



2025 CWC EXHIBITOR KIT

Join us for the only educational event and trade show specifically for custom drapery, soft furnishing and upholstery workroom businesses.

CWC Exhibitor Marketplace

Wednesday, September 24, 2025

MeadowView Conference Resort & Convention Center, Kingsport, TN

“Strengthening the workroom industry through quality education and relationships with other workroom professionals”

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What CWC Means to the Workroom Industry

Custom Workroom Conference is the only annual educational event specifically for custom workroom businesses. People attend from all over the world to take part in the educational seminars, network with their peers, and to meet suppliers in person. CWC is a fun professional event that has become a reunion for experienced workroom professionals and a welcoming environment for new business owners.

The education program includes 20 classes for window treatments, upholstery, sewing skills and specialties, and business topics. Classes are presented by popular industry experts and workroom owners. Education continues outside of classes with attendees, instructors, and exhibitors sharing expertise, mentoring new people, and creating relationships that help everyone to grow personally and professionally. For many attendees, CWC is a life-changing experience and key to their future success.

Attending conferences is so important to our industry to make connections with other workrooms from all over the US and beyond, to learn new valuable techniques, and to learn about new industry supplies and equipment. ~Leisha Schutt, LS Designs

This show is packed with top quality speakers and exhibitors. The attendees are very serious about their craft yet fun-loving and friendly. You WILL leave this event motivated and educated with several new friends. I highly recommend this event. ~Jay Helser, Helser Brothers Hardware

The Custom Window Conference is an outstanding annual event! Attendees have the opportunity to network with industry peers, learn from experts in the business and meet vendors who support makers & creators of custom soft furnishings. As an owner of a window treatment and soft furnishings business, I am delighted to collaborate with members of the upholstery industry, who also attend this conference. ~ Nancy Vegal, United Phoenix Designs

What an amazing time we had at the 2024 CWC! The classes were great, the party was over the top, and the enthusiasm at our booth was so inspiring. Thank you to all the sponsors, attendees, planners, producers and volunteers for a great show! ~ Jayna Manzelli, Raise Your Shade



Event Schedule

Custom Workroom Conference will take place September 23–25, 2025, at the MeadowView Conference Resort and Convention Center in Kingsport, TN. **The CWC Exhibitor Marketplace will be open on Wednesday, September 24, 9:00 am – 5:00 pm.**

Monday, September 22, 2025

Starting at 4:00 pm, Attendees check in to the hotel – Welcome to Kingsport!!

5:00 – 7:00 pm, Attendee Registration Reception

Tuesday, September 23, 2025*

7:30 – 8:30 am, CWC Attendee Registration and Breakfast

8:30 – 10:00 am, Session 1 Classes

10:00 – 10:45 am, Coffee Break

10:45 am – 12:15 pm, Session 2 Classes

12:30 – 1:30 pm, Buffet Lunch and Keynote Address

1:45pm – 3:15 pm, Session 3 Classes

3:15 – 4:00 pm, Coffee Break

4:00 – 5:30 pm, Session 4 Classes

8:00 – 10:00 pm, Social Event and Party

**Exhibitors can begin setting up at 3:00 pm*

Wednesday, September 24, 2025*

9:00 am – 5:00 pm CWC Exhibitor Marketplace

Concessions available for breakfast and lunch

5:30 – 6:30 pm, After Marketplace Mixer

**Exhibitors break down starting at 5:00 pm*

Thursday, September 25, 2025

8:00 – 9:30 am, Breakfast

9:30 am – 12:00 pm, Session 5 Classes

10:30 – 11:00 am, Coffee Break

12:15 – 12:30 pm, Closing Comments and Goodbye Message

Your company can **stand out**, receive **more marketing value**, and **increase engagement** with attendees as a **CWC sponsor**. See the list of exclusive sponsorship opportunities for this year’s event and contact Laurie Medford, CWC Sales Manager at sales@customworkroomconference.com to secure your sponsorship.

BECOME A CWC SPONSOR!

“CWC Social Event and Party” Sponsorship starting at \$15,000.00 (1)

A fun social event and dance on Tuesday, September 23, 2025, 8:00 – 10:00 pm for all CWC attendees and guests.

Sponsorship includes:

- Cash bar, coffee, tea, soft drinks, snacks, and dessert display for 250 people.
- Rental of Cattails Ballroom with tables, chairs, and dance floor.
- Professional DJ booked for two hours with lighting and sound system.
- Full page ad in the CWC event brochure with link (art provided by sponsor)
- 10’ x 20’ booth with carpet, electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.
- Party sponsor can create a party invitation with RSVP to collect contacts.

Not included – signage, decorations, and party favors.



“CWC Lunch and Keynote Address” Sponsorship starting at \$12,000.00 (1)

Delicious lunch buffet and keynote address on Tuesday, September 23, 2025, included with registration for all attendees.

Sponsorship includes:

- Lunch buffet with salads, hot entrees and dessert for 250 people.
- Rental of the Grand Ballroom with tables, chairs, stage and A/V.
- Lunch keynote presentation with speaking opportunity for a company representative.
- Full page ad in the CWC event brochure with link. (art provided by sponsor)
- 10’ x 20’ booth with carpet, electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included – signage or decorations.



“Attendee Registration Reception” Sponsorship starting at \$8,000.00 (1)

Be the first to welcome and greet attendees at the CWC registration and networking event on Monday, September 22, 2025, 5:00 – 7:00 pm.

Sponsorship includes:

- Rental of Fireside Foyer and Outside Patio. (An inside location has been secured in case of inclement weather)
- Coffee, tea, soft drinks and cash bar.
- Casual appetizers and snacks.
- Each attendee will receive a 3–ring binder and pen with your company logo and message on the cover to be used for class handouts and literature during the event. (Art provided by sponsor)
- Full–page ad in the CWC event brochure with link. (art provided by sponsor)
- 10’ x 20’ booth with carpet, electric, Wi–Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included – entertainment, signage or decorations



“After Marketplace Mixer” Sponsorship, starting at \$7,000.00 (1)

Celebrate the end of a great day with the After Marketplace Mixer on Wednesday, September 24, 2025, 5:30 – 6:30 pm. At 6:00 pm, CWC owners and producers Susan Woodcock and Rodger Walker will announce the dates and location of the 2026 Custom Workroom Conference. One grand prize winner will be selected from business cards collected in your booth – winner receives free attendance to CWC 2026. All attendees and exhibitors are invited to attend.

Sponsorship includes:

- Rental of the Grand Ballroom with tables and chairs, stage and A/V.
- Coffee, tea, soft drinks, cash bar and snacks.
- Full page ad in the CWC event brochure with link. (art provided by sponsor)
- 10’ x 20’ booth with carpet, electric, Wi-Fi, 2 tables, 4 chairs and waste baskets. (Availability is limited and booths are selected first come–first served)
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Six social media promotions. (Facebook and Instagram)
- 1 full 3–day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Not included – signage or decorations.



“Welcome to Kingsport” Sponsorship starting at \$5,000.00 (1)

Make an impression when attendees check-in to the hotel on Monday, September 22, 2025 with a special gift and your branding on their hotel key card.

Sponsorship includes:

- Custom hotel key card with your logo.
- Gift bag with Kingsport, TN travel information and local Bellafina Truffle favors
- Half-page ad in the CWC event brochure with link. (art provided by sponsor)
- 10 x 10 booth with carpet, electric, Wi-Fi, 1 table, 2 chairs, and waste basket. (Availability is limited and booths are selected first come-first served).
- Logo and link in the CWC monthly newsletter.
- Logo and link on the CWC website sponsor page.
- Three social media promotions. (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

“Coffee Break” Sponsorships starting at \$3,000.00 (3)

Meet attendees in-person and promote your company during 45 minute coffee breaks between class sessions. Coffee breaks are held on Tuesday, September 23 in the morning and afternoon and on Thursday, September 25 in the morning.

Sponsorship includes:

- Coffee break package for 250 people
- Rental of the Meadowview Foyer
- Two skirted tables for company literature and promotional items.
- Half-page ad in the CWC event brochure with link (art provided by sponsor)
- 10 x 10 booth with carpet, electric, Wi-Fi, 1 table, 2 chairs, and waste basket. (Availability is limited and booths are selected first come-first served).
- Logo and link in the CWC monthly newsletter
- Logo and link on the CWC website sponsor page
- Three social media promotions (Facebook and Instagram)
- 1 full 3-day attendance package including education seminars, lunch, exhibitor marketplace, and social events. This can be used by a company representative, employee, or given away as a gift or prize drawing.

Exhibitor Booth Pricing*

Availability is limited. Booths are assigned on a first come–first served basis. Reserve your spot early for the best booth location.

Convention Center A: Single booth = \$1,500.00

10' x 10' booth space includes 8' drape on back wall, 3' drape on sides, one 8' x 30" skirted table, two chairs, waste basket, Wi-Fi, and website listing.

Convention Center A: Double booth = \$3,000.00

10' x 20' booth space includes 8' drape on back wall, 3' drape on sides, two 8' x 30" skirted tables, four chairs, waste baskets, Wi-Fi, and website listing.

Convention Center A: Triple booth = \$4,500.00

10' x 30' booth space includes 8' drape on back wall, 3' drape on sides, three 8' x 30" skirted tables, six chairs, waste baskets, Wi-Fi, and website listing.

Convention Center Foyer: Tabletop Exhibitor = \$800.00

Includes one skirted 8' x 30" table**, 2 chairs, waste basket, Wi-Fi, and website listing.

Tabletop exhibits must not exceed 8' across x 6' from the back wall. The Convention Center Foyer is open to the public and not locked. Exhibitors cannot leave materials or merchandise in their booths overnight and must complete set-up on Wednesday morning before 9:00 am.

Additional furnishings and services not included in above pricing:

Electric, \$125.00 (120V 20-amp outlet)

Additional 8' skirted table, \$60.00

For other furnishings please ask for pricing.

**Booths are included for CWC sponsors – see pages 4–8 for details.*

*** Additional tables are not provided for tabletop exhibitors.*

CWC Event Brochure Advertising

CWC Exhibitors and parent companies of exhibitors are invited to advertise in the CWC Event Brochure.. The CWC Event Brochure will be published one month before registration opens as a flip–magazine which can be downloaded and printed – you can include links and QR codes. Be creative! The CWC Event Brochure will be available on our website, social media and included in emails to fans and followers. The CWC Event Brochure is the source of information about classes, schedule, instructors, sponsors, venue and travel. It is what people use to plan their CWC experience and register to attend. Last year’s brochure had over 7,000 views. Submission deadline for ads is Friday, April 4, 2025.

Full page ad 8.5” wide x 11” tall = 1,200.00

Half page ad 8.5 wide x 5.5 tall = 600.00

Quarter page ad, 4.25” wide x 5.5” tall = 300.00

Location and Venue

The 2025 Custom Workroom Conference will be held at MeadowView Conference Resort and Convention Center, 1901 Meadowview Parkway, Kingsport, TN 37660. Nestled in the rolling foothills of the Blue Ridge Mountains, 90 miles from both Knoxville, TN and Asheville, NC, with free parking, beautifully appointed accommodations, 18–hole golf course and a short drive from the towns of Kingsport, Bristol, Johnson City and area attractions. Plus, the convenience of meeting rooms and trade show exhibit space all under one roof. The CWC group rate for standard guest rooms is \$169.00. [CWC Room Block Reservation Link](#)



Details for Exhibitors



- Exhibitors include companies that sell drapery hardware and shade systems, window treatments, fabric, leather, foam, workroom tools and supplies, and related services for drapery, upholstery, window treatment, and interior decorating businesses.
- Convenient location with easy load-in directly into the exhibit hall and furnishings included.
- Professionally produced with show management on-site.
- Concessions available for breakfast and lunch.
- Over 250 attendees guaranteed plus day visitors invited to attend at no charge.
- Connect with new customers! At last year's show, 40% of the people attending were first-time attendees and many were new businesses.
- Engaging, positive and fun experience.
- Companies that exhibit at CWC are seen as trusted industry leaders, preferred suppliers, and supporters of workroom education and small businesses.





CWC Exhibitor Contract

[Download to print the Exhibitor Contract](#)

[Access digital version to submit online](#)

Complete the forms on the next two pages and submit with payment. Remittance of the full amount is due upon our receipt of the contract. Sponsorships and booth assignments are sold on a first-come, first-served basis. Booths will not be assigned until payment has been received. Payment can be made by credit card or by check.

1. See sponsor and booth options on pages 4–9.
2. Fill out company information on page 12.
3. Read terms and conditions on page 13.
4. Select exhibitor options, agree to terms and conditions, and complete application on page 14.

Company Name: _____

Contact: _____

E-mail: _____

Address: _____

City: _____ State: _____ Zip code: _____

Phone: _____

Website: _____

Social media accounts: _____

Description of products or services to be exhibited: _____

Company representative who will act as the onsite contact:

Name _____ Cell phone _____

Number of exhibitor badges: _____ (Badges will have CWC logo, company name, city and state).

Please continue to the next page...

CWC Exhibitor Terms and Conditions

All exhibits and exhibitors are subject to the following terms and conditions.

- 1) **Payment:** Full payment of the booth rental fees must accompany the contract to secure your booth.
- 2) **Booth assignment:** Booth assignments are made on a first-come, first-served basis. Exhibitor shall not assign or sublet a portion of the booth space without prior permission from show management.
- 3) **Set-up and tear-down:** Set-up is from 3:00 pm to 8:00 pm on Tuesday, September 23, 2025, and 7:00 am – 8:30 am on Wednesday morning, September 24, before the show opens at 9:00 am. Teardown after the show closes, 5:00 pm – 8:00 pm on Wednesday, September 24. **This is a one day show – you are making a commitment to exhibit for the full duration, 9 am – 5 pm. By signing this contract, your company and all representatives agree not to dismantle booth exhibits or pack up prior to close of show at 5:00 pm.**
- 4) **Labor:** Exhibitors are responsible for providing or arranging all necessary labor for erecting, dismantling and packing displays. Hand trucks and carts are not provided. Please bring your own.
- 5) **Exhibits:** Exhibits must be confined within the perimeter of your booth or designated tabletop area
 - a) Personnel will not work in the aisles, and aisles must not be blocked.
 - b) Displays must not extend beyond the 10' footprint of the assigned booth or 8' wide x 6' for tabletop vendors. Displays along the sidewalls must not exceed 5' in height and be attractive from all sides. Backdrops more than 8' tall must be pre-approved. Inappropriate or unattractive backs of visible displays may require covering, removal or relocation.
 - c) Use of helium balloons, spray adhesives, spray paint and hazardous or odor-bearing products are prohibited.
 - d) Use of sound equipment is prohibited. Noisy air compressors are prohibited – ultra quiet compressors only.
 - e) Booth drape is black. Side walls 3' tall and back walls are 8' tall. Carpet is blue.
 - f) **Booth signage is not included.** A limited amount of hooks are available from the convention center for hanging banners with grommets from the pipe and drape.
- 6) **Cancellation:** An administrative fee of \$175.00 per 10' x 10' booth and \$100.00 for tabletop is non-refundable. The balance of the booth fee is refundable provided the cancellation notice is received in writing no later than July 24, 2025. The balance of the booth fee is non-refundable when cancellation (regardless of reason) is received after July 24, 2025.
- 7) **Sales:** Selling is permitted and encouraged in exhibitor booths. Floor selling or soliciting outside your booth is prohibited.
- 8) **Shipping info:** Shipping and drayage are handled by MeadowView Convention Services. Shipping forms will be provided prior to the event.
- 9) **On-site changes:** **On-site orders for services and furnishings (such as extra tables) are charged at a higher rate and availability is not guaranteed.**

Please continue to the next page...

Exhibitor Selections and Payment Information

Make your selections and complete payment information below.

For sponsorships, please contact us to discuss pricing details and to check availability.

Exhibitor Selection	Price	Total
10 x 10 booth	1,500.00	
10 x 20 booth	3,000.00	
10 x 30 booth	4,500.00	
Tabletop	800.00	
Full page ad in the CWC Brochure	1,200.00	
½ page ad in the CWC Brochure	600.00	
¼ page ad in the CWC Brochure	300.00	
120v 20-amp outlet	125.00 each	
Additional 8' table	60.00 each	
	Total:	

Payment information:

By credit card: You will receive an invoice by email to pay online. List email recipient below.

Name _____

Email _____

By check: Make checks payable to Custom Workroom Conference and mail to:

Custom Workroom Conference, 101 Aurora Lane, Tryon, NC 28782

By signing below, I acknowledge that I have read and agree to the terms and conditions and that my company and all attending representatives agree to abide by the terms and conditions.

Signature: _____ Date: _____



We look forward to seeing you at the 2025 Custom Workroom Conference.

Please let us know if you have any questions and follow CWC on social media!

Custom Workroom Conference Contacts and Online Accounts

Susan Woodcock and Rodger Walker, Owners/Producers

Email: owner@customworkroomconference.com

Phone: 704-214-7484

Laurie Medford, Sales Manager

Email: sales@customworkroomconference.com

Phone: 810-955-8994

Website: www.CustomWorkroomConference.com

Facebook.com/CustomWorkroomConference

Instagram @Custom_Workroom_Conference

