

2012 VENDOR KIT



ARLINGTON, TEXAS
May 31-June 2, 2012

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CHANTILLY, VIRGINIA
June 22-23, 2012



CONVENTION FEATURES

Arlington, TX
May 31-June 2, 2012

Chantilly, VA
June 22-23, 2012

WHY EXHIBIT AT THIS CONSUMER SCRAPBOOKING EVENT?

Great American Scrapbook Convention attendees are passionate brand ambassadors for your business. You demonstrate your commitment to these customers and to the industry by participating in a GASC event. And GASC gives back to you...with outstanding opportunities to maximize the return on your investment.

MARKETING

The Great American Scrapbook Conventions market extensively, which means more customers attend the show to discover your products. Using radio, internet marketing and newspaper ads, GASC launches publicity blasts in the regions that host shows. We regularly email show news and updates to 80,000 e-newsletter subscribers and send out 45,000 postcards to likely attendees.

EDUCATION

Share your experience by teaching up to 5 unique educational workshops. Put your products into the hands of attendees eager to learn new ideas and techniques directly from you.

EXHIBITS

Exhibit at the fantastic Great American Scrapbook Convention to break through directly to new customers all over the country. Immediate direct sales resulting in increased profits for you.

CROPPING PARTIES

Share your products by participating in the Cropping Parties. You can donate your products for the Goody Bags and/or purchase a table to display and sell your products into the night. A limited number of tables gives you the optimum opportunity to stand out.

DOOR PRIZE PASSPORTS

Feature your booth in the Door Prize Passport. Thousands of enthusiastic scrapbookers will make a beeline for your booth as they get their passports stamped in hopes of winning a great Door Prize; you'll stand out from the competition and expose your products to new customers.

COUPON PROGRAM

Increase your exposure and help drive attendees to your booth by creating a special incentive specifically for your products. Coupons are printed in the directory picked up by every attendee and will also be available to print online on the GASC website. A dedicated email blast will be distributed to all GASC subscribers promoting the coupon promotions.

SPONSORSHIP

Our sponsorship program offers effective advertising and valuable promotion before, during and after the events. This opportunity provides your business with targeted direct mail and e-mail promotion, enhanced visibility, direct access to new customers and maximum positioning as a leader in the industry.

COME AND SHARE YOUR PRODUCTS AND EXPERTISE AND HELP US DELIVER THE ULTIMATE EXPERIENCE TO THOUSANDS OF VALUABLE CUSTOMERS.

EACH EXHIBITOR RECEIVES:

- Complimentary promotional materials
- Listing in show directory and on the website
- Option to sponsor consumer workshops
- Option to be a Corporate Sponsor
- Option to participate in product sampling or door prize donations
- Option to participate in Door Prize Passport

EACH 10' X 10' FOOT BOOTH INCLUDES:

- 3-foot black draped side walls
- One I.D. sign
- One wastebasket
- One 6-foot skirted table (table size can vary based on facility)
- Two chairs
- 8-foot black draped back wall



CONVENTION SCHEDULES

Arlington, TX
May 31-June 2, 2012

Chantilly, VA
June 22-23, 2012

Arlington, TX

WEDNESDAY

Exhibitor Move-in..... 7:00 am - 6:00 pm
All Day Cropping Party..... 10:00 am - 10:00 pm

THURSDAY

Workshops..... 8:00 am - evening
Show Floor Open to Public 9:00 am - 6:00 pm
Cropping Party..... 6:00 pm - 12:00 am

FRIDAY

Workshops..... 8:00 am - evening
Show Floor Open to Public 9:00 am - 6:00 pm
Cropping Party..... 6:00 pm - 12:00 am

SATURDAY

Workshops..... 8:00 am - evening
Show Floor Open to Public 9:00 am - 5:00 pm
Cropping Party..... 5:00 pm - 11:00 pm
Exhibitor Move-Out..... 5:00 pm - 11:00 pm

Chantilly, VA

THURSDAY

Exhibitor Move-in..... 7:00 am - 6:00 pm
Cropping Party..... 6:00 pm - 12:00 am

FRIDAY

Workshops..... 8:00 am - evening
Show Floor Open to Public 9:00 am - 6:00 pm
Cropping Party..... 6:00 pm - 12:00 am

SATURDAY

Workshops..... 8:00 am - evening
Show Floor Open to Public 9:00 am - 5:00 pm
Cropping Party..... 9:00 am - 5:00 pm
Exhibitor Move-Out..... 5:00 pm - 11:00 pm

IMPORTANT: Please confirm via email or telephone call that forms have been received by our offices.
Phone: (800) 894-4656.
Email: April.Krueger@fwmedia.com.



FIRST RIGHT OF REFUSAL DEADLINE: 10/1/11

FORM 1A DUE: 12/31/11

EXHIBITOR BOOTH RESERVATION & PAYMENT CONTRACT	
Arlington, TX May 31-June 2, 2012 _____INITIALS _____DATE	Chantilly, VA June 22-23, 2012 _____INITIALS _____DATE

EXHIBITOR CONTACT INFORMATION – Please type or print clearly.

CONTACT NAME/TITLE		DIRECT PHONE	
EXHIBITING COMPANY		Are you a new exhibitor?	
ADDRESS	CITY	STATE	ZIP
PHONE		FAX	
WEB SITE		E-MAIL	
PLEASE CHECK ONE: I AM A <input type="checkbox"/> brick-and-mortar retail store <input type="checkbox"/> manufacturer <input type="checkbox"/> consultant <input type="checkbox"/> website-ONLY vendor			

BOOTH SIGNAGE

- Signs will be 7 inches tall and 44 inches long. Letters are 1-1/2 inches tall in black vinyl.
- Please proofread your information carefully. It is going directly to the show decorator.

COMPANY SIGN SHOULD READ:

THIS SIGN WILL IDENTIFY YOUR BOOTH (COMPANY NAME ONLY, PLEASE.)

BOOTH RENTAL FEE	First 10' X 10' Booth		Each Additional 10' X 10' Booth		Corner spot per 10' X 10' Booth		Final Payment Due
	Qty.	Rate	Qty.	Rate	Qty.	Rate	
Arlington, TX (May 31-June 2)	___	\$1000	___	\$950	___	\$75	April 12, 2012
Chantilly, VA (June 22-23)	___	\$900	___	\$850	___	\$50	April 29, 2012

BOOTH RESERVATION REQUEST –Booths are filled on a first-come, first-serve basis. Booth space will not be assigned until signed contract forms #1-7 and deposit are received. (Please see booth layout diagrams in the back of this kit.)

We will do all we can to accommodate your booth request, but cannot guarantee placement. Please indicate your preferred exhibit space location for each show you will be attending.

EXHIBITORS TO WHOM YOU PREFER NOT TO BE ADJACENT

Arlington, TX	<u>1ST</u>	<u>2ND</u>	<u>3RD</u>	_____
Chantilly, VA	<u>1ST</u>	<u>2ND</u>	<u>3RD</u>	_____

PLEASE NOTE DUE DATES LISTED ABOVE FOR FINAL PAYMENTS.



FIRST RIGHT OF REFUSAL DEADLINE: 10/1/11

FORM 1B DUE: 12/31/11

EXHIBITOR BOOTH RESERVATION & PAYMENT CONTRACT

Table with 2 columns: Location (Arlington, TX / Chantilly, VA), Dates (May 31-June 2, 2012 / June 22-23, 2012), and Initials/Date fields.

PAYMENT INFORMATION – Nonrefundable \$500 deposit required with signed contract. (Deposit covers all contracted shows.)

Check VISA Mastercard American Express Security Code from back of card (REQUIRED)

CREDIT CARD NUMBER EXPIRATION DATE NAME ON CARD

AUTHORIZED SIGNATURE (Signature Required) BILLING ADDRESS

If final payment is not received by the above due dates, this credit card will be automatically charged for balance due unless otherwise noted.

BOOTH SPACE WILL NOT BE HELD WITHOUT PROMPT PAYMENT ON OR BEFORE THE ABOVE DUE DATES LISTED ON FORM 1A. NO REFUNDS WILL BE ISSUED AFTER THE FINAL PAYMENT DUE DATE.

The undersigned agrees to abide by the Conditions, Rules and Regulations of the Convention set forth in the enclosed documents and Exhibit Kit. These Conditions, Rules and Regulations are, by reference, hereby made a part of this contract.

Authorized signature of company representative for the exhibiting company

PRINT NAME DATE

IMPORTANT: Please confirm via email or telephone call that forms have been received by our offices. Phone: (800) 894-4656. Email: April.Krueger@fwmedia.com.

PLEASE LET US KNOW WHAT OTHER OPPORTUNITIES YOU ARE INTERESTED IN RECEIVING INFORMATION ABOUT:

- Coupon Program Education/Workshops Directory Ad Space Goody Bag Donations Door Prizes Sponsorship

We will send you additional information specific to those areas you have checked above.



CONVENTION RULES, REGULATIONS & CONDITIONS	
Arlington, TX May 31-June 2, 2012 _____INITIALS _____DATE	Chantilly, VA June 22-23, 2012 _____INITIALS _____DATE

- 1. ELIGIBILITY:** The Great American Scrapbook Convention, owned by F+W Media, Inc. (hereafter referred to as "GASC"), reserves the right to determine eligibility of any applicant for inclusion in the convention after evaluation of applicant's account with the convention and shall determine, in its sole discretion, the eligibility of any company or product for inclusion in the convention.
- 2. BOOTH RENTAL CHARGE:** Included in the booth rental charge are all services and equipment as stated in the booth package and promotional advertising. EACH 10' X 10' FOOT BOOTH INCLUDES: 3-foot draped side walls, one I.D. sign, one wastebasket, one 6-foot skirted table, two chairs, and an 8-foot draped back wall.
- 3. PAYMENTS AND REFUNDS:** All applications must be accompanied by full deposits to be valid and total payment must be received before deadline or booth may be reassigned without notice. Full payment is required 60 days before the Convention. Payment made within 30 days of the convention must be by credit card, and a five percent (5%) surcharge will be added to the balance due. Unpaid exhibitors will not be able to move in or set up until paid in full.
- 4. CANCELLATION/REFUND POLICY: \$500 deposit is non-refundable.** Management will refund 75% of remaining payment received if canceled in writing up to 90 days prior to the exhibition opening; 50% up to 60 days prior. Any exhibitor who cancels booth space within 30 days of the convention will be held responsible for payment in full of their booth space and/or forfeit all moneys paid and all rights in and to the use of the engaged booth space. Any notice of cancellation of space must be delivered to GASC in writing and will be dated when received by GASC. GASC retains the right to resell any booth canceled by an exhibitor. The Great American Scrapbook Convention has the right to administer a \$25.00 fee for all returned checks. Any exhibitor who cancels booth space within 30 days of the convention will be held responsible for payment in full of their booth space and/or forfeit all moneys paid and all rights in and to the use of the engaged booth space.
- 5. BOOTH ASSIGNMENTS AND LOCATIONS:** Booth assignment is not guaranteed, but will be made with consideration for the individual's preference to location as much as possible, but in keeping with the best interest of the Convention. Please notify GASC of any company or exhibit from which exhibitors wish to be kept separated. Assignments are made with due regard for the total Convention and GASC reserves the right to make the final booth assignment or to change the booth assignment after the exhibitor's application is accepted, should it be necessary. GASC reserves the right to change the floor plan and move exhibitors if deemed necessary in the best interest of the Convention. Exhibitors encroaching on unused booth space will be charged the full fee for that booth.
- 6. SUBLETTING OF BOOTH:** Exhibits may display only merchandise regularly sold by the company whose firm name is on contract. Exhibitors are prohibited from assigning, sharing, subletting a space or any part of the space to anyone else.
- 7. CANCELLATION OF CONTRACT:** In the event of cancellation or interruption of the Convention due to fire, strikes, government regulations, act of God, or any other cause beyond control, GASC shall determine an equitable basis for the refund of such portion of Entrance, Publicity, Directory, and Convention Fee as is possible after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of the GASC. If the location of the Convention is changed for any reason, GASC shall be able to assign exhibitor an alternate booth in lieu of original. GASC 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 and Conditions and such exhibitor shall not be entitled to a refund of any payment. GASC 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, GASC's liability shall not exceed the return to exhibitor of amounts of rental unearned at the time of ejection.
- 8. APPLICANT AGREES TO ABIDE BY THE CONVENTION RULES, REGULATIONS AND CONDITIONS** as set forth in the enclosed documents and Convention Kit, which Rules, Regulations and Conditions are incorporated herein by reference and made part of this contract. The Convention Rules, Regulations and Conditions and the other guidelines set forth in the Convention Kit are an integral part of the entire contract between the exhibitor and GASC.

F+W Media, Inc., and their respective officers, agents and employees expressly disclaim any and all liability for any claim, loss, damage, or injury of any kind whatsoever sustained by any person or entity whatsoever, including but not limited to direct, consequential, or incidental damages, arising out of or in any way related to this agreement or the subject matter of this agreement. It is expressly understood and agreed by the parties that the sole and exclusive remedy of the undersigned exhibitor against GASC, F+W Media, Inc., and/or their respective officers, agents and employees for any claim, loss, damage, or injury of any kind whatsoever shall be a refund of the moneys paid by the undersigned exhibitor to GASC pursuant to this agreement. The undersigned exhibitor hereby expressly agrees to indemnify fully and hold forever harmless GASC, F+W Media, Inc., and their respective officers, agents and employees for any and all claims, losses, damages, or injuries of any kind whatsoever, arising out of or in any way related to this agreement or the subject matter of this agreement, specifically including but not limited to claims, losses, damages or injuries resulting from or alleged to have resulted from the negligence of GASC, F+W Media, Inc., and their respective officers, agents and employees. In the event of claim, suit, loss, damage, or injury to which this indemnification agreement applies, the undersigned exhibitor agrees to pay for the defense of GASC, F+W Media, Inc. and its officers, agents and employees against such claim, suite, loss, damage or injury, such defense to be provided by counsel of GASC's choice.

REPRESENTATIVE _____ DATE _____ INITIALS _____



CONVENTION RULES, REGULATIONS & CONDITIONS	
Arlington, TX May 31-June 2, 2012 _____INITIALS _____DATE	Chantilly, VA June 22-23, 2012 _____INITIALS _____DATE

9. RISK OF LOSS: All property of the exhibitor is to remain under the control of the exhibitor, subject to the rules and regulations of the convention. GASC is not responsible for damaged or stolen product. Exhibitors are advised to carry insurance to cover against liability or loss and damage to exhibits and samples for the entire duration their property is in transit and at the convention. Exhibitors should not leave their merchandise unattended at any time before, during or after convention hours, during set up or move out. Keep all merchandise within booth areas to ensure merchandise is not misplaced. Exhibitors shall carry public liability insurance against injury to persons or property of others and to insure exhibit material against damage and loss. Failure to do so is grounds for termination of this agreement.

10. 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 exhibitor shall pay GASC's costs and fees, including reasonable attorney's fees, incurred if a final judgment is taken in favor of GASC. The undersigned agrees that venue for any litigation shall be in Hamilton County, Ohio, and interpretation of the terms and conditions contained herein shall be governed by Ohio 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 accrued.

11. FIRE REGULATIONS: Exhibitors shall adhere to all fire regulations promulgated by local fire departments and Fire Underwriters specifications. All display materials, including props, decorations and other material used for decoration or covering of tables, risers, etc. must be flame-retardant and electrical equipment must meet specifications of all codes. All building electrical connections/disconnections must be arranged through convention center and obtained by approved electricians. Exhibitor shall not allow its display to block view or access to safety equipment. Exhibitor is charged with the knowledge and compliance of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Convention.

12. EXHIBITS: All booth arrangements shall strictly conform to dimensional and height requirements as indicated in the Convention Kit. No exhibit may interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video, sensory, or physical means. All merchandise, tables, chairs, displays, etc., must remain within the booth. All signs must be inside booth area. Booth design and exterior must be suitably furnished by exhibitor. Display panel backings over 8' in height may not carry any commercial markings that might infringe upon or interfere with adjacent exhibits. Displays must be free-standing and adequate to support exhibitor's samples. No display shall lean or rest against an adjacent booth. Pinning, hanging or fastening any item to the drape is strictly forbidden. The size of a 10' x 10' booth is actually 9'6" x 9'6". Exhibitor must allow room at back of the booth for access to electrical wiring. A minimum of nine inches (9") is recommended. Exhibitors may display only in the booth allocated to them. Other areas of the exhibit hall or other gathering places (hall, hotel, etc.) of the attendees (Buyers) may not be used in any way. No animals, reptiles, birds, rodents or insects will be allowed on the Convention premises with the exception of service animals. Displays must be set up and ready by opening hour of the Convention. Exhibits must be staffed during Convention hours and may not be dismantled until time of closing of the final day. Exhibitor should make arrangements to pack at the end of the exhibit hours the final day, and ensure booth personnel remain with display until finally packed. Exhibitor should inform drayage contractor of outbound shipping plans prior to Convention's closing. Any merchandise left will be considered abandoned.

13. MUSIC: The use of music licensed under ASCAP, BMI, or any other licensing agency is expressly prohibited. Stiff fines and legal costs may be imposed on exhibitors using licensed music. GASC assumes no liability for such fines or costs and any fines and fees imposed on GASC due to the use of licensed music by an exhibitor will be billed to the offending exhibitor.

14 PROMOTIONS: No food or drink, or other promotional measures are permitted without written authorization of GASC in advance of the Convention. Distribution of helium balloons is not allowed. Distribution of any material must be approved by GASC and must be made from within the exhibitors own space. Models, booth personnel, materials, and catalogs must be consistent in dress and nature with the dignity and image of the Convention. Costumed personnel must be confined to inside the respective spaces.

15. INTENT OF CONVENTION: The Convention is open to the general public. Exhibitors shall provide buyers with receipts for all sales. Exhibitors shall be solely responsible for obeying state or local sales tax laws.

16. CONDUCT: It is a violation of Convention Rules for an uninvited exhibitor to 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 that exhibitor. Access control personnel are instructed to allow EXHIBITORS or BUYERS in the Convention one hour before opening on show days BY APPOINTMENT ONLY. Exhibitors are restricted to their designated space and access aisles, and service areas until the Convention opens. GASC shall have sole control over admission of visitors to the exhibits or functions according to the rules of the Show. No exhibitor or buyer will be admitted without a badge. No exhibitor shall sponsor or hold any meeting or event that conflicts with the Convention hours without GASC's prior approval. Only exhibitors in good standing, as determined by GASC, are permitted to host a meeting or hospitality function in an official Convention hotel. Displays and demonstrations are not permitted in the hotels except when they are used for exhibitor personnel sales meetings. Early packing is prohibited. Every exhibitor agrees to keep his exhibit open during published Convention hours and is bound by these rules and regulations to not dismantle his exhibit until published closing time on the last day. Salesmen may not loiter, solicit trade or congregate in the aisles, booth entrances, or in the lobby areas. Selling in the aisles and "buttonholing" of buyers in the aisles is PROHIBITED.

17. THE PARTIES HEREBY AGREE THAT THIS AGREEMENT REPRESENTS the final and complete agreement between the parties, and that this Agreement entirely replaces and supersedes any prior or contemporaneous understandings or agreements between the parties, whether written, oral or otherwise. This Agreement may be modified only by written agreement signed by both parties.

REPRESENTATIVE _____ DATE _____ INITIALS _____



FIRST RIGHT OF REFUSAL DEADLINE: 10/1/11

FORM 1E DUE: 12/31/11

CONVENTION RULES, REGULATIONS & CONDITIONS

Arlington, TX

May 31-June 2, 2012

____INITIALS ____DATE

Chantilly, VA

June 22-23, 2012

____INITIALS ____DATE

18. RESERVATIONS OF RIGHTS: GASC reserves the right to demand release of space before or during the Convention for failure or refusal of exhibitors or their representatives to conform to the rules and regulations or failure to pay all space rental costs or other applicable fees; to rent the booth to another exhibitor at any time; to offer requested space when available to make space assignments; to reject any applications as this is a closed Convention and displays and products must conform to the general nature of the Convention and be compatible with the character and objective of the Convention. GASC reserves the right to amend, without written notice these rules, regulations and conditions or to issue amendments or modifications as it deems necessary.

19. INSURANCE: Exhibitors must carry and maintain insurance during the period of the show in which he or she exhibits, including move-in and move-out days at his or her sole expense. Exhibitor shall carry public liability insurance against injury to persons or property of others and to insure exhibit material against damage and loss. Failure to do so is grounds for termination of this agreement.

20. SALES TAX (when applicable): Sales tax must be collected on items sold. Sellers must have valid licenses prior to show and for payment of all applicable taxes and fees. Floor selling or soliciting is prohibited except from booths. Any violator not renting a booth will be ordered to vacate the premises immediately as within the judgment of GASC management.

21. FIRST RIGHT OF REFUSAL: In order to be assigned the same booth as they occupied in 2011, returning vendors must return their signed contract and deposit by October 1, 2011.

REPRESENTATIVE _____ **DATE** _____ **INITIALS** _____