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NAMTA

# EXHIBITOR PACKET

BUILDING CREATIVE  
PARTNERSHIPS

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Everything exhibitors need to know for  
Creativation by NAMTA 2025

2025



# Welcome, Creativation Exhibitors

Education | April 4-5, 2025 Trade Show | April 6-8, 2025



## We're So Excited You're Joining Us

Welcome to Creativation 2025! We are thrilled to have you join us in Seattle for this exciting event, where creativity, innovation, and collaboration come together to shape the future of the arts and crafts industry.

As an exhibitor, you play a vital role in making this event a success. Your presence at Creativation not only showcases your brand but also connects you with passionate professionals, retailers, and creators eager to discover the latest trends, products, and innovations.

This guide is designed to help you navigate every aspect of the event—from booth setup to networking opportunities—ensuring a smooth and successful experience. Please review all the information carefully, and feel free to reach out with any questions or special requests. Our team is here to assist you every step of the way!

We look forward to a vibrant, inspiring event and can't wait to see how you'll contribute to the dynamic spirit of Creativation 2025.

Here's to a successful show in Seattle!

**- Mary McLane &  
Rick Munisteri**

# Hotel & Travel Information

Seattle, WA

## The Westin Seattle

### Address

1900 5th Avenue  
Seattle, WA 98101

### Have You Booked Your Hotel Reservations? \_\_\_\_\_

*Book Now*

### Airline Discounts \_\_\_\_\_

Discounted airfares are available to Creativation by NAMTA 2025 in Seattle, WA. Alaska Airlines, Delta, and Southwest are all offering discounted fares.

To learn more or make reservations visit [www.namta.org](http://www.namta.org)→



01

### Hotel Reservations

To make reservations visit the Hotel and Travel Page on [www.namta.org](http://www.namta.org)

02

### Hotel Rates

**\$215 Single/ Double.** \$30.00 additional per person for triple and quad occupancies. Subject to 15.7% sales tax and 2.3% STIA tax

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### Reservation Deadline

Reservations must be made by **March 12, 2025**

# Seattle Convention Center

## *Summit Building*



900 Pine Street Seattle, WA 98101

### 01 Convention Center

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**The Seattle Convention Center is a cashless facility.** Whether you're paying at a parking kiosk or a pop-up eatery, they accept credit card and touchless payment methods only.

The Center has one cash-to-card machine (reverse ATM) on Level 1 near Convention Place in Arch.

[Learn More](#)

### 02 Parking Garage

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**Summit Garage Entrance:** On Olive Way between 9th and Boren, 1009 Olive Way

**Clearance:** Entry level is 8'4", other levels are 6'10".

Any exceptions are clearly marked.

**Hours:** 5:30 AM - 12:00 AM seven days a week

[Learn More](#)

### 03 FedEx Office

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Located on First Level of the Convention Center ARCH Building

**Hours:** Mon-Thurs 7:00am-10:00pm; Fri 7:00am-9:00pm; Sat & Sun 9:00am-6:00pm

**Address:** 735 Pike St, Ste 11-13, Seattle, WA 98101

**Phone:** (206) 467-1767

[Learn More](#)

### 04 Scooter Rentals

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There is no scooter rental onsite at the Seattle Convention Center.

**Scootaround**

**Phone:** 888-441-7575 | [Visit Website](#)

**Wheels for Feet**

**Phone:** 425-256-2882 | [Visit Website](#)

# Exhibitor Forms

All Exhibitor Forms will be available until **February 21, 2025**. Any forms submitted after this deadline will not be considered.

## What We Need From You

Exhibitor forms are not mandatory to exhibit at Creativation 2025, but we recommend reviewing them to ensure you don't miss out on opportunities like being listed in the Convention Directory and exploring your promotional options on the show floor.

**Learn More about the Exhibitor forms below:**



### ▶ New Product→

Show off your new products in the New Product Showcase in Seattle. All products will be displayed with the **company name, new product name, release date, description, and booth number**. All products will also be featured on the New Product Page of the website after the show. Each product displayed in the New Product Showcase at the show will incur a fee of \$250.

**Please Note:** No advertising or promotional literature will be accepted.

### ▶ Show Only→

Let the buyers know what incentives you are offering for placing orders with you at the show!

#### **Examples of specials are:**

- 90-day back dating
- Free shipping/freight
- 10 - 50% off in addition to regular reduced dealer rates

### ▶ Awards→

**Best Packaging Award:** Enter your new packaging for this award

**Best Point Of Purchase Display Award:** Enter your new POP Display for this award

### ▶ In-Booth→

Let the buyers know what activities will be happening in your booth.

#### **Examples of In Booth Activities:**

- Informative hands-on demonstrations
- Promotions and celebrations
- Give-a-ways that you will conduct in your booth

# 2025 Social Events

## Seattle, WA



### 01 Welcome Reception

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**When:** Saturday, April 5, 2025 | 5:30 PM - 7:30 PM

**Where:** The Westin Seattle, Grand Ballroom

**Tickets:** Free

Join us for an inspiring keynote by legendary 29-time Emmy Award winner Bill Stainton, "Connect the Dots." Bill will spark your imagination and help you unlock your innovative potential. We will also present the Hall of Fame and Lifetime Achievement Awards. Be sure to stay for the exciting announcement of our location for Creativation by Namta 2026! Enjoy beer, wine, and light hors d'oeuvres.

### 02 President's Reception

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**When:** Sunday, April 6, 2025 | 6:30 PM - 10:00 PM

**Where:** MoPOP, 325 5th Avenue N Seattle, WA 98109

**Tickets:** \$75/ Per Person

Join us for the annual President's Reception at the spectacular Museum of Pop Culture (MOPOP). At the event, you will enjoy exciting exhibitions, iconic pop culture displays, immersive experiences, and a variety of unique spaces. DJ Ricki Leigh will be performing, showcasing her diverse repertoire and the power of music to bring people together. Indulge in delicious hors d'oeuvres and drinks while you mingle.

Transportation will be provided between the Westin and MOPOP. Shuttles will begin loading at 6:15 PM at the Westin and will run until 10:30 PM.

# 2025 Social Events

## Seattle, WA



### 03 Next Gen Happy Hour

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**When:** Monday, April 7, 2025 | 6:00 PM - 8:00 PM

**Where:** GameWorks, 1511 7th Ave.

Seattle, WA, 98101

**Tickets:** \$25/ Per Person

Join us at Seattle Gameworks for a next-gen networking night that's anything but boring! Whether you're here to make connections, dominate the arcade, or just enjoy some well-deserved fun, we've got you covered. Here's the cheat code for a perfect evening: Delicious hors d'oeuvres to keep your energy up, TWO drink tickets (your choice—cheers!) A chance to meet, mingle, and network with other under-45 go-getters.

### 04 Molten Mixer

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**When:** Monday, April 7, 2025 | 6:00 PM - 8:00 PM

**Where:** Seattle Glassblowing Studio, 2227 5th Ave.

Seattle WA 98121

**Tickets:** \$25/ Per Person

Seattle Glassblowing Studio - Hot Glass Party. Join us for a live demonstration of molten glass being handcrafted by professional artists. Enjoy hors d'oeuvres, beer, and wine while you watch in fascination. The art gallery features gifts, jewelry, and fine art from local Northwest makers. A raffle will be held, with one lucky winner receiving the artwork created during the event. All guests will receive a 10% discount on purchases in the gallery.

# NAMTA Connect Live & Product Palooza



## NAMTA Connect Live→

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**When:** April 6 -8, 2025

**Where:** Seattle Convention Center, Summit Building

**Price:** \$250/ Per Hour

Formerly Demo Alley: NAMTA Connect Live will have two days of product demonstrations in Seattle. Limited sessions are available on Sunday and Monday afternoon. Applications are open, reserve your spot today and join in on an engaging and interactive experience centrally located on the show floor. NAMTA Connect Live is available at a rate of \$250 per hour, on a first-come, first-served basis.



## Product Palooza!→

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**When:** Friday, April 4, 2025 | 6:00 PM - 8:00 PM

**Where:** The Westin Seattle

**Price:** \$100/ Per Table

Join us on Friday April 4, 2025 at The Westin Seattle for a fun-filled evening of product discovery, networking, and celebration at Product Palooza! Showcase your products with buyers and creative professionals. Space is limited and the cost is \$100.00 per table.

### Questions?

Contact Mary McLane at [mmclane@namta.org](mailto:mmclane@namta.org)



# Sponsorship Opportunities

## Building Creative Partnerships

Sponsor one of our following opportunities and raise brand visibility among the most reputable creative retailers, distributors, manufacturers, importers, independent reps, publishers, and creative professionals in the industry.



Start your creative partnership with us today

### ▶ Main Event, Social & Daily

Main Event Engagement Sponsorships include Gold, Silver and Bronze packages. Each package includes complimentary perks such as Feature in Convention Directory, Webpage Feature, Brand Awareness through out show promotions, push notifications during the show, Banner ad and landing page feature on the mobile app and inclusion with social media postings.

### ▶ Collaboration & Food/Beverage

Collaboration and F & B Sponsorship opportunities include: New Exhibitor Scavenger Hunt, Mural Project Materials donor, Specialty Latte Art, Boba Tea Station, Smoothie Bar and more! Please remember, there are limited spots to sponsor Collaboration opportunities and all Food and Beverage sponsorships will be centrally located on the trade show floor in the Demo Alley and NAMTA Booth area.

### ▶ Al a Carte Sponsorships

Al a Carte sponsorship opportunities include:

- Wifi or Mobile App
- Cornhole Tournament
- Aisle Signs
- Social Media Post
- Floor clings

**Learn More about all sponsorship opportunities→**

# Education at The Westin

The Westin Seattle, 1900 5th Avenue Seattle, WA 98101



## Important Reminders

Exhibitors, please remember Creativation Education on April 4-5, 2025 will be held at The Westin Seattle. Please see the details below regarding shipping materials, Education rooms and locations, and NAMTA Staff contact info.

If you are an exhibitor hosting a Product Workshop and have questions regarding class registration, please contact **Savannah Davis** at [sdavis@namta.org](mailto:sdavis@namta.org).

### Education Location

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Education will be hosted at The Westin Hotel in the following meeting rooms: Cascade II, Olympic, Elliot Bay, St. Helens, Adams, and Vashon II. Meeting rooms are located on the first, second and third floors of The Westin.

### Shipping Materials

02

Exhibitors attending educational sessions at The Westin Seattle are **required** to ship their educational materials separately from booth materials. **Please ensure that all educational items are clearly labeled to help Fern identify them quickly.** Do not include educational materials with your booth shipment, as the high volume of shipments makes it impossible to locate these materials in time for the sessions.

03

### Need Help?

If you have any questions or need help during education days please contact **Savannah Davis** at [sdavis@namta.org](mailto:sdavis@namta.org) or **Jeni Rust** at [jrust@namta.org](mailto:jrust@namta.org).

# 2025 Exhibitor Schedule

**April / 4 / 2025**

Exhibitor Setup

Set-up Hours: 8:00 am - 5:00 pm

**April / 5 / 2025**

Exhibitor Setup

Set-up Hours: 8:00 am - 5:00 pm

**April / 6 / 2025**

Trade Show Day One

Trade show hours: 9:00 am - 5:00 pm

**April / 7 / 2025**

Trade Show Day Two

Trade show hours: 9:00 am - 5:00 pm

**April / 8 / 2025**

Trade Show Day Three/  
Exhibitor Teardown

Trade show hours: 9:00 am - 2:00 pm

Teardown hours: 2:01pm - 11:59 pm

**April / 9 / 2025**

Exhibitor Teardown

Tear down hours: 8:00 am - 12:00 pm

# Exhibitor Checklist

## Checklist

## The Details



Check the airline discounts with Alaska, Delta, and Southwest on the NAMTA website and make flight reservations

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Using the secure link on the NAMTA website make hotel reservations at The Westin Seattle by **March 12, 2025** to receive the group rate

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Register for name badges, sign up for events, and purchase tickets

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Make sure that the booth balance has been paid to NAMTA

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Make sure that all exhibitor forms that we are participating in are submitted by **February 21, 2025**

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# Exhibitor Checklist

## Checklist

## The Details



Make sure that the Fern order is complete by **March 17, 2025** to receive the advanced discount

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If shipping my materials direct makes sure that the correct shipping labels are used and the shipment arrives no earlier than **March 1, 2025** and no later than **April 1, 2025**

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Make sure that the utilities, rigging, and catering orders from the Seattle Convention Center are complete by **March 13, 2025** to receive the advanced discount

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If shipping direct to the Seattle Convention Center make sure that the correct labels are used and that the shipment is scheduled to arrive on **April 4, 2025** and not before

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Schedule appointments with the top retailers that we want to see in Seattle

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# Important Deadlines

01

## Booth Application

Booth Applications will be accepted as long as space is available on the show floor. For questions contact Mary McLane at [mmclane@namta.org](mailto:mmclane@namta.org)

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02

## Hotel & Travel

Hotel reservations through NAMTA's host hotel, The Westin Seattle, are available to book through March 12, 2025

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## OneView Portal

The Fern Discount Deadline is Monday, March 17, 2025. The Discount Date for all services provided by the Seattle Convention Center, utilities, rigging, catering, etc., is Thursday, March 13, 2025.

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## Exhibitor Forms

Exhibitors, all forms will be shared early January 2025. please complete all exhibitor forms by February 21, 2025.

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## Convention Directory

Please submit Convention Directory information to Fahy-Williams Publishing for discount pricing by March 13, 2025.

# Frequently Asked Question

## **When is Exhibitor Setup?**

Exhibitor setup is on Friday, April 4 and Saturday, April 5 from **8 am - 5 pm**.

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## **What comes with my booth?**

Each booth is provided with back and side drapes if applicable along with a small ID sign.

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## **Who is the Exhibitor Services Contractor?**

Fern. Their portal, OneView, has all of the services and rental information, this includes carpet, furniture, material handling, custom booths, rigging, utilities, audio-visual, and catering. Please note that rigging, utilities, audio-visual, and catering are provided by exclusive providers of the Seattle Convention Center.

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## **How do I get equipment for my booth?**

You can either bring your own or rent the equipment that you need through Fern.

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## **Is flooring in the booth required?**

Yes, NAMTA requires that all booth floors be covered.

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## **I am driving myself rather than shipping, where do I unload?**

All drivers of any vehicle entering the loading dock must check-in with the Dock Master for instructions.

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## **Can I carry my materials to my booth?**

Exhibitors are able to hand carry items through the front entrance to the trade show floor. Carts, dollies, or anything with wheels is strictly prohibited.

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# Fern

## *Exhibitor Services Contractor*

Fern is the Exhibitor Services Contractor. You will receive a link to OneView, the exhibitor services portal. In the portal, you will find:

- Payment set-up
- Custom and Turnkey Display Rentals
- Booth Furnishings
- Labor services
- Shipping, Material Handling, and Priority Empty Returns
- Exhibitor Services: Utilities, Internet, Telecommunications, AV needs, and Catering. These services are provided by the exclusive partners of the Seattle Convention Center.

## **Fern's OneRate**

The Materials Handling charge is the cost of having your shipment delivered to your booth from the loading dock and returned to the dock after the show. Fern charges the same rate for all types of shipments, advanced warehouse, direct to show, special handling, and small packages. The charge is based on the actual weight of your shipment and is not rounded up to the next hundredth weight as other companies do.

**The OneRate for Seattle is \$1.70 per/lb.**

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## **Loading Dock**

All drivers of any vehicle entering the loading dock must check-in with the Dock Master for instructions.

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## **Hand Carrying**

Exhibitors are able to hand carry items through the front entrance to the trade show floor. Carts, dollies, and anything with wheels is strictly prohibited. Please note that you may be stopped by a union laborer and if so, you will need to hire a laborer to assist you.





# Tools & Resources

## Creativation Office Hours

Every Wednesday, beginning **February 12, 2025 from 1:00-2:00 pm ET** NAMTA Staff will be available to answer exhibitors questions. The Zoom link will be sent out each morning prior to that day's Office Hour.

## Attendee Reg Lists

NAMTA will provide registered attendee lists to all exhibitors. The lists are meant to promote your participation in the trade show and to set appointments. The lists will be sent weekly to the exhibitor contact. If this list should be sent to someone else in your company please email: [mmclane@namta.org](mailto:mmclane@namta.org)

## Convention Directory

Convention Directory Advertising deadlines:

Ads close **February 21, 2025** and all materials are due to Fahy-Williams Publishing by **February 28, 2025**.

*More Details and Contact Information Below.*



## Convention Directory Advertising

Exhibiting at Creativation is a phenomenal opportunity, and a wise investment. Maximize your investment by including advertising in the Official Creativation Show Directory into your total show budget. Advertising offers you additional exposure and communication to attendees both during and after the show. All attendees utilize the Directory both during and after the show. For information on ad sizes and bonuses available, please contact **Amy Colburn** from **Fahy-Williams Publishing** at (315) 789-6431 or [amy@fwpi.com](mailto:amy@fwpi.com).

**Book a chat with Amy now→**

# 2025 Creativation Schedule

## April / 4 / 2025

### Education Day One

8:30 am - 6:00 pm

### Retail Store Tour

8:30 am - 1:30 pm

### Product Palooza!

6:00 pm - 8:00 pm

## April / 6 / 2025

### Trade Show Day One

Trade show hours: 9:00 am - 5:00 pm

### NAMTA Connect Live

Peer-to-Peer Business Growth  
Roundtables:

12:00pm - 1:00pm

Product Demonstrations:

2:00pm - 5:00pm

### President's Reception

6:30pm - 10:00pm

## April / 8 / 2025

### Trade Show Day Three

Trade show hours: 9:00 am - 2:00 pm

### NAMTA Connect Live

Sarah Hurley Trend Report:  
8:30 AM - 9:15 AM

## April / 5 / 2025

### Education Day Two

8:00 am - 5:00 pm

### Welcome Reception

5:30 pm - 7:30 pm

## April / 7 / 2025

### Trade Show Day Two

Trade show hours: 9:00 am - 5:00 pm

### NAMTA Connect Live

Peer-to-Peer Business Growth  
Roundtables:

12:00pm - 1:00pm

Product Demonstrations:

2:00pm - 5:00pm

### Next Gen

6:00 pm - 8:00 pm

### Molten Mixer

6:00 pm - 8:00 pm

# How We Communicate

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## NAMTA

PO Box 3314, Huntersville NC 28070

**Phone:** (704) 892-6244

**E-mail:** [info@namta.org](mailto:info@namta.org)

**Website:** [www.namta.org](http://www.namta.org)

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## NAMTA Staff

**Leah Siffringer CAE**, Executive Director

**Rick Munisteri**, Director of Meetings

**Mary McLane**, Director of Meetings & Partnership Sales

**Susan Cohen**, Financial Administrator

**Savannah Davis**, Director of Membership and Marketing

**Jeni Rust**, Membership & Marketing Coordinator

**Carrie Luckie**, Membership Administrator

