

BDEIG Publicity Brochures

There are five different publicity flyers brochures on the BDEIG website. All of them are available for you to download and share. Here is a brief description of them with suggestions on how they might be used. This document and all of the publicity brochures can be found on the BDEIG website at http://brazilian-dimensional-embroidery.org/information_and_forms.htm.

Brochure Facsimiles		Notes
<p>Two facsimiles of a two-sided flyer. Each side contains a membership application form for BDEIG. The forms include fields for name, address, telephone, and email, as well as checkboxes for membership options and a QR code.</p>	<p>Four facsimiles of a two-sided flyer arranged in a 2x2 grid. Each panel shows an embroidered design on one side and a membership application form on the reverse. The designs include a colorful parrot and two different floral arrangements.</p>	<p style="text-align: center;">Quarter Page, Two Sided Brochure</p> <p>This is a two sided flyer that will print the embroidered picture on one side and the membership application on the reverse. It is the most economical as it is designed to be cut into four separate membership applications. The designs were chosen from a contest held several years ago to create designs that would be used for this purpose. There is also a page of black and white photos that could be used instead that would further lower the cost of printing the brochures. Because there are four to a page, it contains the least amount of information about BDEIG.</p> <p>These are especially good if you have a group who is already interested in B.E. It gives them a 'Souvenir' card to take with them.</p>
<p>Two facsimiles of a one-sided flyer. Each side features a membership application form for BDEIG. The forms include fields for name, address, telephone, and email, as well as checkboxes for membership options. A QR code and a small floral embroidery design are also present on each side.</p>	<p style="text-align: center;">Half Page, One Sided Brochure</p> <p>This is a one sided brochure and membership application form. It is also very economical because it is only printed on one side. Although the color shows off the embroidery better, this can also be printed in black and white without losing the embroidery details. It is designed to be cut into two separate membership applications. This is one of the designs chosen from the same contest held several years ago. This brochure has more information about BDEIG than the brochure that has four to a page.</p> <p>This is the only one sided flyer or brochure in the list. It is the one that is the quickest to reproduce for distribution.</p>	

BDEIG Publicity Brochures

Brochure Facsimiles

Notes



Brazilian Dimensional Embroidery International Guild

What is Brazilian Embroidery?
Brazilian Embroidery (B.E.) is hand embroidery using vibrant 100% rayon threads. This special thread has a high sheen and is capable of supporting three dimensional embroidery stitching. Brazilian Embroidery is WASHABLE which makes it a great choice to use on clothing and linens. It is also used in embroidery quilts and mixed media art.

The Brazilian Dimensional Embroidery International Guild (BDEIG) was formed in 1991 as a non-profit organization to promote the art of Brazilian Embroidery through seminars, workshops, retreats, and conferences. BDEIG has chapters worldwide.

Want More Information?
BDEIG maintains a website that is dedicated to help bring the beauty of B.E. embroidery to everyone with an internet connection.
www.bdeig.org
or
www.brazilian-dimensional-embroidery.org

On the website you will find hundreds of instructions for the 17 most common stitches of B.E. designs, including the ones on this page. An additional design in the Design of the Month being shared online on Facebook and Twitter. Information on BDEIG Chapters. Photographs of completed shows and share projects. A listing of B.E. suppliers with contact information for membership applications. And much, much more!

Why You Should Join BDEIG
Promote B.E. enthusiasm and markets. Receive the B.E. Workshop quarterly newsletter with the education, projects, tips and news of BDEIG. B.E. is among the annual seminars - the days of classes from instructors throughout the world give you the most extensive review of current practices. Advertise your embroidery business in the B.E. Workshop. Find a world of friends who share your interest in this hobby at the BDEIG website.

MEMBERSHIP STARTS AT ONLY \$25 PER YEAR!
The Membership Application can be found at:
http://brazilian-dimensional-embroidery.org/membership_application.html

**Brazilian Embroidery,
Embroidery as Beautiful and Unique as You Are**



BDEIG MEMBERSHIP FORM

BDEIG membership year is on a rolling basis. This means the membership is from the time your dues are paid, inclusive of four consecutive (February, May, August, and November). New members may be contacted to receive the most recent newsletter. Therefore, please ask for your anniversary date. Reminder notices are mailed and your anniversary "Due Date" date appears on your mailing label. Please complete all items of this form for all transactions.

NAME: _____
 ADDRESS: _____
 CITY: _____
 STATE/PROVINCE: _____ ZIP+4: _____
 COUNTRY: _____
 TELEPHONE: _____ (CELL) _____
 EMAIL ADDRESS: _____

WHAT INTRODUCED YOU TO BDEIG?
 Please check the following if they apply to you:
 Instructor _____ Teacher _____ Shop Owner _____ Designer _____
 Are you interested in advertising in The B.E. Workshop? _____
 *Indicates mandatory field

NOTE: BDEIG will never sell or otherwise provide membership information to any outside organization. Please fax inquiries, cell phone and email address are optional but are helpful in the event of an issue with your membership. If you are unable to use a computerized BDEIG news and information in countries. Please consider completing these three optional fields.

Type of Membership	Make Checks Payable to: BDEIG
\$25.00 - Global PDF Only	Global Embroidery, using wire check or money order in U.S. funds. Checks members may add/adjust with PayPal after contacting the online membership application available at: www.bdeig.org
\$25.00 - U.S. Mail	
\$34.00 - U.S. First Class	
\$30.00 - Canadian Airmail	
\$45.00 - Overseas Airmail	
\$2.00 - Add Small PDF	
New Member _____ Returning Member _____	

Send to: Debbie Goff
 2013 20th Ave N
 Nashville, TN 37209-2706

The website will update all chapter members if you call at 1-813-311-8200.

Full Page, One Sided Brochure

This is a full page flyer with a membership application printed on the back side. This flyer provides more information about BDEIG than the first two. Because it is a full page, it will draw attention. It can be printed in color or black and white.

One recommendation would be to have several copies printed in color, perhaps putting each of them in a sheet protector (with the holes cut off). The bigger full sheet of paper will grab more attention than the smaller flyers and the tri-fold. Those color copies would stay at your table. Print more in black and white for people to take with them.



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Tri-Fold, Full Page, Two Sided Brochure

This is a tri-fold brochure. When it is printed front to back, the membership form prints on reverse sides of the brochure. There is a 6" x 2" (152.4 mm x 50.8 mm) space for the chapter to use write local contact information. This tri-fold will also print nicely in black and white.

This may be the most effective of the publicity flyers because it has contact information in addition to the information on the full page flyer. It is the most labor intensive as it must be folded and local contact information should be added. One way to easily add it is to use a label. Labels that are 2" x 4" are commonly available and can be printed using home computers.

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Brochure Facsimiles	Notes
	<p data-bbox="1501 337 1839 367">Full Page, One Side QR Code</p> <p data-bbox="1335 396 2007 526">This flyer is just a large version of our QR Code. This might best be used on a demonstration table inside of a sheet protector that has been affixed to the table. This will allow passerby's to easily scan our code for later use.</p>

If you have any questions or suggestions regarding these flyers, please contact your Publicity Chair. Contact information can be found at:

http://brazilian-dimensional-embroidery.org/board_guild_activities.htm

Other publicity related information, such as how to write a press release is also available from your Publicity Chair.