

Top-notch retailers; the best manufacturers, distributors and consultants the industry has to offer; passionate instructors and avid scrapbookers come together at each of the fourteen CK Scrapbook Conventions in 2008!

Welcome to a new year and a new and improved vendor and sponsor opportunity package! Take note of these new opportunities for 2008:

- **Two new events in 2008!**

Here we come Houston and Hartford! We've added two hot new locations to our line-up: Houston, TX (January 18-29) and Hartford, CT (October 3-4). Sign up for two or more sales booths at either Houston or Hartford and save \$100 off the cost of your total booth space at that show.

- **Premium booth options**

Guarantee prime positioning inside the Vendor Faire by purchasing select premium booth options. As part of your CKC Cover Sheet, select Item #4 and we will contact you regarding options and pricing for priority booth placement.

- **Place your table orders in advance**

As always, CKC will provide one 8' table, per 10' x 10' exhibit booth. To receive table(s), you must order them in advance. Confirm your Vendor Table order now, with your Vendor Contract, by indicating whether or not you would like one 8' table (skirted or non-skirted) for each booth you rent.

Keep in mind that one 8' table is always included with each Demo Booth/Table and a complimentary 6' table is provided for vendors who conduct a FREE make-and-take inside their booth.

- **Simplified sponsorship program**

And perhaps the most exciting change for 2008? Our simplified sponsorship program!

For our most highly involved, supportive vendors the platinum sponsor program continues to reward you for your participation that contributes to the success of CKC! By participating on a 14-show or per-show basis according to the requirements, you are entitled to participate in our most premier sponsor recognition program, including recognition benefits such as priority booth placement and logo recognition as an official partner with CKC. For those sponsors who don't have the resources to support all of the platinum-level requirements, you can now buy-in to Platinum level sponsorship by opting to pay instead of participate in any or all of the requirements.

Would you rather design your own sponsorship package to address your company objectives? The new ala cart sponsorship selection alternative allows you to participate as a Gold, Silver or Bronze level sponsor and choose, depending on your commitment level, the extent to which you will participate in the CKC events. For those valued vendors with limited time or resources, we have also provided you with a buy-in option for all of the sponsorship choices.

And finally, customize your recognition opportunities and choose the sponsorship benefits that hold the most value to you! Based on your sponsorship participation, you can select the exact ways you'd like to be recognized for your efforts. Plus, enhance your recognition and marketing efforts by purchasing additional promotional opportunities such as advertising in our show programs or inserting a coupon in the CKC postcard that mails to approximately 15,000 potential attendees per event!

Now that you've studied up on the changes to the CKC Vendor and Sponsor program, get to registering! We'll contact you in the following months to confirm your show placement as we look forward to a successful event season in 2008!

Questions or need help? Contact Kristin Timms at 801/816-8335 or e-mail ktimms@ckmedia.com



2008 CKC COVER SHEET

Company* _____ Contact _____
Address _____ City _____ State ____ Zip _____
Phone _____ Cell _____ E-mail _____
Fax _____ Web site URL _____

Check all that apply: Manufacturer Retail store Independent consultant/Rep Other: _____

* List company name exactly as you would like it to appear on recognition materials.

FAX

MAIL

To: CK Media From:
Attn: Joy Candrian Pages:
Fax: 801/454-2848 Date:

CK Media
Attn: Joy Candrian
14850 Pony Express Road
Bluffdale, UT 84065

Submit these forms, required from every CKC vendor/sponsor:

Submit these additional forms based on participation:

- CKC Cover Sheet
 Terms & Conditions
 W-9
 Vendor Contract

- Class Proposal Form
 Sponsorship Enrollment Forms
 Sponsorship & Promotional Opportunities Form

BECOME AN OFFICIAL SHOW SPONSOR

Hold on to your hats! The excitement of Creating Keepsakes Conventions (CKC) is contagious and full of activities and benefits to help you profit as an official sponsor. You're sure to find many opportunities to build enthusiasm about your products and keep avid scrapbookers raving about your company.

How can you get involved? Impress crowds of scrapbookers and increase brand awareness with latest-and-greatest product donations. Teach a class, host a make-and-take and/or present an album crop project to earn valuable time with scrapbookers as you inspire new ideas and techniques. Get your company name and image out when you participate in a variety of other activities, including crop games, contests and more! If you're a vendor, your sponsorship can give you added advertising to boost sales in the Vendor Faire, plus prime real estate on the exhibitor floor. We hope you take advantage of all the opportunities available. If you have any questions or would like to discuss additional ways to be promoted at the conventions, contact: Kristin Timms at 801/816-8335 or ktimms@ckmedia.com.

VENDOR INFORMATION REQUEST

- 1. Please list the vendor(s) you would like OR not like to be placed next to:
2. If you have 4 booths, would you prefer them: in a straight-line quad formation doesn't matter.
3. I would like my booth location to be (please check all that would work):
right of the entrance near door prize pick-up towards the back
left of the entrance towards the front on a corner
near door prize drop-off in the middle near concessions
4. I'm interested in paying a booth premium to receive priority placement (such as first booth inside the front entrance). Contact me regarding premiums at:



- CKC-Houston CKC-Mesa CKC-Ft. Lauderdale CKC-Tulsa CKC-Kansas City
 CKC-Portland CKC-Manchester CKC-Valley Forge CKC-Phoenix CKC-Seattle
 CKC-St. Louis CKC-Buffalo CKC-Charlotte CKC-Hartford



5. List the top 5 product brands in your booth:

EXHIBITOR GUIDELINES

1. You must have a product or service relative to the scrapbook industry. In addition *CK Media* reserves the right to determine 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.
2. All exhibits must be professional in appearance. All additional stock not immediately being displayed must be placed out of sight whenever possible. Exhibits must meet facility and fire marshal guidelines.
3. Unloading should be done quickly as space is limited. Vehicles may not be parked in loading area for extensive periods of time. Violators may be ticketed and/or towed at the exhibitor's expense.
4. Exhibits must remain open and staffed at all times during the official exhibition hours. Any exhibit set up or torn down during exhibition hours will be fined \$100.00 due to the added risk of injury to other vendors, attendees or show staff.
5. No food or drink, or other promotional measures are permitted without written authorization of *CK Media* in advance of the convention. Distribution of helium balloons is not allowed. Distribution of any material must be approved by *CK Media* and must be made from within the exhibitor's own space.
6. 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.
7. It is not allowed 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 the exhibitor.
8. Salesmen may not loiter, solicit trade or congregate in the aisles, booth entrances, or in the lobby areas. Selling or soliciting in the aisles or any show area is PROHIBITED.
9. Exhibitors are restricted to their designated space and access aisles, and service areas until the convention opens to the public. *CK Media* shall have sole control over admission of visitors to the exhibits or functions. No exhibitor or buyer will be admitted without a badge.
10. Use of audio or any other device that creates excessive noise or disrupts adjoining booths is prohibited.

EXHIBITOR PAYMENT/CANCELLATION TERMS

In order to reserve booth(s) requested, a \$500 non-refundable deposit must accompany the signed Enrollment Form. If the exhibitor does not meet the rules and regulations or terms of the completed registration forms, the coordinators reserve the right to retain any or all payments made by exhibitor. An exhibitor may initially be declined space or be removed from a show should they have any outstanding balances to be paid to CK Media. If payment is not received in full by the final payment deadline, exhibitor will be removed from show and sent to collections.

All cancellations must be made in writing to *CK Media* and received 45 days before the show. **NO REFUNDS WILL BE MADE WITHIN 45 DAYS PRIOR TO CONVENTION.**

In the event that classes, which the class sponsor has contracted to teach, must be cancelled after class information has been published, (either via the internet or traditional printed materials), and refunds must be issued to the participants, the class sponsor agrees to pay to *CK Media* an \$11 administrative fee per registered student per class hour to underwrite the cost associated with issuing those refunds and to offset lost revenue provided the cancellation occurs prior to close of pre-registration. In the event cancellation occurs after the close of pre-registration, the sponsor will pay the entire class price per ticket sold.

CK Media reserves the right to bill sponsors at the buy-in rate for sponsorship requirements which are unmet or not fulfilled.

LIABILITY, SECURITY, & INSURANCE

All exhibitors must obey all rules and regulations set by the Show Location Management (SLM), its officers, directors, & agents, city, Fire/Police Departments & CK Media, LLC. No smoking will be allowed inside any show facility.

CK Media, LLC and SLM 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 signing the application for exhibit space, agrees to protect, indemnify, and hold harmless CK Media, LLC and SLM from any 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. CK Media, LLC and the SLM 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 CK Media, LLC, and the SLM to the exhibitor for any breach of this contract shall be for the refund of amounts paid by the exhibitor less the deposit.

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. CK Media, LLC or the SLM will not offer insurance protection.

SHOW CANCELLATIONS AND ACTS OF GOD

The producers of CK Media, LLC and the SLM will not be responsible if the convention is canceled due to terrorism, war, fire, earthquake or other Acts of God. If the coordinators cancel the convention, all registration fees paid by exhibitors will be refunded.

COMPETITION

CK Media, LLC does not guarantee that competing businesses will not be allowed to exhibit at this event.

ISSUES NOT COVERED HEREIN

The coordinators 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 the coordinators.

CK Media reserves the right to demand release of space before or during the show 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. *CK Media* reserves the right to amend, without written notice these rules, regulations and conditions or to issue amendments or modifications as it deems necessary.

Advertisement Terms

To be included in the show program, all ad materials must be received and **paid in full** by the deadlines indicated. Advertiser assumes responsibility for providing advertising material prior to the deadline date. If an advertiser's materials are not received by the deadline, a \$25 rush fee will be applied. *CK Media* cannot be held responsible for ads not included in the show program if they are not received by the deadlines listed above. Once this contract is signed and submitted, all contracted fees are due regardless of whether client completes the contracted activity or not. All ads are subject to approval by *CK Media*.

By signing below, you the exhibitor agree to all outlined here on the Terms & Conditions.

Signature of Authorized Applicant / Date

Signature of Authorized Applicant

Date

* The attached form W-9 must be completed and submitted as part of the Terms & Conditions agreement.

Request for Taxpayer Identification Number and Certification

**Give form to the
 requester. Do not
 send to the IRS.**

Print or type See Specific Instructions on page 2	Name (as shown on your income tax return)	
	Business name, if different from above	
	Check appropriate box: <input type="checkbox"/> Individual/ Sole proprietor <input type="checkbox"/> Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Other ▶	
	Address (number, street, and apt. or suite no.)	Requester's name and address (optional)
	City, state, and ZIP code	
List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Social security number

or

Employer identification number

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. person (including a U.S. resident alien).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. (See the instructions on page 4.)

Sign Here	Signature of U.S. person ▶	Date ▶
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Purpose of Form

A person who is required to file an information return with the IRS, must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

U.S. person. Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee.

In 3 above, if applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

For federal tax purposes, you are considered a person if you are:

- An individual who is a citizen or resident of the United States,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States, or
- Any estate (other than a foreign estate) or trust. See Regulations sections 301.7701-6(a) and 7(a) for additional information.

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,



Company* _____ Contact _____
 Phone _____ E-mail _____ Web Site URL _____

Check all that apply: Manufacturer Retail store Independent consultant/Rep Other: _____

* List company name exactly as you would like it to appear on recognition materials.

CLASS PROPOSAL

Proposed for (Check all that apply. Submit a separate form for each class.):

- CKC-Houston, due 11/1/07  CKC-Manchester, due 1/4/08
- CKC-Portland, due 11/1/07 CKC-Buffalo, due 1/11/08
- CKC-St. Louis, due 11/1/07 CKC-Ft. Lauderdale, due 2/1/08
- CKC-Mesa, due 11/1/07 CKC-Valley Forge, due 3/14/08
- CKC-Charlotte, due 3/28/08
- CKC-Tulsa, due 4/4/08
- CKC-Phoenix, due 4/25/08
- CKC-Hartford, due 5/9/08 
- CKC-Kansas City, due 5/23/08
- CKC-Seattle, due 6/27/08

The following information is required:
 *In addition, also submit via e-mail to mrapple@ckmedia.com

Class Title _____
 Please limit the length of your class title. Excessively long titles may be edited for length on the web site and on printed tickets.

Class Instructor _____

Instructor Cell Phone _____ **Instructor E-mail** _____

Detailed Class Description:

Submit the following information via e-mail only:

- Class description
- Image of class projects, color copy or scan
- List of supplies students need to bring to class (optional)
- Instructor bio and headshot (optional)
- Yes, my class includes a class handout with step-by-step instructions and scan of completed project.
- Tip to be shared in class (for CKC class promotion)

Choose class price/length

Pricing details: As a recommendation, class prices average between \$17-21 per hour. Minimum class price of \$11 per hour (with no class reimbursement).

Length: 1 hour **Length: 1.5 or 2 hours (upon approval)**

- \$15.00 Other _____
- \$17.00
- \$19.00
- \$21.00
- Other _____

Class Size
 (min 50/max 90)

- No. desired students: _____
- Flexible
- Max out room

Time Request

- Flexible
- Thur. afternoon
- Thur./Fri. evening
- Fri./Sat. day only:
 - morning slot
 - afternoon slot

Skill Level

- Beginner
- Intermediate
- Advanced

Audio/Visual Needs

- * must request here
- Microphone furnished for class size 60+
- Overhead projector
- Cart with power for your LCD projector

Important Notes. Please submit new class proposals for the new show year (one form per unique class). The class you propose must differ from previous year's classes. New classes can teach similar techniques as the previous year. However, be sure to emphasize how this class uses the latest and greatest applications.

Agreement to Instruct. By submitting this form, the class sponsor agrees that a representative of the sponsor company will teach this class at *CK Media* Scrapbook Conventions, as mutually agreed between the company sponsor and *CK Media*. The class sponsor agrees that if the named instructor is unable to teach after the class registration materials have been published, either via the web site or traditional printed materials, that it is the class sponsor's responsibility to secure a comparable substitute instructor. *CK Media* 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 to *CK Media* a \$11 administrative fee per registered student to underwrite the cost of issuing those refunds and to offset lost revenue. In the event cancellation occurs after the close of pre-registration, the sponsor will pay the entire class price per ticket sold. CK will keep \$11 per hour per class ticket sold. The remaining amount you will receive as a class reimbursement check after the show. Class reimbursements will be issued Net 45 from show date. (Please allow 60 days for receipt of class reimbursements.) To receive a reimbursement, CK Media must have a current W-9 on file. Fax all your completed forms to 801/454-2848 or mail to *CK Media*, Attn: Joy Candrian, 14850 Pony Express Road, Bluffdale, Utah, 84065. Should you have any questions, please contact Marie Rapple at mrapple@ckmedia.com.

* *CK Media* reserves the right to refuse your proposal. We will notify you if your class is accepted.

Signature _____ **Title** _____ **Date** _____

Company* _____ Contact _____

Phone _____ E-mail _____

Name of billing contact _____ Phone _____

Check all that apply: Manufacturer Retail store Independent consultant/Rep. Other: _____

* List company name exactly as you would like it to appear on recognition materials.

CONVENTION	BOOTH (CHECK ALL THAT APPLY)	COST
<input type="checkbox"/> CKC-Houston January 18-19, 2008 George R. Brown Convention Center, Houston, TX	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$725 = \$ _____ @ \$675 = \$ _____ Less \$100 Special Discount (if signing up for 2 or more booths) \$ -100.00 Houston Total \$ _____
<input type="checkbox"/> CKC-Portland February 29-March 1, 2008 Oregon Convention Center, Portland, OR	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$795 = \$ _____ @ \$745 = \$ _____ Portland Total \$ _____
<input type="checkbox"/> CKC-St. Louis April 4-5, 2008 Gateway Center, Collinsville, IL	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$745 = \$ _____ @ \$695 = \$ _____ St. Louis Total \$ _____
<input type="checkbox"/> CKC-Mesa April 18-19, 2008 Mesa Convention Center, Mesa, AZ	<input type="checkbox"/> First 8' x 10' exhibiting booth <input type="checkbox"/> Add'l 8' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$795 = \$ _____ @ \$745 = \$ _____ Mesa Total \$ _____
<input type="checkbox"/> CKC-Manchester May 16-17, 2008 The Center of New Hampshire, Manchester, NH	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$745 = \$ _____ @ \$695 = \$ _____ Manchester Total \$ _____
<input type="checkbox"/> CKC-Buffalo May 30-31, 2008 Buffalo Niagara Convention Center, Buffalo, NY	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$725 = \$ _____ @ \$675 = \$ _____ Buffalo Total \$ _____
<input type="checkbox"/> CKC-Ft. Lauderdale June 20-21, 2008 Ft. Lauderdale Convention Center, Ft. Lauderdale, FL	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$725 = \$ _____ @ \$675 = \$ _____ Ft. Lauderdale Total \$ _____
<input type="checkbox"/> CKC-Valley Forge August 1-2, 2008 Valley Forge Convention Center, King of Prussia, PA	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$795 = \$ _____ @ \$745 = \$ _____ Valley Forge Total \$ _____
<input type="checkbox"/> CKC-Charlotte August 15-16, 2008 Charlotte Convention Center, Charlotte, NC	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$745 = \$ _____ @ \$695 = \$ _____ Charlotte Total \$ _____
<input type="checkbox"/> CKC-Tulsa August 22-23, 2008 Renaissance Tulsa Hotel, Tulsa, OK	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$745 = \$ _____ @ \$695 = \$ _____ Tulsa Total \$ _____
<input type="checkbox"/> CKC-Phoenix September 12-13, 2008 Phoenix Civic Plaza, Phoenix, AZ	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$745 = \$ _____ @ \$695 = \$ _____ Phoenix Total \$ _____
<input type="checkbox"/> CKC-Hartford October 3-4, 2008 Connecticut Convention Center, Hartford, CT	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$725 = \$ _____ @ \$675 = \$ _____ Less \$100 Special Discount (if signing up for 2 or more booths) \$ -100.00 Hartford Total \$ _____
<input type="checkbox"/> CKC-Kansas City October 10-11, 2008 KCI-Expo Center, Kansas City, MO	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$725 = \$ _____ @ \$675 = \$ _____ Kansas City Total \$ _____
<input type="checkbox"/> CKC-Seattle November 14-15, 2008 Regency Center, Bellevue, WA	<input type="checkbox"/> First 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths (max 3) <input type="checkbox"/> Booth make-and-take: <input type="checkbox"/> Free <input type="checkbox"/> Charge	1 @ \$795 = \$ _____ @ \$745 = \$ _____ Seattle Total \$ _____

(2008 Vendor Contract continued)

Door Prizes. In order to provide attendees with a variety of door prizes that are a true sampling of products for sale in the Vendor Faire, each vendor is required to donate one door prize for every booth you secure. We've made this easy for you by creating \$15 gift certificates for every booth you have to help encourage additional traffic and sales in your booth.

DEMO BOOTHS AND TABLE TOP DEMOS

Demo booths are located with pipe and drape on the show floor. Demo Tables are located in the main lobby, except Mesa where they are located in the Gallery.

-  CKC-Houston 1 booth @ \$500 = \$ _____
- CKC-Portland 1 booth @ \$500 = \$ _____
- CKC-St. Louis 1 table @ \$300 = \$ _____
- CKC-Mesa 1 table @ \$300 = \$ _____
- CKC-Manchester 1 booth @ \$500 = \$ _____
- CKC-Buffalo 1 booth @ \$500 = \$ _____
- CKC-Ft. Lauderdale 1 booth @ \$500 = \$ _____
- CKC-Valley Forge 1 table @ \$300 = \$ _____
- CKC-Charlotte 1 booth @ \$500 = \$ _____
- CKC-Tulsa 1 table @ \$300 = \$ _____
- CKC-Phoenix 1 booth @ \$500 = \$ _____
-  CKC-Hartford 1 booth @ \$500 = \$ _____
- CKC-Kansas City 1 booth @ \$500 = \$ _____
- CKC-Seattle 1 booth @ \$500 = \$ _____

* Please note that demo tables are not to be used for selling product and may not be combined with any sales booth.

PAYMENT SUMMARY

Total Vendor Faire booth cost OR Demo Booth/Table	\$ _____
Total Crop Sales Table cost	\$ _____
Grand Total due	\$ _____
Minus \$500 non-refundable deposit per show	\$ -
Final payment of balance due	\$ _____

Deposit

- Check (Make payable to *CK Media*.)
 - Money order (Make payable to *CK Media*.)
 - VISA MasterCard American Express Discover
- Credit Card Account # _____
 Exp. Date _____ Amt. Charged \$ _____
 Cardholder's Name _____
 Authorized Signature _____

Final Payment

- Invoice me for the final payment.
- Run my credit card for the final payment.
 (Refer to final payment deadlines.)

Payment/Cancellation Terms. In order to reserve the booth(s) as requested, a \$500 non-refundable deposit must accompany this signed application. The non-refundable deposit will be forfeited due to any type of cancellation. In the event that the exhibitor must cancel after convention information has been published (usually 90 days out), either via the web site or traditional printed materials, any monies collected on booths, tables or ad space will be forfeited. No refunds or invoice cancellations 45 days out. Buy signing below, you agree to the Terms & Conditions as outlined here and on the attached sheet for this contract (applies to demo booths, crop sales tables and ads). Fax all your completed forms to 801/454-2848 or mail to **CK Media, Attn: Joy Candrian, 14850 Pony Express Road, Bluffdale, Utah, 84065.**

Signature _____ Title _____ Date _____

VENDOR TABLE

Each vendor may receive one 8' table per 10' X 10' booth. To you would like tables in your booth(s), you must place a table order:

- _____ Number of 8' skirted tables
- _____ Number 8' set-up non-skirted tables
- _____ **Total number of tables (not to exceed the total number of 10' X 10' sales booths)**

CROP SALES TABLE

Check the show(s) where you'd like to host a crop sales table:

-  CKC-Houston # _____ nights @ \$50 \$ _____
- CKC-Portland # _____ nights @ \$50 \$ _____
- CKC-St. Louis # _____ nights @ \$50 \$ _____
- CKC-Mesa # _____ nights @ \$50 \$ _____
- CKC-Manchester # _____ nights @ \$50 \$ _____
- CKC-Buffalo # _____ nights @ \$50 \$ _____
- CKC-Ft. Lauderdale # _____ nights @ \$50 \$ _____
- CKC-Valley Forge # _____ nights @ \$50 \$ _____
- CKC-Charlotte # _____ nights @ \$50 \$ _____
- CKC-Tulsa # _____ nights @ \$50 \$ _____
-  CKC-Phoenix # _____ nights @ \$50 \$ _____
- CKC-Hartford # _____ nights @ \$50 \$ _____
- CKC-Kansas City # _____ nights @ \$50 \$ _____
- CKC-Seattle # _____ nights @ \$50 \$ _____

Crop Sales Table Total = \$ _____

2008 PAYMENT DEADLINES

-  CKC-Houston December 21st
- CKC-Portland February 13th
- CKC-St. Louis March 19th
- CKC-Mesa April 2nd
- CKC-Manchester April 30th
- CKC-Buffalo May 14th
- CKC-Ft. Lauderdale June 4th
- CKC-Valley Forge July 16th
- CKC-Charlotte July 2nd
- CKC-Tulsa August 6th
- CKC-Phoenix August 27th
-  CKC-Hartford September 5th
- CKC-Kansas City September 24th
- CKC-Seattle October 19th

Company* _____ Contact _____
 Phone _____ E-mail _____

Check all that apply: Manufacturer Retail store Independent consultant/Rep Other: _____

* List company name exactly as you would like it to appear on recognition materials.

For our most highly involved, supportive vendors the platinum sponsor program rewards you for your continued participation that contributes to the success of CKC! By participating on a 14-show or per-show basis according to the requirements below, you are entitled to participate in our most premier sponsor recognition program, including recognition benefits such as priority booth placement and logo recognition as an official partner with CKC.

PARTICIPATION REQUIREMENTS

PLATINUM 1 (participation at all 14 shows)

PLATINUM 2

Please select the shows you'd like to sponsor at this level:



- CKC-Houston
- CKC-Portland
- CKC-St. Louis

- CKC-Mesa
- CKC-Manchester
- CKC-Buffalo

- CKC-Ft. Lauderdale
- CKC-Valley Forge
- CKC-Charlotte



- CKC-Tulsa
- CKC-Phoenix
- CKC-Hartford

- CKC-Kansas City
- CKC-Seattle

Platinum		√	Buy-in* Price (per show)
	Donate to the goodie bags or provide giveaways and/or prizes with a combined retail value of \$900. (Minimum 600 units.)		\$450
	Teach 3 unique classes per day (Exceptions may be approved)		\$500 per class
	Provide materials for a project and presentation to 275 attendees at the Thursday Album Crop		\$500
	Sponsor a VIP crop table and provide \$50 retail product for your table		\$100
	Participate in the Preview Crop on Thursday. Offer an exclusive pre-show special, giveaways and/or prizes with a combined retail value of \$200. (Minimum 100 units)		\$100
	Welcome attendees during Early Bird festivities (Friday morning before Vendor Faire opens). Announcement your show special. Provide giveaways and/or prizes with combined retail value of \$100.		\$50

*To qualify as a platinum sponsor you must participate in all the above requirements or "Buy-In" at the listed price indicated above by placing a √ in the column before the listed buy-in price.

PLATINUM LEVEL BENEFITS

As an elite platinum level sponsor, you will be offered the exclusive benefit of priority show placement and priority booth placement (Platinum 1) or secondary booth placement (Platinum 2) inside the Vendor Faire. (Does not include Premium booths.)

PLATINUM 1 BENEFITS (participation at all 14 shows):

- Recognized as an official CKC event partner
- Company logo in show program
- Company logo on event marketing pieces
- Company logo on official event t-shirt
- Company logo on post-show html email blast
- Company logo on CKC store shopping bags
- Company logo on convention website
- Company logo on event signage
- Company logo on CKC main website
- Company logo on annual ad in CK Media scrapbooking magazines
- Company logo on tabletop signage at crop(s)

PLATINUM 2 BENEFITS (show-by-show basis):

- Company logo in show program
- Company logo on post-show html email blast
- Company logo on convention website
- Company logo on event signage
- Company logo on tabletop signage at crop(s)

Payment (for buy-in options)

Check (Make payable to *CK Media*)
 Money order (Make payable to *CK Media*)
 VISA MasterCard American Express
 Credit Card # _____
 Exp. Date _____ Amt. Charged \$ _____
 Cardholder's Name _____
 Authorized Signature _____

Please note: CK Media reserves the right to bill sponsors at the buy-in rate for sponsorship requirements which are unmet or not fulfilled.

Signature _____ Title _____ Date _____

Company* _____ Contact _____

Phone _____ E-mail _____

 Check all that apply: Manufacturer Retail store Independent consultant/Rep Other: _____

* List company name exactly as you would like it to appear on recognition materials.

For those vendors who find that they would rather design their own sponsorship package, introducing a **NEW** ala cart sponsorship selection alternative. Participate as a Gold, Silver or Bronze level sponsor where you choose, depending on your commitment level, the extent to which you will participate in the CKC events. For those valued vendors with limited time or resources, we have also provided you with a buy-in option for all of the sponsorship choices.

PARTICIPATION REQUIREMENTS
Gold- Select **four** or more requirements of your choice, on a per show basis

Silver- Select **three** requirements of your choice, on a per show basis

Bronze- Select **two** requirements of your choice, on a per show basis

Select		√	Buy-in* Price (per show)
	Donate to one crop night goodie bags or provide giveaways and/or prizes with a combined retail value of \$600 (Minimum 400 units)		\$300
	Donate to both crop night goodie bags or provide giveaways and/or prizes with a combined retail value of \$900 (Minimum 600 units)		\$450
	Teach 2 unique classes per day (Exceptions may be approved)		\$500 per class
	Provide materials for a project and presentation to 275 attendees at the Thursday Album Crop		\$500
	Sponsor a VIP crop table and provide \$50 retail product for your table		\$100
	Participate in the Preview Crop on Thursday. Offer an exclusive pre-show special, giveaways and/or prizes with a combined retail value of \$200. (Minimum 100 units)		\$100
	Welcome attendees during the Early Bird festivities on Friday morning before the Vendor Faire opens. Make an announcement regarding your show special and provide giveaways and/or prizes with a combined retail value of \$100.		\$50

Please select the shows you'd like to sponsor at this level:


- | | | | | |
|--|---|---|---------------------------------------|--|
| <input type="checkbox"/> CKC-Houston | <input type="checkbox"/> CKC-Mesa | <input type="checkbox"/> CKC-Ft. Lauderdale | <input type="checkbox"/> CKC-Tulsa | <input type="checkbox"/> CKC-Kansas City |
| <input type="checkbox"/> CKC-Portland | <input type="checkbox"/> CKC-Manchester | <input type="checkbox"/> CKC-Valley Forge | <input type="checkbox"/> CKC-Phoenix | <input type="checkbox"/> CKC-Seattle |
| <input type="checkbox"/> CKC-St. Louis | <input type="checkbox"/> CKC-Buffalo | <input type="checkbox"/> CKC-Charlotte | <input type="checkbox"/> CKC-Hartford | |

Payment (if buy-in)

- Check (Make payable to *CK Media*)
 Money order (Make payable to *CK Media*)
 VISA MasterCard American Express
 Credit Card # _____
 Exp. Date _____ Amt. Charged \$ _____
 Cardholder's Name _____
 Authorized Signature _____

Please note: CK Media reserves the right to bill sponsors at the buy-in rate for sponsorship requirements which are unmet or not fulfilled.

Signature _____ Title _____ Date _____

Company* _____ Contact _____

Phone _____ E-mail _____

Check all that apply: Manufacturer Retail store Independent consultant/Rep Other: _____

* List company name exactly as you would like it to appear on recognition materials.

Choose the sponsorship benefits that hold the most value to you! Based on your sponsorship participation, you can select the exact ways in which you'd like to be recognized for your participation. In addition, as an official CKC participant or sponsor, your name and link to your website url will be automatically listed on the event website for each CKC in which you participate.

OPTIONAL BENEFITS AVAILABLE TO ALL CKC SPONSORS

Platinum 1 and Platinum 2 Sponsors are automatically included in all sponsorship benefits as indicated.

Earned Gold Level Sponsors- Choose up to 6 sponsorship optional benefits

Earned Silver Level Sponsors- Choose up to 4 sponsorship optional benefits

Earned Bronze Level Sponsors- Choose up to 2 sponsorship optional benefits

In addition, regardless of your sponsorship level, you can purchase benefits above and beyond those you earn.

Promotional Benefits:	Included for	√ to select optional benefit	√ to purchase benefit
Company name in issue of Events Extra newsletter	Platinum 1 Platinum 2		Gold Silver Bronze \$50
Distribute promotional materials at the Literature Table	Platinum 1 Platinum 2		Gold Silver Bronze \$50
Early Bird Festivities participation	Platinum 1 Platinum 2		Gold Silver Bronze \$50
Exclusive html e-mail blast to registered attendees	Platinum 1 Platinum 2		Gold Silver Bronze \$250
Free 1/2 page ad in the show program (or \$100 discount on a full page ad)	Platinum 1 Platinum 2		Gold Silver Bronze \$150
Game or microphone time at the crop	Platinum 1 Platinum 2		Gold Silver Bronze \$50
Text ad in Show Special issue of Convention Connection	Platinum 1 Platinum 2		Gold Silver Bronze \$50
Tile ad in one issue of Events Extra html newsletter	Platinum 1 Platinum 2		Gold Silver Bronze \$250

2008 ADDITIONAL PROMOTIONAL OPPORTUNITIES AVAILABLE FOR PURCHASE

Enhance your recognition and marketing efforts by purchasing enhanced promotional opportunities: ✓

<p>Coupon included on the event postcard Promote your show special to the most avid attendees. Your coupon distributed as part of the event postcard, the official invitation to attend a CKC! (mailed to approx. 15,000 consumers per event)</p>		<p align="center">\$75 per coupon, per event</p>
<p>Full page color ad on the inside cover of show programs Reach thousands of scrapbooking consumers nationwide by having your company ad included on the inside cover of each of our 14 show programs. (approx distribution of 25,000 copies in 2008)</p>		<p align="center">\$3000 per cover, for the year</p>
<p>Black and white show program ad Advertise your products and services to CKC event attendees by advertising in the official show program. (approx distribution of 2,000 copies per event)</p>	<p>____ ____ ____</p>	<p>\$250 full page \$150 ½ page \$100 ¼ page per event</p>
<p>Event title sponsorship Interested in premium sponsorship opportunities? Let us help accomplish your goals through customized sponsorship packages. Contact us for more details!</p>		<p align="center">\$4,500-10,000 per event</p>
<p>Exclusive sponsor banner Catch attendee's attention as soon as they arrive at the event! You provide the artwork; we'll produce the banner and display it in the main lobby.</p>		<p align="center">\$600 per banner</p>
<p>Pre-registration table sponsorship Passionate about scrapbooking and all that CKC has to offer; our pre-registered attendees sign up in advance and arrive at the event early. Be the first to welcome these attendees with signage, giveaways and promotional materials when they check-in to receive their class tickets and registration materials.</p>		<p align="center">\$500 plus giveaways for up to 1,800 pre-registered attendees</p>
<p>Crop sponsorship (sponsor anywhere from 1-50 tables) After the Vendor Faire closes, party on in person or in spirit by sponsoring a crop table. These exclusive tables are sure to be a hot commodity for scrapbookers who attend the Friday and Saturday night crop parties.</p>		<p align="center">\$50 per table plus giveaways valued at \$50 retail for up to 6 attendees per table</p>

Payment for all purchased benefits and promotional opportunities:

- Check (Make payable to *CK Media*)
 - Money order (Make payable to *CK Media*)
 - VISA MasterCard American Express
- Credit Card # _____
 Exp. Date _____ Amt. Charged \$ _____
 Cardholder's Name _____
 Authorized Signature _____

Signature _____ Title _____ Date _____