

Scrapbooks
Mega MeetSM LLC
Conventions and Events
The ultimate cropping, shopping, learning experiences

Dear Exhibitor:

We would like to invite you to participate in the 13th Annual **Great Lakes Mega Meet at the Suburban Collection Showplace in Novi, Michigan on May 10, 11 & 12, 2012.**

This is a consumer convention and is a great opportunity to share your products and services to scrapbookers from all over. The convention will include store and vendor sponsored booths with shopping, classes and two crops. Novi, Michigan is located at the junction of two interstate highways near the city of Detroit; and we pull participants from throughout the U.S. and Canada, primarily from Michigan, Ohio, Indiana, Illinois and Ontario, Canada. Detroit Metropolitan Airport (DTW) is a 25 minute drive away.

Our attendance averages over 8,800 attendees. GLMM attendees regularly tell us that they enjoy the variety of products offered at our show, and they enjoy Make and Take tables. Historically, GLMM attendees are also very likely to take classes at the show.

The GLMM 2012 convention will be open to the pre-registered public from 9am-6pm Thursday and Friday and 9am-5pm on Saturday. The general public will be admitted one hour after pre-registered participants.

The Great Lakes Mega Meet is being advertised in Scrapbooks Etc. magazine, as well as on Facebook, and through many other online avenues. Ads in Michigan Scrapbooker Magazine run every issue, and Radio Advertising is planned for the weeks just prior to the show.

If for some reason you are unable to attend the convention, you can still advertise in our Convention program. This program will be available to all attendees at the door. Other sponsorship opportunities are available, and all sponsors will be acknowledged in the show program. Information about participating in one of these ways is available on our website.

Please visit our exhibitor area on the website at <http://www.megameet.com/exhibits> to download the exhibitor contract files in Acrobat format. If you would prefer to have a hardcopy of the forms, please call and we'll fax or mail them to you. If you have any questions, please call our corporate offices at 248-583-7133, or email us at exhibits@megameet.com.

Sincerely,

Kate Griswold
Owner
Great Lakes Mega Meet Scrapbooking Convention
www.megameet.com



Welcome to the Great Lakes Mega Meet Scrapbooking Convention 2012! May 10-12, 2012

Exhibitor Checklist

To help you better keep track of the multitude of forms and deadlines for the Great Lakes Mega Meet 2012, please use this checklist!

- Exhibitor Contract (must include both signed pages)
Due ASAP. Exhibit space is again expected to sell out.
- Class Proposal Forms
Due December 15, 2011 if you plan to offer classes.
Class proposals are occasionally accepted after the deadline, please email classes@megameet.com to find out if we can still accept your class proposal.
- Advertising Contract
Due March 16, 2012 if you plan to advertise in the show program.
Due December 31, 2011 if you plan to advertise on the website during pre-registration (this is merely a suggested deadline to maximize your exposure to the consumer).

Sponsorship Forms

Due February 10, 2012 if you wish your sponsorship to be promoted to pre-registering guests.
Due March 16, 2012 if you wish to be listed in the program.

- General Sponsorship form
Complete this if you don't plan to participate as a Diamond, Emerald or Amethyst sponsor.
- Diamond/Emerald/Amethyst Sponsor form
Complete this form if you are choosing to participate in the comprehensive program.
- Crop Party Agreement
Due February 10, 2012 for maximum exposure to pre-registering guests.
Crop Party Agreements are occasionally accepted after the deadline, please email cara@megameet.com to find out if we can still accept your crop party agreement.
- Rebate Agreement (Store-front Retailers Only)
Due January 1, 2012
- Review the remaining pages of this Exhibitor Information document for important information about the GLMM 2012!

Join us for the 12th GLMM May 10, 11 & 12th, 2012 –

We hope that this packet provides you with all of the information that you need to make your exhibit a success! Exhibit space is limited and usually sells out 6 months before the show, so please get your contract in as soon as possible. Your **Exhibitor Contract** and a **50% deposit** of the total booth space cost **must** be received by show management for your contract to be processed, and **balances are due March 1, 2012**.

Scrapbooks Mega Meet, LLC

PO Box 71226

Madison Heights, MI USA 48071

Phone: 248-583-7133 • Fax: 734-758-0183

E-Mail: exhibits@megameet.com

What's Included –

Each exhibitor receives the following as part of their exhibitor contract:

- Standard display booth drape materials (8' back and 3' side drapes).
- Skirted 8' table and 2 chairs per exhibitor (exhibitor may request additional skirted tables up to the number of booths rented at no additional charge).
- One 7"x44" Standard Booth Sign.
- One wastebasket.
- Link to your website from our shopping page (must provide website).
- Retail exhibitors: Flyers & Posters to promote the convention, suitable for copying and distributing to your customers.
- One standard listing in Convention Program.
- Parking passes (1 per exhibitor) - additional parking passes will be available for purchase at the show at a reduced rate.
- Option to sponsor Special Events/Contests.
- Option to advertise in the Convention Program.
- Option to advertise on the Show Tote Bag
- Option to sell at the Crop Parties

(Please Note!!! Exhibit space does NOT INCLUDE booth furnishings other than as noted above! Booths DO NOT include electricity or telephone service.)

Exhibit Fees –

Booth Size	Cost
1 st 10'x10' booth	\$925
Additional Booths	\$575 each
Corner location (per 10x10 corner)	\$75

Complete the enclosed Exhibitor Contract and send it in today! Don't delay – space is limited!

The Schedule – (Schedule is subject to change)

Wednesday, May 10, 2012	Exhibitor Move-In (All Booths MUST be setup on Move-In Day)	9:00 am – 9:00 pm
	Evening Event	6:00 pm – 9:30 pm
Thursday, May 11, 2012	Workshops	9:30 am – 6:00 pm
	Pre-Registered Show Hours	9:00 am – 6:00 pm
	General Public Show Hours	10:00 am – 6:00 pm
	<u>Exhibit Hours</u>	9:00 am – 6:00 pm
	Mega Crop	6:00 pm – Midnight
Friday, May 12, 2012	Workshops	9:30 am – 6:00 pm
	Pre-Registered Show Hours	9:00 am – 6:00 pm
	General Public Show Hours	10:00 am – 6:00 pm
	<u>Exhibit Hours</u>	9:00 am – 6:00 pm
	Mega Crop	6:00 pm – Midnight
Saturday, May 13, 2012	Workshops	9:30 am – 5:00 pm
	Pre-Registered Show Hours	9:00 am – 5:00 pm
	General Public Show Hours	10:00 am – 5:00 pm
	<u>Exhibit Hours</u>	9:00 am – 5:00 pm
	Exhibitor Tear Down and Move Out	5:00 pm – 9:00 pm

Mega Crop Selling Tables -

Don't miss out on sales during the Mega Crop! Scrapbookers will come from miles around, with every sort of container you can imagine, stuffed full of supplies and ready to get down to the business of creating! The Crop nights will be the ideal opportunity to sell and demonstrate products in a friendly, relaxed environment. Scrappers will be thrilled at the convenience of purchasing products, as they need them, without having to break creative stride! Stay for an hour or two, or take advantage of the entire crop to sell scrapbook products! It's worth it just to come and watch! Reach customers who are ONLY attending the crop, and not the exhibit hours! Crop tables cannot be cancelled on-site. You can also sponsor a game or contest using your products at the crop, provide product samples to croppers in the crop gift bags, or donate door prizes to be given away at the crop parties - to draw customers to your selling table, or to simply increase consumer awareness of your product line! Your Crop Selling Table fee covers both fun nights, however, it does not include electricity.

Make-It Take-Its--

Make-It Take-Its are a great way to promote the product in your booth. The consumer can "taste-test" your product line – and you will whet their appetite to purchase more! You may charge a nominal fee for Make-It Take-It's, but if you plan to provide a FREE Make-It Take-It, we will list your name on a "FREE Make-It Take-It" list on the show program supplement. Once the program goes to press (March 18, 2012) we cannot remove your FREE listing, so please remember that customers will arrive at your booth, expecting to find a FREE Make-It Take-It.

Manufacturer Requests & Line Exclusivity Policy--

Each exhibitor at the show must select one or more manufacturers to represent. No manufacturer or product may be represented by more than one exhibitor. We will be happy to assist you with information on what manufacturers are not yet represented. We recommend each exhibitor choose between one and three manufacturers to represent. Booth guidelines are 3 manufacturers for the first booth, and 2 for each additional booth.

This Line Exclusivity provision does not apply to:

Adhesives	Craft Knives
Dimensional Glue	Colored Pencils
Chalks	Rulers
Inks	Daubers
Pens & Markers	Brushes

And the following items sold in BULK:

Brads	Ribbon
Eyelets	Ephemera
Slides	

Distinctly branded items from these categories are NOT accessories.

Show management may choose to approve other selected accessories for exemption from this Line Exclusivity paragraph; however, all such exemptions must be cleared 30 days in advance of the show. ***Please notify your confirmed manufacturers that you will be representing their product at the show.***

Manufacturers may support retailers that are representing them in one or more of the following ways; please contact your confirmed manufacturers to find out what they will do to support you! **We recommend you speak to the trade show coordinator at the manufacturer's headquarters not just your local sales representative.**

- By sending a representative and "make-it – take-its" to promote their products, so that YOU can concentrate on assisting attendees with selecting and purchasing the products.
- By sending a representative to teach classes using their products! (Class participants will make a beeline to your booth after their class!)
- By offering you product on consignment, or waiving the restocking fee so that you can comfortably order enough product to meet the demand.
- By assisting you with booth fees.
- By advertising in the convention program.
- By donating prizes and items for the goody bags.
- By donating door prizes or crop prizes.
- By sending supplies for Make-It Take-It's.

PLEASE NOTE THE FOLLOWING POLICY REGARDING MANUFACTURER PARTNERSHIPS: Show management yields to manufacturer preference with regards to our Line Exclusivity Policy. If an exhibitor has an exclusive partnership agreement with a manufacturer, proof of the partnership (in the form of a letter from the manufacturer to Show Management) must be provided in order to ensure that manufacturer assignment. Proof of partnership should come no later than December 11, 2011.

In the event that exclusive partnerships occur with large manufacturers that have multiple, separately branded subsidiary lines, some subsidiary lines may be available for representation by multiple exhibitors to allow for maximum product representation on the show floor.

Exhibitors in violation of the line exclusivity policy will be asked to remove the non-approved products from the show floor. Continued non-compliance with this policy will result in removal of product by security and/or exhibitor expulsion from the show. If you have any questions about products you are planning to sell in your booth, please contact Show Management. We hope you understand these policies and will continue to work diligently with us to ensure that our show runs smoothly through exhibitor compliance.

Payment Schedules

To remain in good standing with Scrapbooks Mega Meet, LLC, all payments must be received according to the payment schedule outlined in the contract. If payment schedules are not met, sponsorship opportunities, floor plan placement, and future contract acceptance may be forfeited. Non-payment will result in cancellation of your space, and may result in forfeiture of payments already made. Invoices will be broadcast to the email or fax specified in your contract, and while every attempt will be made to ensure that these invoices are delivered to you, your adherence to the payment schedule is expected, even if, despite our efforts the invoice does not reach you.

Hotel Accommodations –

Please watch the website www.megameet.com for the most up to date Hotel information. We recommend that exhibitors book prior to January 1st to ensure space. Hotel Blocks fill quickly at preferred hotels.

Tips for Exhibitors –

What you should bring:

- Encourage a representative from each of the manufacturers you are working with to attend and assist you with “Make It-Take It’s” at your booth and to instruct classes.
- At least twice as many business cards as you think you’ll need!
- A flyer or sample newsletter to promote your store location and the products you carry on a regular basis.
- Plenty of Change - many exhibitors ran out of coin and singles several times during past shows.
- Plenty of Product - many exhibitors have had to have additional product overnighted to their booths at our shows!
- Plenty of supplies for any “Make It-Take It’s” at your booth - be assured that you will have a steady stream of guests at your make-it-take-it table.
- Dolly for moving in heavy product. (Product may only be moved in and out through the BACK doors and only when the show floor is CLOSED.)
- Cash register. You should have at least one cash register per one or two booth spaces rented.
- Plan how you will handle credit cards. Phone lines for live transactions must be arranged through NEC Expo Services for an additional fee.
- Don’t forget to arrange ahead for electricity through NEC Expo Services for an additional fee. Ordering electricity on-site costs more, and delays your set-up!
- Professional Security will be provided when exhibits are closed, however, we still recommend that you plan to cover/secure merchandise in the evenings.
- Place an ad in the show program to reach all show attendees.
- Provide coupons for class participants in classes that will showcase the product you are selling.
- Offer “Show Specials” on a few select products in your booth to increase traffic.



Exhibit Space & Reservation Contract

Great Lakes Mega Meet Scrapbooking Convention

May 10, 11 & 12, 2012

Suburban Collection Showplace - Novi, MI

Contact Information:

Prefer to receive information via Email or Fax

*Indicates program listing fields

do not publish address

*Company Name (exactly as you wish it to appear in promotional materials)

Contact _____ On-Site Contact (if different) _____

*Address _____ City _____ State _____ ZIP _____

*Published Phone _____ Direct Phone _____ Fax _____

E-mail _____ *Website _____

Please Reserve for Us:

<p>Type of Space:</p> <p>First 10' x 10' booth Additional 10' x 10' Booths Corner location (per 10x10 corner – Endcap placement requires 2 corners) Selling Table at Mega Crop (includes both nights – does NOT include electricity)</p> <p>Total Amount Due (US Dollars) = \$ _____</p> <p>Less Deposit Enclosed: (50% minimum required with contract. Contracts without deposits will not be processed. Balance due March 1, 2012.) = \$ _____</p> <p>Balance Due: (Late payments will be assessed a 5% surcharge. Any balance must be paid no later than March 1, 2012 or contract will be cancelled. A \$35.00 fee will be charged for returned checks.) = \$ _____</p>	<p>Rates:</p> <p>1 @ \$925 = _____</p> <p>___ @ \$575/ea. = _____</p> <p>___ @ \$75 = _____</p> <p>___ @ \$100 = _____</p>	<p>Method of Payment: (contracts without payment will not be processed)</p> <p><input type="checkbox"/> Company Check <input type="checkbox"/> Money Order <input type="checkbox"/> Master Card <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover</p> <p>Please charge my deposit to the following credit card:</p> <p>Credit Card Account Number (all digits) _____ Exp. Date _____ CVCode _____</p> <p>Print Name on Credit Card _____</p> <p>Credit Card Billing Address _____ City _____ State _____ Zip _____</p> <p>Signature (required for all credit card transactions) <input type="checkbox"/> Charge balance of booth fees to this credit card on March 1, 2012. <input type="checkbox"/> I will contact you with payment information for balance of booth fees, due March 1, 2012.</p>
---	---	---

Which Manufacturers do you request to represent?

- #1: _____
- #2: _____
- #3: _____
- #4: _____
- #5: _____

Which manufacturers, if any, do you currently have an exclusive partnership with for the 2012 consumer show season? (Proof of exclusive partnership required)

Show Guidelines: 3 Manufacturers for 1st booth rented and 2 additional manufacturers for each additional booth rented.

Participation in Show:

Please tell us how you plan to participate in the show in addition to your exhibit space.

- Teach a class**
(separate class proposal due 12/15/2011)
- Send a celebrity artist or author**
Name: _____
- Advertise in the show program, tote or on the website**
(separate ad contract due 3/16/2012)
- Sponsor prizes, games, contests, or goody bags**
(separate sponsorship agreement due 3/16/2012)
- Participate in Special Evening Events/Crop Parties**
(separate Special Events agreement required)

Program Description (75 words or less – use reverse if necessary - can be emailed to exhibits@megameet.com): _____

One program listing per exhibitor is included in your exhibit fees. This program description must be received by March 18, 2012 for program insertion.

Payment/Cancellation Terms. In order to reserve the booth(s), tables, and/or ad space as requested, a 50% deposit must accompany this signed application. Cancellation requests must be made in writing and refunds will be made according to the following schedule: cancellation 90 days prior to event, all exhibit fees will be returned, with the exception of a \$100 administration fee; cancellations 60-90 days prior to event will be refunded 50% of exhibit fees; cancellations within 60 days of the event will receive no refund. By signing below, you agree to the Terms & Conditions as outlined here and on page two of this contract, and with any rules set forth in the Exhibitor Kit from NEC. With my attendance at this event, I realize that I and/or my products may be included in publicity photos and in future promotional materials. I hereby give my consent to Scrapbooks Mega Meet, LLC to use any such photos and/or comments. Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: exhibits@megameet.com Web: www.megameet.com

Signature _____ Title _____ Date _____

Received by: _____ Date Received: _____ Time Received: _____



Terms & Conditions

Great Lakes Mega Meet Scrapbooking Convention

May 10, 11 & 12, 2012

Suburban Collection Showplace - Novi, MI

Exhibit Guidelines:

- A. All products/services displayed and/or sold from exhibits must be on the exhibitor's approved manufacturer list; issued by Scrapbooks Mega Meet, LLC.
- B. You must have a product or service relative to the scrapbook industry. In addition, Scrapbooks Mega Meet, LLC reserves the right to determine the eligibility of any applicant for inclusion in the convention after evaluation of applicant's show history, and shall determine, in its sole discretion, the eligibility of any company or product for inclusion in the convention.
- C. All exhibits must be professional in appearance. No table legs or boxes will be exposed. Exhibits must remain open and staffed at all times during the official exhibition hours. Because setting up and tearing down are the most likely times for someone to be injured, any exhibit set up or torn down during exhibition hours will be fined in the amount of \$100 for non-compliance of this regulation.
- D. 8' Back and 3' side drapes will be provided, along with booth signage. Exhibitors are responsible for arranging electrical & telephone service. Bring your own extension cords and any other decorations. (NO BALLOONS). All tables must be skirted. Exhibits must not extend into the aisles.
- E. Exhibitor must protect the convention facility and property from damage done by the Exhibitor, its employees, representatives and agents. Nothing may be tacked, nailed, taped, glued or in any way attached to convention center property. The exhibitor will assume any repair cost incurred to repair such damage. No combustible materials or decorations shall be used. All material must be flameproof. Exhibitor hereby agrees to accept full responsibility for all and full compliance with National, State and City regulations in the provisions and maintenance of adequate safety devices and condition for operation.
- F. The convention is open to the public. Exhibitors shall provide buyers with receipts for all sales. Exhibitors shall be solely responsible for obeying state or local sales tax laws.
- G. The use of any sound equipment is prohibited without prior written approval by Scrapbooks Mega Meet, LLC.
- H. Exhibit space may be shared with another company **ONLY** after approval by Scrapbooks Mega Meet, LLC. Exhibitors may not sub-let or resell any portion of their booth space.
- I. Scrapbooks Mega Meet, LLC reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not set-up during the show move in time.
- J. Uninvited exhibitors may NOT enter another exhibitor's booth at any time. Violators will be ejected from the convention and fined \$500. Exhibitors shall not photograph or record by any means another exhibitor's booth without the express permission of the exhibitor.
- K. Scrapbooks Mega Meet, LLC shall have sole control over admission of visitors to the exhibits or functions. No exhibitor staff will be admitted without badge, and are required to wear Exhibitor Badge at all times on the show floor.
- L. No exhibitor shall sponsor or hold any meeting or event that conflicts with the Convention hours without Scrapbooks Mega Meet, LLC's prior approval. Only exhibitors in good standing, as determined by Scrapbooks Mega Meet, LLC shall be permitted to host a meeting or hospitality function in an official Convention hotel.

Exhibitor Payment/Cancellation Terms: A deposit of fifty percent (50%) **must** accompany the application. The balance must be paid by **March 1, 2012**. By furnishing the required signature you are authorizing the charge against your credit card for the requested deposit and balance. A representative of your company will be asked to sign all credit card slips upon arrival at the show. If the Exhibitor does not meet the terms and conditions of completed exhibitor forms, show management reserves the right to cancel an exhibitor contract and retain any and all payments made by exhibitor. Cancellation requests must be made in writing and refunds will be made according to the following schedule: cancellation 90 days prior to event, all exhibit fees will be returned, with the exception of a \$100 administration fee; cancellations 60-90 days prior to event will be refunded 50% of exhibit fees; cancellations within 60 days of the event will receive no refund. Scrapbooks Mega Meet, LLC reserves the right to administer a \$35.00 fee for returned checks. All returned checks must be replaced with a certified check, money order, or valid credit card. In the event classes the exhibitor has agreed to sponsor/teach are cancelled after class information has been published, either via the internet or via traditional methods, and refunds must be issued to the participants, the class sponsor agrees to pay a \$15 administrative fee per registered student to underwrite the cost of issuing those refunds.

Competition: We do not guarantee that competing businesses will not be allowed to exhibit at this event. If there are specific competitors you do not wish to be located near, please notify us and we will attempt to avoid placing you in close proximity to each other, however we cannot offer any guarantee that this will be possible.

Scrapbooks Mega Meet, LLC does not control the shipping arrangements. You are responsible for making inbound and outbound shipping arrangements. If you need assistance, please contact NEC Exhibition Services. Shipping Information is available from NEC Exhibition Services. When you are on-site, please confirm with NEC Exhibition Services concerning shipments, and have tracking information.

Issues not covered herein: Scrapbooks Mega Meet, LLC shall rule upon all matters or issues not covered herein, regarding questions, disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing paragraphs of this contract, and such ruling, when made, shall be binding both on the Exhibitor and Scrapbooks Mega Meet, LLC.

Scrapbooks Mega Meet, LLC retains the right to close an exhibit and cancel this contract at any time for failure by exhibitor to perform, meet or observe any of the Convention Rules, Regulations, Terms or Conditions, and such exhibitor shall not be entitled to a refund of any payment. Scrapbooks Mega Meet, LLC shall be entitled to eject an exhibit at any time, in whole or in part, or any exhibitor or its representatives, without giving cause. In such case, Scrapbooks Mega Meet, LLC's responsibility shall not exceed the return to exhibitor of amounts of rental unearned at the time of ejection. Scrapbooks Mega Meet, LLC reserves the right to amend, without written notice these rules, regulations and conditions or to issue amendments or modifications as it deems necessary.

Liability, Security and Insurance: All exhibitors must obey all rules and regulations set by the Facility, the City Fire, and Police departments, and Scrapbooks Mega Meet, LLC. NO SMOKING will be allowed anywhere within the Suburban Collection Showplace facility.

Scrapbooks Mega Meet, LLC and TBON, LLC (Suburban Collection Showplace) shall have no liability whatsoever to any exhibitor for any personal injuries, whether suffered by an exhibitor, their employees or invited business associates; nor any liability for loss or damage resulting from any cause to the property of the exhibition, exhibitor employees or business associates. Each exhibitor, in making application for exhibit space, agrees to protect, indemnify, and hold harmless the Scrapbooks Mega Meet, LLC and TBON, LLC (Suburban Collection Showplace) from any and all claims, liability, damage, or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected to the negligence or wrongful acts of the exhibitor, their agents or employees for any injury to persons or damage to property Scrapbooks Mega Meet, LLC and TBON, LLC (Suburban Collection Showplace) shall in no case be liable to any exhibitor for any lost profits, sales or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of Scrapbooks Mega Meet, LLC and TBON, LLC (Suburban Collection Showplace) to the exhibitor for any breach of this contract shall be for the refund of amounts paid by the exhibitor.

SCRAPBOOKS MEGA MEET LLC, ITS OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY AN EXHIBITOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF SCRAPBOOKS MEGA MEET, LLC, ITS OFFICERS, AGENTS AND EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES. THE UNDERSIGNED EXHIBITOR HEREBY AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS SCRAPBOOKS MEGA MEET, LLC, ITS OFFICERS, AGENTS AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUFFERED BY AN EXHIBITOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF SCRAPBOOKS MEGA MEET, LLC, ITS OFFICERS, AGENTS AND EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES.

It shall be the responsibility of each exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement, in such amounts as the exhibitor deems adequate, including move-in and move-out dates at his or her own expense. Insurance protection will not be offered by Scrapbooks Mega Meet, LLC or TBON, LLC (Suburban Collection Showplace).

Litigation: In the event of litigation arising out of any or in any way resulting from the Agreement or the subject matter of this Agreement, the undersigned agrees that the exhibitor shall pay Scrapbooks Mega Meet, LLC's costs and fees, including reasonable attorney's fees incurred if a final judgment is taken in favor of Scrapbooks Mega Meet, LLC. The undersigned agrees that the venue for any litigation shall be in Oakland County, Michigan, and interpretation of the terms and conditions contained herein shall be governed by Michigan law. The undersigned agrees that any action relating to or arising out of this Agreement or the subject matter thereof shall be brought within one year of the date on which the cause of action sought to be enforced occurred.

Show Cancellation/Acts of God: Scrapbooks Mega Meet, LLC and TBON, LLC (Suburban Collection Showplace) will not be responsible if the convention is canceled due to acts of terrorism, fire, tornado, or other acts of God. Refunds shall be made solely at the discretion of the Management, after consideration of expenditures and commitments already made. If the location of the convention is changed for any reason, SMM, LLC shall be able to assign exhibitor an alternate booth in lieu of original.

Company Name

Signature

Date

I agree to these Exhibitor Rules and Regulations

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: exhibits@megameet.com Web: www.megameet.com



Instructor Application

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

Contact Information: Prefer to receive information via [] Email or [] Fax *Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Instructor Name	Pre-show Contact (if different)		
*Address [] do not publish address	City	State	ZIP
*Published Phone	Direct Phone	Fax	
E-mail	*Website		

One form per instructor please – No classes will be added to the schedule without a completed copy of this form on file!
 Please print clearly or type and return by **December 15, 2011**.

Please provide a short biography and digital images for publication on our website of your class projects with your application.
CLASSES WILL NOT BE APPROVED FOR THE SCHEDULE WITHOUT DIGITAL IMAGES OF CLASS PROJECTS.

GLMM 2012 Instructor Information:

- All GLMM classes are **one hour in length**. Please plan your classes accordingly!
- Each classroom will have at least one SMM staff person assigned to check tickets, collect evaluations, etc.
- Each classroom will be equipped with ONE 6 or 8 foot table at the front of the classroom for the instructor's use
- Classrooms will be equipped with an overhead projector for the instructor's use **if requested**.
- Some classrooms will be equipped with a microphone and speakers.
- Additional equipment must be provided by the instructor.
- All class materials **MUST** be kitted and provided by the instructor.
- Additional assistants to the instructor must be arranged and compensated by the instructor and approved by Scrapbooks Mega Meet, LLC.

Agreement to Instruct:

By submitting this form, the class sponsor agrees that a representative of the sponsor company will teach this class at the GLMM 2012, at one or more sessions, as mutually agreed between the instructor and Scrapbooks Mega Meet, LLC. The class sponsor agrees that if the designated instructor is unable to teach after the class registration materials have been published, either via traditional printed materials, or the internet, that it is the class sponsor's responsibility to secure a comparable approved substitute instructor. The class sponsor also agrees to notify Scrapbooks Mega Meet, LLC if an instructor is being substituted, as soon as possible after the decision to substitute is made. Scrapbooks Mega Meet, LLC retains the right to approve or deny any instructor for any reason. **In the event that classes, which the class sponsor has agreed to teach, must be cancelled after class information has been published, and refunds must be issued to the participants, the class sponsor agrees to pay a minimum \$500 administrative fee to underwrite the cost of issuing those refunds. The maximum fee will be determined as \$15 per registered student. Fees will also be incurred if refunds must be issued to students if the instructor is tardy to class, or if a sufficient number of class kits are not available.**

The Instructor agrees to arrive at their workshop location 30 minutes prior to the workshop start time for set-up and remain 30 minutes after the class ends to clean up. All materials to be distributed to students are to be prepared in advance in a "page kit" or similar form to be easily distributed to the class participants at the door.

Samples of all completed projects in .jpg format must be submitted to Scrapbooks Mega Meet, LLC prior to December 15, 2011. Send these files to classes@megameet.com in order for approval of class application. By signing this agreement, I agree that all materials (handouts, images, projects, etc.) are my original work, or that copyright permission has been granted.

By signing this contract, all instructors agree that they will act in a courteous, professional manner at all times during all classes, exhibition show hours and during any events. Any differences of opinion with any of the facilities or show management must only be discussed with show management. Failure to adhere to this clause could result in termination of the instructor contract.

Signed: _____ Date: _____

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071.
 Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: classes@megameet.com Web: www.megameet.com



Class Proposal

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

One form per class title please – classes without complete information WILL NOT be considered for the schedule!
 Please print clearly or type and return by **December 15, 2011**.

Class length is limited to **one hour**, with 30 minutes between class sessions.

Class Title: _____

Instructor Name: _____

Please note – Instructor Agreement for this Instructor MUST BE submitted with this Class Proposal

Class Sponsor Name: _____

Class Description: (75 words or less) Please email a digital image of the class project to classes@megameet.com. Class descriptions may also be emailed to this address, please write "Emailed" in the space below.

Supplies Student should bring to class:

What companies will be promoted during this class?

Please list any products which will be promoted during this class that your company does not plan to sell on the show floor:

Please describe what each student will leave class with: (e.g. a two-page layout and a card OR a handout and 5 tags)

List any and all equipment you require for this class:

(Overhead and screen will be provided **if requested** in classrooms, microphone and sound system will be provided in some of the larger classrooms – any other equipment, such as slide projectors, video equipment, LCD panels, etc. must be provided by the class sponsor. The A/V company information will be provided to you upon request)

This class is designed for scrappers who are:

Beginner Intermediate Advanced
All Levels (choose only one)

This class is best described as:

Hands-On Lecture

We would like to teach this class on:

Instructors who are available to teach all three days of the show will receive priority scheduling.

Thursday Friday Saturday Please tell us if there are days/times you CANNOT teach:

If scheduling permits, we would like multiple classes taught by this instructor back to back:

Yes No

If scheduling permits, we prefer our classes be scheduled:

Morning Afternoon Either/Both

Our project makes noise: (e.g. hammer & eyelets)

We have limited space for classes which make noise, and your class application may be denied due to lack of space if you have a noisy class

Yes No

We prefer the maximum number of students to be:

All classes must have a minimum of 30 students.

30 40 50 75 Other _____

We require that students are charged a materials fee:

Please note: materials fees are ADDED to our base class fee to determine the class fee charged to the student. For example a \$2.00 materials fee, plus the base class fee, equals the total class fee charged to the student. Materials fees are payable to the class sponsor the week following the show and will be mailed to the address indicated on the instructor application. The GLMM retains the base fee. A W-9 form may be required to be completed and on file if payment is going to an individual or an LLC.

No Yes Amount \$ _____
 (MAY NOT EXCEED \$10)

Reimbursement Check (if applicable) made out to:
Sponsoring Company Instructor

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071.
 Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: classes@megameet.com Web: www.megameet.com



Advertising Agreement

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

Contact Information: Prefer to receive information via Email or Fax *Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)			
Contact		On-Site Contact (if different)	
*Address <input type="checkbox"/> do not publish address	City	State	ZIP
*Published Phone	Direct Phone	Fax	
E-mail		*Website	

Please Reserve for Us:

Type of Ad (width x height): 1/8 page (3 5/8" x 2 3/8") 1/4 page (3 5/8" x 4 7/8") 1/2 page (7 1/2" x 4 7/8") Full Page (7 1/2"x10") Inside Front or Back Cover (7 1/2"x10") <i>Please call for availability, space will be assigned on a first come, first served basis</i> Back Cover (7 1/2"x10") Website Ad (Logo with Link) Amount Due (US Dollars) Sponsorship Discount <i>Diamond = 15%; Emerald = 10%; Amethyst = 5%</i> TOTAL Amount Due (US Dollars) <input type="checkbox"/> I am a retail storefront – please send me information about the rebate program.	Rates: ___ @ \$90 = _____ ___ @ \$160 = _____ ___ @ \$290 = _____ ___ @ \$470 = _____ ___ @ \$700 = _____ ___ @ \$750 = _____ ___ @ \$75/mo. = _____ = \$ _____ - = \$ _____ = \$ _____	Method of Payment: (Advertising is reserved on a pre-payment basis) <input type="checkbox"/> Company Check <input type="checkbox"/> Money Order <input type="checkbox"/> Master Card <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover Please charge my deposit to the following credit card: Credit Card Account Number (all digits) _____ Exp. Date _____ CVCode _____ Print Name on Credit Card _____ Credit Card Billing Address _____ City _____ State _____ Zip _____ Signature (required for all credit card transactions) _____
---	--	---

Ad payments and artwork are due by **March 23, 2012**. Advertisers not attending the convention will receive a free copy of the show program via U.S. Mail following the event. Additional promotional opportunities are outlined in our Sponsorship Agreement.

Website Ad-

75% of our attendees pre-register online at our website, and our e-mail newsletter goes out to over 7500 email addresses with links back to our website in multiple places. Your web ad will be placed on our home page and on the show home page, and will include a link to your website. Provide your artwork in a .gif file that is 150 pixels wide and between 100 and 150 pixels high to kate@megameet.com.

Deadline -

Camera ready advertising deadline is March 23, 2012. Be sure to indicate any spot color preferences, otherwise spot color will be applied at the discretion of the show program coordinator.

Mechanical Requirements -

- Ad copy must arrive "camera ready." Please measure ads carefully, and remember that advertisements are measured Width x Height. Ads reading upside down or sideways are **not acceptable**.
- If we design the ad, you will be billed at the rate of \$55.00 per hour.
- One spot color (chosen by the show promoter) will be used throughout the program. Send two black and white copies of your ad, one with color clearly marked. If color is not marked, we will make the best determination for spot color.
- For additional questions regarding mechanical requirements for program advertising, or electronic submission of your ad, please email unisprin@comcast.net.

Advertising Shipping -

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071 . Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: advertising@megameet.com Web: www.megameet.com



Advertising Agreement

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

Contact Information: Prefer to receive information via Email or Fax *Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)			
Contact		On-Site Contact (if different)	
*Address <input type="checkbox"/> do not publish address	City	State	ZIP
*Published Phone	Direct Phone	Fax	
E-mail		*Website	

Please Reserve for Us:

Type of Ad (width x height): 1/8 page (3 5/8" x 2 3/8") 1/4 page (3 5/8" x 4 7/8") 1/2 page (7 1/2" x 4 7/8") Full Page (7 1/2"x10") Inside Front or Back Cover (7 1/2"x10") <i>Please call for availability, space will be assigned on a first come, first served basis</i> Back Cover (7 1/2"x10") Website Ad (Logo with Link) Amount Due (US Dollars) Sponsorship Discount <i>Diamond = 15%; Emerald = 10%; Amethyst = 5%</i> TOTAL Amount Due (US Dollars) <input type="checkbox"/> I am a retail storefront – please send me information about the rebate program.	Rates: ___ @ \$90 = _____ ___ @ \$160 = _____ ___ @ \$290 = _____ ___ @ \$470 = _____ ___ @ \$700 = _____ ___ @ \$750 = _____ ___ @ \$75/mo. = _____ = \$ _____ - = \$ _____ = \$ _____	Method of Payment: (Advertising is reserved on a pre-payment basis) <input type="checkbox"/> Company Check <input type="checkbox"/> Money Order <input type="checkbox"/> Master Card <input type="checkbox"/> VISA <input type="checkbox"/> AMEX <input type="checkbox"/> Discover Please charge my deposit to the following credit card: Credit Card Account Number (all digits) _____ Exp. Date _____ CVCode _____ Print Name on Credit Card _____ Credit Card Billing Address _____ City _____ State _____ Zip _____ Signature (required for all credit card transactions) _____
---	--	---

Ad payments and artwork are due by **March 23, 2012**. Advertisers not attending the convention will receive a free copy of the show program via U.S. Mail following the event. Additional promotional opportunities are outlined in our Sponsorship Agreement.

Website Ad-

75% of our attendees pre-register online at our website, and our e-mail newsletter goes out to over 7500 email addresses with links back to our website in multiple places. Your web ad will be placed on our home page and on the show home page, and will include a link to your website. Provide your artwork in a .gif file that is 150 pixels wide and between 100 and 150 pixels high to kate@megameet.com.

Deadline -

Camera ready advertising deadline is March 23, 2012. Be sure to indicate any spot color preferences, otherwise spot color will be applied at the discretion of the show program coordinator.

Mechanical Requirements -

- Ad copy must arrive "camera ready." Please measure ads carefully, and remember that advertisements are measured Width x Height. Ads reading upside down or sideways are **not acceptable**.
- If we design the ad, you will be billed at the rate of \$55.00 per hour.
- One spot color (chosen by the show promoter) will be used throughout the program. Send two black and white copies of your ad, one with color clearly marked. If color is not marked, we will make the best determination for spot color.
- For additional questions regarding mechanical requirements for program advertising, or electronic submission of your ad, please email unisprin@comcast.net.

Advertising Shipping -

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071 . Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: advertising@megameet.com Web: www.megameet.com

Scrapbooks
Mega MeetSM
Conventions and Events
The ultimate cropping, shopping, learning experiences

July 28, 2011

The staff of the Great Lakes Mega Meet is overwhelmed and grateful for the extensive interest in our comprehensive sponsorship program. In 2011, we made a few changes to our program that we believe created greater participation and gave balanced recognition to those of you that work so hard to support our show! For that reason, our program will remain the same in 2012.

All parties interested in participating in our sponsorship program should complete the **Sponsorship Proposal and Agreement** after carefully reviewing the requirements and recognition outlined on *Sponsorship Recognition* listing.

Based on your submitted proposals, sponsorship levels will be designated by Scrapbooks Mega Meet, LLC staff. Designation will be made based on the proposal submitted, as well as other factors including past participation in our sponsorship program, timeliness of payments, and years of exhibiting in the GLMM.

We recognize that a majority of the interest in our program revolves around the specific benefit of premium floor placement. While sponsorship is not the only factor involved in floor placement, it is a major contributor. Sponsors of all levels will receive preferential placement on the floor, provided they have maintained a good relationship with Scrapbooks Mega Meet, LLC through timely payments and open communication. The designation of "premium floor placement" is at the sole discretion of Scrapbooks Mega Meet, LLC. We do not allow exhibitors to choose booth space, nor do we charge additional fees for space that is considered "premium".

To receive the full benefits and recognition associated with our sponsorship program packages, all forms should be completed and submitted by January 1, 2012. Recognition after that point will be maximized based on current publishing deadlines.

We at Scrapbooks Mega Meet, LLC have always taken pride in our relationships with our exhibitors and manufacturers. If you have questions or suggestions at any time about our sponsorship program or convention, please do not hesitate to contact us at (248) 583-7133 or via email at kate@megameet.com or cara@megameet.com.

Thank you for your support of our show!

Kate Griswold
President

Cara Baker
Exhibits & Special Events Manager



Sponsorship Agreement

Great Lakes Mega Meet Scrapbooking Convention

May 10, 11, & 12, 2012

Suburban Collection Showplace - Novi, MI

Contact Information:

Prefer to receive information via [] Email or [] Fax

*Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Contact

On-Site Contact (if different)

*Address [] do not publish address

City

State

ZIP

*Published Phone

Direct Phone

Fax

E-mail

*Website

We wish to participate in the following sponsorship opportunities:

The following sponsorship opportunities help put your name and product in front of the consumer; whether or not you are exhibiting at the show! If you are interested in any of these opportunities, please check the sponsorship(s) in which you wish to participate. Sponsors are acknowledged on our website, and in our show program with submission of this form. **This form must be completed and returned no later than March 16, 2012 for acknowledgement in the Show Program.** (We will make every attempt to acknowledge late submissions in our Program Supplement)

Consider one our comprehensive sponsorship packages:

- Diamond Sponsor** - Minimum pledge of \$2,000 in retail product value
- Emerald Sponsor** - Minimum pledge of \$1000 in retail product value
- Amethyst Sponsor** - Minimum pledge of \$500 in retail product value
- Product Sponsor** - Minimum pledge of \$250 in retail product value. Minimum of 1000 pieces for inclusion in goody bags.

Refer to the Sponsor Recognition chart for complete details on the benefits of your selected sponsorship level. Please complete the additional sponsorship proposal for the comprehensive package. A limited number of Diamond-level sponsorships are available, and will no longer be available after March 16, 2012.

If a package isn't for you, please consider these ala carte options:

Name Badge Lanyard Sponsor (\$1000)

All Exhibitors, Instructors and Mega Meet Experience participants wear a name badge for the duration of the show. In return for sponsoring Name Badge Lanyards, the name badge sponsor will have the opportunity to display their logo on the lanyards for the name badges! The GLMM will also acknowledge your sponsorship in the Show Program and the website (we can only acknowledge those sponsors that we are made aware of prior to March 16, 2012 – our press deadline).

Crop Goody Bag Sponsor (please plan for 1000 total croppers)

1000 Croppers over two nights receive crop goody bags at the crop parties! Not all of our croppers attend the show during the day, so it's a great opportunity to hit more consumers. Crop Bag Gifts for 1000 Croppers should be sent by **April 13, 2012** to the address below. In return, SMM will acknowledge your prize donation in the Show Program and on the website.

Door Prize/Crop Prize Donation

Prize drawings are held once an hour during the exhibit hours (that's 23 prize drawings throughout the show!) Prize drawings are also held throughout the Crop Parties. If you would like to donate Door Prizes and/or Crop Prizes, and you are exhibiting at the show, please indicate below how many door prizes you will bring with you. Winners of Door Prizes will be issued a redemption ticket to bring to your booth to pick up their prize. Winners at Crop Parties receive their prize at the time of the drawing. If you are not attending the convention, you can still contribute door prizes! Please send them to the address below by **April 13, 2012**. In return, SMM will acknowledge your prize donation in the Show Program and on the website.

of Prize(s) _____ I would like that they be used for the [] Exhibit Hours [] Crop Parties [] Divided between both

Crop Game & Contest Sponsor

Take it a step further from just donating a prize - Host a game or contest at the crop – create excitement for your product! Sponsors are responsible for all portions of the game, including selecting participants, determining game criteria, providing and distributing prizes. In return, SMM will promote your company and products from the microphone during the crop! SMM will also promote your company in promotional materials for the Mega Crops. To sponsor a crop game or contest, please complete the Special Events Agreement.

Mega Round Robin

Promote your product at this exclusive event! Meet attendees the night before the show floor opens and take advantage of this opportunity to promote your product without the distraction of the rest of the show floor! You will be provided a space for a table-top display and the opportunity interact with guests before the main event. Please complete the Special Events Agreement.

Failure to fulfill sponsorship agreement may result in financial penalty based on promotion received prior to the event.

Authorized Signature

Date

Sponsorship Shipping:

All shipments must be received by April 13, 2012

Scrapbooks Mega Meet, LLC (PLEASE indicate GLMM or RETREAT and if the enclosed is a Door Prize/Crop Prize/Crop Bag Donation)

731 Tanglewood Drive

Madison Heights, MI 48071



Sponsorship Recognition **DIAMOND, EMERALD & AMETHYST LEVELS**

Great Lakes Mega Meet Scrapbooking Convention
May 10, 11, & 12, 2012

Suburban Collection Showplace - Novi, MI

MINIMUM SPONSOR REQUIREMENTS FOR ALL LEVELS:

- * Provide product for prizes to be used at show discretion and/or 1000 pieces for inclusion in Crop Goody Bags. Goody Bag contributions must hold a retail value minimum of \$1 per piece and be items that were available for sale in a retail location within 6 months prior to May 2012.
- * Diamond sponsors must contribute to Crop Goody Bags, as a portion of their retail product donation.
- * Fulfill participation requirement which includes teaching classes or conducting a Crop Game, Contest or Mega Sale. Mega Sale option is available to Diamond-level sponsors only.
- * List Great Lakes Mega Meet event, including date and location, on company website.

Diamond Level benefits and recognition include:

- * Listing as event sponsor on GLMM website, including company logo and link
- * 15% discount for advertising in the show program
- * Company logo in pre-event e-newsletters
- * Listing on Consumer Confirmation e-mail
- * Company logo in sponsor thank you page in show program
- * Company listing on classroom sign where instructor is provided
- * Company listing on poster sent to local stores
- * Company logo on slide show on RFS monitors during the event
- * Company logo in ongoing slide show at Crop Parties
- * Company logo in Crop Goody Bag
- * Microphone recognition at Mega Round Robin Greeting
- * Opportunity to judge Table Decorating Contest
- * Opportunity to offer a Mega Sale during Crop Parties
- * Premium show floor placement

Emerald Level benefits and recognition include:

- * Listing as event sponsor on GLMM website, including link
- * 10% discount for advertising in the show program
- * Company listing in sponsor thank you page in show program
- * Company listing on classroom sign where instructor is provided
- * Company logo in ongoing slide show at Crop Parties
- * Company listing in Crop Goody Bag
- * Opportunity to judge Table Decorating Contest
- * Preferential show floor placement

Amethyst Level benefits and recognition include:

- * Listing as event sponsor on GLMM website, including link
- * 5% discount for advertising in the show program
- * Company listing in sponsor thank you page in show program
- * Company listing on classroom sign where instructor is provided
- * Company listing in ongoing slide show Crop Parties
- * Company listing in Crop Goody Bag
- * Preferential show floor placement

Other benefits may include:

- * Recognition or mention on "All Things Mega", the Scrapbooks Mega Meet blog
- * Promotion at events where Scrapbooks Mega Meet participates or produces
- * Promotion or mention on the Facebook page(s) of the Great Lakes Mega Meet and/or its producers

We place enormous value on our highest level of sponsors, and are constantly looking for ways to recognize them. Thank you for making this commitment to our business, our event, and your business!



Sponsorship Proposal and Agreement

DIAMOND, EMERALD, AMETHYST LEVEL SPONSORS

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11, & 12, 2011
 Suburban Collection Showplace - Novi, MI

Contact Information: Prefer to receive information via [] Email or [] Fax *Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Contact On-Site Contact (if different)

*Address [] do not publish address City State ZIP

*Published Phone Direct Phone Fax

E-mail *Website

This form must be completed and returned no later than March 16, 2012 for acknowledgement in the Show Program.
 (We will make every attempt to acknowledge late submissions in our Program Supplement)

We are submitting our proposal for the 2012 Great Lakes Mega Meet sponsorship program to be considered at the following level*:

- Diamond Emerald Amethyst

*Designation of sponsorship level will be determined by Scrapbooks Mega Meet, LLC

We plan to support the 2012 GLMM by participating in the following ways:

Minimum of one (1) of the following is required for sponsorship program

- Teaching classes - # of classes per day _____; Class proposals must be on file no later than December 15, 2011.
- Conduct a Crop Game, Contest or Mega Sale – see Special Events Agreement for details.
- Participate in the Round Robin Mini-Class Marathon – see Special Events Agreement for details.
- Advertise in the Show Program and/or on the Scrapbooks Mega Meet, LLC website – see Advertising Agreement for details (Sponsors receive an advertising discount based on level).
- Other (please describe)

Sponsorship levels require a *minimum* retail value product donation*. Please describe your donation:

Donation should be allocated to (select all that apply):

- Crop Goody Bag (1000 piece minimum)
- Door Prize during Exhibit Hours
- Crop Party Prize

*(Diamond - \$2000.00, Emerald - \$1000.00, Amethyst - \$500.00). A portion of Diamond sponsorship contributions must be in the form of goody bag items, which must hold a retail value minimum of \$1 per piece and be items that were available for sale in a retail location within 6 months prior to May 2012.

I acknowledge that I have reviewed the requirements, benefits and recognition for each sponsorship level as outlined on the Sponsor Recognition form. I understand that sponsorship level designation will be determined by Scrapbooks Mega Meet, LLC, based on submission of this proposal and accompanying agreements. I understand that failure to meet the sponsor requirements of designated level may result in financial penalty based on promotion received prior to the event. In addition, I understand that failure to meet all requirements of additional contracts I have entered into with Scrapbooks Mega Meet, LLC, may result in loss of sponsorship program benefits and recognition.

Authorized Signature _____

Date _____

Product Donation Terms

If you are attending the convention, door prizes can be brought with you. **All shipments must be received by April 13, 2012.**

Scrapbooks Mega Meet, LLC (PLEASE indicate GLMM and if the enclosed is a Door Prize/Crop Prize/Crop Bag Donation)

731 Tanglewood Drive
 Madison Heights, MI 48071

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: sponsors@megameet.com Web: www.megameet.com



Special Events Agreement

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11, & 12, 2011
 Suburban Collection Showplace - Novi, MI

Contact Information:

Prefer to receive information via [] Email or [] Fax

*Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Contact

On-Site Contact (if different)

*Address [] do not publish address

City

State

ZIP

*Published Phone

Direct Phone

Fax

E-mail

*Website

Please indicate which Special Events you plan to participate in:

Mega Round Robin **Wednesday, May 9** **5:15PM – 6:30PM**

Promote your products to a captive audience the night before the show opens!

By participating in our new Mega Round Robin at the GLMM 2012, you agree to:

- Create a table top display of products/promotions, and be set up no later than 5:15PM
- Provide ONE staff member to promote your table during the event.

We recommend you provide flyers to promote your booth, including a coupon, discount, or copy of any Show Special you may be offering.

Crop Parties **Thursday, May 10 & Friday, May 11** **6:00PM – 12AM**

Promote your products at these popular Crop Parties.

By participating in the Crop Parties at the GLMM 2012, you agree to the following:

- Design and implement a game or contest for **both** Crop Party events. This includes selecting participants, determining game criteria, providing and distributing prizes.
- OR host a Mega Sale – Sales at Crop Parties should not last longer than 15 minutes and products offered should be at a significant (20% or more) discount from retail. (This option is available only to Diamond-level sponsors. All others wishing to have a selling table at the Crop Parties should indicate that on their contract and pay the additional fee.)
- Submit a description of the Crop Game or Contest to the Crop Manager no later than 7 days prior to the event for approval

Provide a brief description of game/contest, if already planned: _____

GLMM will support you in the following ways for your participation:

- Eligibility for sponsorship program
- Company logo or listing included in slide show during event
- Listing as event sponsor on the GLMM website
- Microphone recognition

I agree to participate in the GLMM 2012 Special Events, in the manner described above. I also understand that I may incur financial penalty for promotion received for my participation in this event, should I fail to fulfill this agreement.

Company Name

Signature

Date

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: sponsors@megameet.com Web: www.megameet.com



Rebate Agreement

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

Contact Information:

Prefer to receive information via Email or Fax

*Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Contact	On-Site Contact (if different)		
*Address <input type="checkbox"/> do not publish address	City	State	ZIP
*Published Phone	Direct Phone	Fax	
E-mail	*Website		

We wish to participate in the GLMM 2012 rebate program, and earn \$1 per new scrapper that pre-registers for the GLMM 2012:

_____ Average number of customers per month (this is how many flyers we will send you to place in bags throughout February)

_____ Number of registration packets you would like for your front counter

How the program works:

As a participating store, you agree to promote the GLMM 2012 in your store in the following ways:

- You must be a STOREFRONT RETAILER with regular public business hours to participate in this program.
- Throughout the month of February, place GLMM 2012 flyers into customer bags with every purchase. We will provide the flyers.
- Throughout March and April, make registration packets available on your front counter to interested customers.
- In your newsletter (in those issues published Jan-April) include a short promotion of GLMM 2012.
- In your store window, place a GLMM 2012 poster beginning in February and display it until after the event.

GLMM 2012 will support you in the following ways:

- List your store on our website as a place to get more information about GLMM 2012.
- Link to the page with promoting stores in our e-mail blasts preceding the event.
- List your store in the show program in the "Thank You" section.
- You will receive a rebate of \$1 per new scrapper that pre-registers for GLMM 2012, and lists your store as "How they heard" about the GLMM. You could earn your entire advertisement in our show program or on the website for FREE!

Rebate only applies to first-time GLMM attendees.

Rebate cannot exceed the amount spent by the company named above on advertising and/or booth space for the GLMM 2012.

I agree to promote the Great Lakes Mega Meet 2012 in the manner described above:

Company Name	Signature	Date
--------------	-----------	------

Shipping:

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071 . Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: sponsors@megameet.com Web: www.megameet.com



Show Special Agreement

Great Lakes Mega Meet Scrapbooking Convention
 May 10, 11 & 12, 2012
 Suburban Collection Showplace - Novi, MI

Contact Information:

Prefer to receive information via Email or Fax

*Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Contact

On-Site Contact (if different)

*Address do not publish address

City

State

ZIP

*Published Phone

Direct Phone

Fax

E-mail

*Website

NO COST Advertising Opportunity!!

Another way to boost revenue in your booth at the show! We are offering this at NO ADDITIONAL COST to you – we just need you to send us the information!

One week prior to the show, we will load a page called “Show Specials” where we will list all Show Specials sent to us by exhibitors ahead of the show. This information is due to us by April 27, 2012. We will do an email blast out to our email list, and let them know that they can review a list of Show Specials BEFORE hitting the show floor. Can you imagine the increased traffic in your booth when the customers are seeking you out for your specials?

By participating in the FREE Show Special Ad, you agree to the following:

- Offer a Show Special to all attendees – can be any type of offer - \$ off, % off, BOGO, or other type of Show Special. Let the attendees know what great deals they can get in your booth!

Text for your show special must be provided via e-mail ONLY to tara@megameet.com. This TEXT ONLY ad will be presented *exactly* how submitted, and therefore, Scrapbooks Mega Meet is not responsible for any errors with regards to spelling, etc. ***No art should be submitted for this ad – just a paragraph of text describing your show special.***

GLMM will support you in the following ways for your participation:

- Promote to the email list that GLMM Show Specials are available on the website.
- List your company and your Show Specials on a special “Show Special” page on the website, which will be linked from the GLMM home page. Specials will be listed on the page in the order we receive them from YOU – so the sooner you respond – the higher up your Show Special will place!
- Great advertising opportunity for your booth at NO ADDITIONAL COST to you!

I agree to allow the show special emailed to a Scrapbooks Mega Meet representative to be placed on a “Show Special” page on www.megameet.com.

Company Name

Signature

Date

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 71226, Madison Heights, MI 48071. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: sponsors@megameet.com Web: www.megameet.com