



KIMBERBELL®
EVENT
Academy

WHY MAKE YOUR *next event* A KIMBERBELL® EVENT?

Kimberbell Events teach embroidery techniques and highlight the features of the machines you sell.

Only Kimberbell Certified Shops can (in-store or virtually) host our exclusive events. Repeat these events for your customers as often as you like.

Our unique event model was created to give your customers the best event experience in the industry!

baby lock **BERNINA** **brother** **JANOME** **Husqvarna VIKING** **PFAFF**

Let us support you
in growing your business through
Kimberbell Machine Embroidery Events!

AT VIRTUAL KIMBERBELL ACADEMY YOU WILL:



- Receive the Kimberbell Event Academy binder and Event Planning Guide, including all the details and checklists for hosting events for your customers.
- Discover simple and subtle techniques for selling products and machines.
- Join Kimberbell from the comfort of your shop! Gather ideas on how to create an engaging and profitable event.
- Network with other shops and bolster both the creative and administrative aspects of your business.

Academy also has business segments including: marketing, teaching techniques, and uniquely proven, low-pressure ways of selling embroidery machines and products.



Applications to attend are open to shop owners, managers, embroidery class instructors and employees who sell embroidery machines.

Cost: \$399/person
Price includes all supplies for projects taught at Academy, an official Academy binder, training, and a swag bag.

Bring a Friend: Other attendees from your shop may come for a savings of \$50 for each additional registration. Any of your staff may listen in during Academy for no additional cost. However, Academy supplies will not be provided to them.

Place: Save the expense of travel, and join from your shop or home! Virtual Academy is held on Zoom.us using the link provided to you.

Time: 9 a.m. to 5 p.m. MT

Virtual! ACADEMY DATES FOR 2021!

Feb 24-25
March 25-26
March 29-30
June 2-3
June 7-8
Sept 1-2
Sept 8-9

Say you'll join us, we promise to spoil you!

Apply online and contact our Event Coordinators to reserve your place!
435.915.6741 | events@kimberbell.com

An event with Kimberbell®

is a fantastic opportunity to introduce new customers to machine embroidery and increase rapport with current embroidery enthusiasts. After participating in our event model, you will be prepared to present an exclusive collection of Kimberbell projects.

All
EVENTS CAN
BE HOSTED
IN-STORE OR
VIRTUALLY!

Become a Certified Shop through Kimberbell Event Academy! As a Certified Shop, you will be qualified to host Kimberbell one-day, two-day, and four-hour Spark Events. You'll also learn how to increase your business through effective marketing strategies and teaching techniques!

Each event has a clever theme and includes a specific set of skill-building projects. For example, at our Day at the Fair event, customers will learn over-the-edge applique, create texture and dimension with Applique Glitter, Vinyl, and Mylar, and make an oven mitt in-the-hoop. All projects are completed during the event, giving your customers a productive and satisfying experience they'll love.

All of our events may be hosted in-person or virtually, giving you the opportunity to expand your reach as never before!



SPARK EVENT KIT



TWO-DAY EVENT KIT



ONE-DAY EVENT KIT

Each customer at a Kimberbell Event will receive

KIMBERBELL'S complete EVENT PROJECT KIT

Featured here is the Event Project Kit for Day at the Fair! We bundle all of the fabric and embellishments into our exclusive zipper tote, including the design CD, Kimberbell Tools and Blanks, full-color instructions, and more!

Your Instructor Kit includes a complete Event Project Kit so you can make all of the projects for display! Also included are PowerPoint presentations for teaching and professional marketing materials for promoting your event, including printable posters and nametags, as well as photos and graphics for social media, emails, newsletters, websites, and more!

ONE-DAY MACHINE EMBROIDERY EVENTS

STAR SPANGLED celebration

PUMPKIN Spice
& everything nice...

'TIS THE Season TO Sparkle

Spooky Soirée

Day at the Fair

Garden Guild

TWO-DAY MACHINE EMBROIDERY EVENTS

White Winter

Kimberbell's kitchen

Sewin' with my GNOMIES

SPARK MACHINE EMBROIDERY EVENTS

Vintage Flora

Sugar Plum JUBILEE

