booth is adequate but **not blinding or strobing**.

Customer Interaction

- Be prepared to **offer assistance** if someone cannot reach an item.
- Welcome **service animals** with attendees, without restriction.