

April 19, 2010

American Quilter's Society
PO Box 3290
Paducah, KY 42002-3290

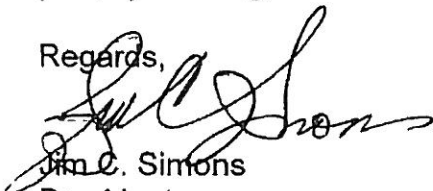
Vendor Coordinator

Quilter's Rule would like to express our extreme displeasure with the show AQS presented at Lancaster this year. Like other AQS shows you have full sized and smaller booths all at the same price. While I have often heard the explanation, "...that is the AQS way", if you are on the receiving end, as Quilter's Rule was, we were again deprived of 20% of our rightful booth space at Liberty Place and the corner we requested turned into a wall. In the last 12 months we have done every show you produced and as it turned out, for us that was an error in judgment on our part. Your contract this year even says, "Vendors who participate in Knoxville and Des Moines will have priority at Paducah and Lancaster..." Frankly, I question the meaning of priority and the sincerity in the statement. Obviously, there are problems with new shows and that is why new shows should not carry the same price tag as an established shows.

As a vendor at many shows, Quilter's Rule has come to expect a certain degree of integrity from the producers of shows. While we will probably be punished for writing this letter, I think it is important for you to hear what Quilter's Rule thinks about concerning shows and yours in particular. Quilter's Rule would like to continue to do some of your shows, but if we contract and pay for 100 square feet we expect to be able to display in 100 square feet not 80 or less square feet. Or, our cost for the booth space should be proportional to the size of the booth. A crowded display is simply not as effective as a display with sufficient space. If we pay for a corner we expect the aisle to go beyond the back of our booth so that traffic comes from two directions and does not make a U turn and come back. There is no additional exposure normally created by a corner if it is a dead end and therefore is not worth \$350 additional expense.

Quilter's Rule is making a deposit on the show at Lancaster for 2011, but will not accept space at Liberty Place or on the second or third floor of the convention center, or any other non-primary building, nor will we accept a corner that is a dead end.

Regards,



Jim C. Simons
President

Cc Meredith and Bill Schroeder

We're Not Just Rulers Anymore!

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Due to the actions at recent shows, AQS has elected not to invite Quilter's Rule Int'l LLC to our future shows. Enclosed are completed reservation forms including payment.

Regards,

Kelly Meyer
AQS Vendor Coordinator