

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