



## 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](mailto: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](mailto: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

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E-Mail: [exhibits@megameet.com](mailto: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

1<sup>st</sup> 10'x10' booth

Additional Booths

Corner location (per 10x10 corner)

### Cost

\$925

\$575 each

\$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 <b>MUST</b> 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
	<b><u>Exhibit Hours</u></b>	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
	<b><u>Exhibit Hours</u></b>	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
	<b><u>Exhibit Hours</u></b>	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](http://www.megameet.com) for the most up to date Hotel information. We recommend that exhibitors book prior to January 1<sup>st</sup> 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.