

The 7th annual Quilt Expo, hosted by Wisconsin Public Television and Nancy Zieman Productions, took place September 8–10, at the Alliant Energy Center in Madison. A record-breaking 17,297 people attended the three-day event. The 2011 Quilt Expo featured:

- A 10-category juried and judged quilt contest exhibit featuring 307 quilts and \$12,000 in cash prizes.
- Six special quilt exhibit areas featuring 320 quilts, and a Kids' Quilt Challenge featuring 14 quilts.
- 144 informational lectures, 56 stage presentations, 30 sit & sew workshops, 12 hands-on workshops, which combined drew more than 9,500 participants.
- An 85,000 square foot vendor mall with 377 vendor booths representing 195 businesses and organizations from across the nation.
- Public Television sewing and quilting personality Nancy Zieman, host of Sewing With Nancy, who taught four lectures and greeted visitors each day.
- Two entertaining evening events, including "Two Hot Fuser Chicks" with Frieda Anderson and Laura Wasilowski, and "How NOT to Make a Prize-Winning Quilt" with Ami Simms.
- A "Quilt to Give" community service project, during which bed-size quilts were collected and stitched on-site to donate to people in communities that have been recently affected by natural disasters. Thirty quilts were collected and 10 were completed during the show, which will be distributed to those in need by Baby Lock dealers across the country.
- Quilt Appraisals by Carol Butzke, an American Quilt Society certified appraiser.
- New York Times best-selling author of the Elm Creek Quilts novels, Jennifer Chiaverini, who taught a lecture and signed books each day.
- UW Heart Health and Vascular Care distributed 1,400 pedometers to attendees as part of their "Get in Step with Nancy" promotion to encourage heart health. Collectively the group walked 1,198 miles. "Build A Healthy Meal" recipe sets were also distributed to introduce women to the new USDA "healthy plate" concept.

Special thanks to go our event sponsors, which include Nancy's Notions, Baby Lock, Janome, Bernina, Pfaff, Husqvarna Viking, It's for Quilting, Elna, Koala, and Fons & Porter's Love of Quilting.

The 2012 Quilt Expo will be held September 6–8 at the Exhibition Hall at the Alliant Energy Center in Madison.