



- **Early Registration Discounts**

Turn in your contract by September 30, 2017 and receive **5% off your total booth charges.**

- **Competitive booth PRICING!**

Experience the best value and quality pricing with CKC & GASC in 2018. Superior event quality you expect and value-tier pricing for every show!

- **Get the tables you need**

As always, F+W Events will provide one 8' table, per 10' x 10' exhibit booth **(when ordered prior to show)**. To receive additional table(s), you must order and pay for them in advance through the show decorator. Confirm your Exhibitor Table order now, with your Exhibitor Contract, by indicating whether or not you would like one 8' table (skirted or non-skirted) for each booth you rent. **Tables and/or skirting may not be rented through any other source at CKC & GASC events. If you own your table, that is fine.**

Keep in mind that one 8' table is always included with each Demo Booth.

- **Added value and new ways to connect with customers**

Diamond Affiliate program! To qualify, you must have participated at the Platinum Affiliate level for both of the 2016 & 2017 show seasons. If you did not participate at that level, but would like to be a Diamond Affiliate in 2018, refer to the Buy-In pricing per show. By participating on an all-show basis you are entitled to participate in our Diamond Affiliate program with benefits such as priority booth placement and logo placement as an official partner with CKC & GASC.

If you would rather design your own Affiliate package to address your company objectives, the Platinum, Gold, Silver, and Bronze Affiliate programs offer A La Carte options. Decide on your commitment level, the extent to which you will participate in the CKC & GASC events, and select the options that work best for you.

Finally, customize your Affiliate opportunities and choose the program benefits that hold the most value to you! Based on your program 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 & GASC email blast sent to all pre-registered attendees!

Now that you've studied up on the changes to the CKC & GASC Exhibitor and Affiliate program, you're ready to start registering! We'll contact you in the following months to confirm your show placement as we look forward to a successful event season in 2018!

Questions or need help? Contact Todd Friedli at 801.816.8331 or e-mail [todd.friedli@fwmedia.com](mailto:todd.friedli@fwmedia.com)



2018 CKC & GASC 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: F+W Trade Show & Events, From:
LLC

F+W Trade Show & Events, LLC
Attn: Todd Friedli
10151 Carver Road #200
Blue Ash, OH 45242

Attn: Todd Friedli Pages:

Fax: 801.816.8301 Date:

Submit these forms, required from every CKC exhibitor/Affiliate:

- CKC Cover Sheet
 Terms & Conditions
 W-9 (Only if teaching classes)

Submit these additional forms based on participation:

- Exhibitor Contract
 Class Proposal Form
 Affiliate Program Enrollment Forms
 Affiliate Program & Promotional Opportunities Form

BECOME AN OFFICIAL SHOW AFFILIATE

The excitement of Creating Keepsakes Conventions (CKC) and Great American Scrapbook Convention (GASC) is contagious and full of activities and benefits to help you profit as an official exhibitor. 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 a technique 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 an exhibitor, your participation in the Affiliate Program 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: Todd Friedli at 801/816-8331 or todd.friedli@fvmedia.com

EXHIBITOR INFORMATION REQUEST

1. Please list the exhibitor(s) you would not like to be placed next to: \_\_\_\_\_

2. If you have 4 or more 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 - requests not guaranteed):

- \_\_\_ 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. List the top 5 product/product brands you would like listed in the show program:

\_\_\_\_\_
\_\_\_\_\_



## 2018 TERMS & CONDITIONS

### EXHIBITOR GUIDELINES

1. *F+W Trade Show & Events, LLC* 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 due to the added risk of injury to other exhibitors, attendees or show staff. Please note that pallets or any booth tear-down items may not be brought onto the show floor until announcement is made that the show floor is clear of all attendees.
5. No food or drink, or other promotional measures are permitted without written authorization of *F+W Trade Show & Events, LLC* in advance of the convention. Distribution of helium balloons is not allowed. Distribution of any material must be approved by *F+W Trade Show & Events, LLC* and must be distributed 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 subject to ejection from the convention and fined \$500. Exhibitors shall not photograph or record by any means another exhibitor's booth without the express permission of said 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, access aisles, and service areas until the convention opens to the public. *F+W Trade Show & Events, LLC* 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.
11. If offering a Make & Take in your booth, the maximum price you can charge is \$10.00.
12. For safety purposes, all children under the age of 16 must remain in their assigned booth during set-up and tear-down time periods.

### EXHIBITOR PAYMENT/CANCELLATION TERMS

If payment is not received in full by the final payment deadline, exhibitor will be removed from show and sent to collections. Booth fees are due to *F+W Trade Show & Events, LLC* 60 days prior to event. **Exhibitors will not be allowed on the show floor until all booth fees have been paid in full.**

All cancellations must be made in writing to *F+W Trade Show & Events, LLC* and received 90 days before the show, Management will refund up to 75% of all fees if cancellation is prior to 90 days of event. **NO REFUNDS WILL BE MADE FOR CANCELLATION WITHIN 90 DAYS OF CONVENTION.**

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 *F+W Trade Show & Events, LLC*.

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 *F+W Trade Show & Events, LLC* a \$12.50 administrative fee per registered student per class hour to underwrite the cost associated with issuing those refunds and to offset lost revenue. In the event cancellation occurs within 45 days of the close of pre-registration or on-site at the event, the sponsor will pay the entire class price per ticket sold.

*F+W Trade Show & Events, LLC* reserves the right to bill Affiliates at the buy-in rate for Affiliate 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 & *F+W Trade Show & Events, LLC*. No smoking will be allowed inside any show facility.

*F+W Trade Show & Events, 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 *F+W Media* 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. *F+W Trade Show & Events, 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, *F+W Trade Show & Events, 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.

*F+W Trade Show & Events, LLC* or the SLM will not offer insurance protection.

**SHOW CANCELLATIONS AND ACTS OF GOD**

The producers of *F+W Trade Show & Events, 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**

*F+W Trade Show & Events, 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.

*F+W Trade Show & Events, LLC* 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. *F+W Trade Show & Events, LLC* 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 materials handed out to each attendee, all logos and coupons 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. *F+W Trade Show & Events, LLC* cannot be held responsible for logos and coupons not included in the show materials if they are not received by the deadlines herein. Once this contract is signed and submitted, all contracted fees are due regardless of whether client completes the contracted activity or not. All logos and coupons are subject to approval by *F+W Trade Show & Events, LLC*.

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

\_\_\_\_\_  
Signature of Authorized Applicant

\_\_\_\_\_  
Date



**2018 CKC & GASC EXHIBITOR CONTRACT**

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	10X10 BOOTH INCREMENTS	BOOTH COST
<input type="checkbox"/> <b>CKC-St. Louis</b> April 6-7, 2018 Gateway Center Collinsville, IL	<input type="checkbox"/> First two 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths	1 <sup>st</sup> & 2 <sup>nd</sup> @ \$850/each = \$ _____ Add'l @ \$800/each = \$ _____  <b>St. Louis Total \$</b> _____
<input type="checkbox"/> <b>CKC-Manchester</b> April 27-28, 2018 The Center of New Hampshire Manchester, NH	<input type="checkbox"/> First two 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths	1 <sup>st</sup> & 2 <sup>nd</sup> @ \$850/each = \$ _____ Add'l @ \$800/each = \$ _____  <b>Manchester Total \$</b> _____
<input type="checkbox"/> <b>GASC-Arlington</b> June 14-16, 2018 Arlington Convention Center Arlington, TX	<input type="checkbox"/> First two 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths	1 <sup>st</sup> & 2 <sup>nd</sup> @ \$850/each = \$ _____ Add'l @ \$800/each = \$ _____  <b>Arlington Total \$</b> _____
<input type="checkbox"/> <b>CKC-Lancaster</b> July 27-28, 2018 Lancaster County Convention Center Lancaster, PA	<input type="checkbox"/> First two 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths	1 <sup>st</sup> & 2 <sup>nd</sup> @ \$850/each = \$ _____ Add'l @ \$800/each = \$ _____  <b>Lancaster Total \$</b> _____
<input type="checkbox"/> <b>CKC-Houston</b> August 10-11, 2018 The Woodlands Waterway Marriott Hotel & Convention Center The Woodlands, TX	<input type="checkbox"/> First two 10' x 10' exhibiting booth <input type="checkbox"/> Add'l 10' x 10' booths	1 <sup>st</sup> & 2 <sup>nd</sup> @ \$850/each = \$ _____ Add'l @ \$800/each = \$ _____  <b>Houston Total \$</b> _____

**DEMO BOOTHS**

Demo booths are located with pipe and drape on the show floor.

- CKC-St. Louis      1 booth @ \$595 = \$ \_\_\_\_\_
- CKC-Manchester    1 booth @ \$595 = \$ \_\_\_\_\_
- GASC-Arlington    1 booth @ \$595 = \$ \_\_\_\_\_
- CKC-Lancaster      1 booth @ \$595 = \$ \_\_\_\_\_
- CKC-Houston        1 booth @ \$595 = \$ \_\_\_\_\_

**Demo Booth/Table Total = \$ \_\_\_\_\_**

**CROP SALES TABLE**

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

- CKC-St. Louis      #\_\_\_\_nights @ \$100 \$ \_\_\_\_
- CKC-Manchester    #\_\_\_\_nights @ \$100 \$ \_\_\_\_
- GASC-Arlington    #\_\_\_\_nights @ \$100 \$ \_\_\_\_
- CKC-Lancaster      #\_\_\_\_nights @ \$100 \$ \_\_\_\_
- CKC-Houston        #\_\_\_\_nights @ \$100 \$ \_\_\_\_

**Crop Sales Table Total = \$ \_\_\_\_\_**

No charge for Diamond or Platinum Affiliates.

**PAYMENT SUMMARY**

<b>Total Vendor Faire booth cost</b>	<b>\$</b>
<b>Total Crop Sales Table cost</b>	<b>\$</b>
<b>Grand Total due</b>	<b>\$</b>

**Payment**

- Check (Make payable to *F+W Trade Show & Events, LLC*)
  - Money order (Make payable to *F+W Trade Show & Events, LLC*)
  - VISA    MasterCard    American Express    Discover
- Credit Card Account # \_\_\_\_\_  
 Exp. Date \_\_\_\_\_ Amt. Charged \$ \_\_\_\_\_  
 Cardholder's Name \_\_\_\_\_  
 Authorized Signature \_\_\_\_\_

**2018 PAYMENT DEADLINES**

- CKC-St. Louis                      February 5, 2018
- CKC-Manchester                  February 26, 2018
- GASC-Arlington                    April 16, 2018
- CKC-Lancaster                      May 28, 2018
- CKC-Houston                        June 11, 2018



**2018 CKC & GASC DIAMOND-LEVEL AFFILIATE ENROLLMENT**

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 exhibitors the Diamond Affiliate program rewards you for your continued participation that contributes to the success of CKC & \*GASC! By participating in all shows, according to the requirements below, you are entitled to participate in our most premier Affiliate program, including recognition benefits such as priority booth placement and logo recognition as an official partner with CKC & \*GASC. *\*please note that booth placement for GASC-Arlington will remain the same as previous years.*

**PARTICIPATION REQUIREMENTS**

**DIAMOND**

To qualify, you must have participated at the Platinum Affiliate level for both of the 2016 & 2017 show seasons. If you did not participate at that level, but would like to be a Diamond Affiliate in 2018, refer to the Buy-In pricing per show. Required to exhibit and teach at all shows listed below:

CKC-St. Louis     CKC-Manchester     GASC-Arlington     CKC-Lancaster     CKC-Houston

Diamond	Buy-in Price (per show)
Required to attend and have a crop sales table or sponsor an activity for 1 of the crop nights	<b>\$750/per show</b>
Teach 3 unique classes per day (Exceptions must be approved) <i>Note: F+W Trade Show &amp; Events, LLC reserves the right to cancel under-performing classes or when rooms are limited.</i>	
Provide requested product and participate in the Thursday Night Workshop	
Spotlight Sponsor at 2 crops as assigned by F+W Events	
Provide 5 items valued at \$10 to be used for crop prizes/giveaways.	
Provide 1 prize valued at a minimum of \$25	
Welcome attendees during Early Bird festivities (Friday morning before Vendor Faire opens). Announce your show special. Provide giveaways and/or prizes with combined retail value of \$100.	

\*To qualify as a Diamond Affiliate 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.

**DIAMOND LEVEL BENEFITS**

As an elite Diamond Affiliate level, you will be offered the exclusive benefit of priority show placement and priority booth placement inside the Vendor Faire.

- Recognized as an official CKC & GASC event partner
- Exclusive participation and recognition in the Thursday Night Workshop
- Company logo in show materials
- Company logo on event marketing pieces
- Company logo on convention website
- Company logo on tabletop signage at crops
- Recognition as Spotlight Sponsor at applicable crops
- Company logo on event signage
- Exclusive Social Media Promotions
- 2 dedicated custom email blasts



**2018 CKC & GASC PLATINUM-LEVEL AFFILIATE ENROLLMENT**

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 top-tier exhibitors looking to customize your Affiliate participation while continuing to receive top-tier recognition benefits, the Platinum level Affiliate program is for you. Participate as a Platinum Affiliate at the shows you choose, according to the requirements below, including recognition benefits such as priority booth placement and logo recognition as an official partner with CKC & \*GASC. *\*please note that booth placement for GASC-Arlington will remain the same as previous years.*

**PARTICIPATION REQUIREMENTS**

**PLATINUM**

Please select the shows you would like to participate in at this level:

CKC-St. Louis  CKC-Manchester  GASC-Arlington  CKC-Lancaster  CKC-Houston

Platinum		Buy-in Price (per show)
	Required to attend and have a crop sales table or sponsor an activity for 1 of the crop nights	\$200
	Teach 3 unique classes per day (Exceptions must be approved) <i>Note: F+W Trade Show &amp; Events, LLC reserves the right to cancel under-performing classes or when rooms are limited.</i>	\$500 per class
	Spotlight Sponsor at 1 crop as assigned by F+W Events	\$100
	Provide 5 items valued at \$10 to be used for crop prizes/giveaways.	\$50
	Provide 1 prize valued at a minimum of \$25	\$25
	Welcome attendees during Early Bird festivities (Friday morning before Vendor Faire opens). Announce your show special. Provide giveaways and/or prizes with combined retail value of \$100.	\$50

\*To qualify as a Platinum Affiliate 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 a Platinum Affiliate level, you will be offered the exclusive benefit of priority show placement and priority booth placement inside the Vendor Faire.

**PLATINUM BENEFITS**

- Company logo in show materials
- Company logo on convention website
- Company logo on event signage
- Company logo on tabletop signage at crops
- Recognition as a Spotlight Sponsor at applicable crops





**2018 CKC & GASC GOLD, SILVER, BRONZE AFFILIATE ENROLLMENT**

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 exhibitors who find that they would rather design their own Affiliate package, the A La Carte Affiliate selection alternative is available. Participate as a Gold, Silver, or Bronze level Affiliate in the areas you choose, depending on your commitment level and the extent to which you will participate in the CKC & \*GASC events. For those valued exhibitors with limited time or resources, we have also provided you with a buy-in option for all of the Affiliate choices. *\*please note that booth placement for GASC-Arlington will remain the same as previous years.*

**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)
	Provide 1 prize valued at a minimum of \$25		\$25
	Teach 2 unique classes per day (Exceptions must be approved) <i>Note: F+W Trade Show &amp; Events, LLC reserves the right to cancel under-performing classes or when rooms are limited.</i>		\$500 per class
	Sponsor a contest or activity at a crop		\$50
	Provide 5 items valued at \$10 to be used for crop prizes/giveaways.		\$50
	Welcome attendees during Early Bird festivities (Friday morning before Vendor Faire opens). Announce your show special. Provide giveaways and/or prizes with combined retail value of \$100.		\$50

Please select the shows you would like to participate in at this level:

- CKC-St. Louis       CKC-Manchester       GASC-Arlington       CKC-Lancaster       CKC-Houston



## 2018 CKC & GASC AFFILIATE BENEFIT & PROMOTIONAL OPPORTUNITIES

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

### OPTIONAL BENEFITS AVAILABLE TO ALL CKC & GASC AFFILIATES

**Diamond and Platinum Affiliates** are automatically included in all Affiliate optional benefits as indicated.

**Earned Gold Level Affiliates-** Choose up to 6 Affiliate optional benefits

**Earned Silver Level Affiliates-** Choose up to 4 Affiliate optional benefits

**Earned Bronze Level Affiliates-** Choose up to 2 Affiliate optional benefits

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

Promotional Benefits:	Included for	√ to select optional benefit	Buy-in Price (per show)
Company name in issue of F+W Trade Show & Events, LLC newsletter	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$50
Early Bird Festivities participation	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$50
Exclusive html e-mail blast to registered attendees	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$250
1/2 page ad in the show materials (or \$100 discount on a full page ad)	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$150
Game or activity at the crop	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$50
Featured posts on Creating Keepsakes Events Facebook page	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$50
Tile ad in one issue of F+W Trade Show & Events, LLC html newsletter	Diamond Platinum	<input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Bronze	\$250

**2018 ADDITIONAL PROMOTIONAL OPPORTUNITIES AVAILABLE FOR PURCHASE**

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

<b>Coupon included on the exhibitor coupon email</b> Promote your show special to the most avid attendees.		\$75 per coupon, per event
<b>Black and white show materials ad</b> Advertise your products and services to CKC & GASC event attendees by advertising in the official show program. (approx distribution of 2,000 copies per event)	_____ _____ _____	\$250 full page \$150 ½ page \$100 ¼ page per event

**EXHIBITOR TABLES**

Each exhibitor will receive one free 8' table per 10' X 10' booth. Additional tables can be ordered and paid for through the show decorator.

**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 exhibitor is required to provide one door prize with a retail value of \$15 for every booth you secure. We will print a voucher for attendees to redeem for a door prize at your booth.



**2018 CKC & GASC CLASS PROPOSAL**

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**

Please submit a W-9 with your class proposal.

**Proposed for (Check all that apply. Submit a separate form for each class.):** Please note you must be an exhibitor or have your product represented on the vendor floor to propose classes. Limited exceptions apply.

- CKC-St. Louis, due 12/1/17
- CKC-Manchester, due 12/1/17
- GASC-Arlington, due 1/1/18
- CKC-Lancaster, due 2/1/18
- CKC-Houston, due 3/1/18

We're looking forward to a great year and we are thrilled you are interested in teaching at our events! As you are preparing your classes, please take note of the following suggestions and policies:

**What type of class should I teach?** Students enjoy a variety of classes including 12x12 layouts, cards, mini albums, mixed media, digital and photo decor with both a simple design or interactive elements and techniques. When considering projects or pages with a specific theme, please make sure the theme is clearly stated in the class description. We have noticed classes with broader themes appeal to a larger audience. Please make sure that your students will be able to complete the class project in the allotted time frame of your class.

Please submit new class proposals for the new show year (one form per unique class). The class title, description and project you propose **must** differ from the previous year's classes. New classes can teach similar techniques as the previous year.

We are here to help you. Please don't hesitate to contact us with any questions about classes, projects or pricing. We want your classes to be successful!

**The information below is required before a class will be accepted.**

**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** \_\_\_\_\_ **Class Sponsor** \_\_\_\_\_

**Instructor Cell Phone** \_\_\_\_\_ **Instructor E-mail** \_\_\_\_\_

**Detailed Class Description:** Must include title that is catchy, enticing and descriptive, class sponsor link, clear description of project, class supplies needed for the class, skill level, information on what will be made during class, product received/played with in class and techniques learned in class. Please send your class description(s) via e-mail to **Brooke Mathewson** at [brooke.mathewson@fwmedia.com](mailto:brooke.mathewson@fwmedia.com)  
Class description template sent upon request.

**The following information must be submitted via e-mail before your class proposal will be accepted:**

- Class title and description (see detailed class description above)
- Web ready/Hi-Res Image of class projects in a jpg format. Image is required and will be posted on our web site to help promote your class.
- Yes, my class includes a class handout with step-by-step instructions and an image of the completed project.

**Class price and length**

Pricing details: Minimum class price is \$12.50 per hour (with no class reimbursement). **Please note that there is a \$12.50 class fee per student per hour.** If you choose to teach a 1 1/2 hour class the class fee per student is \$18.75. A 2 hour class has a class fee of \$25.00.

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

Yes, my class project can be completed during length of class.

**Cost:** \_\_\_\_\_

Please let us know of your A/V needs by checking the appropriate box below. F+W Trade Show & Events, LLC will provide a cart, power and screen in your classroom if you request it. Each instructor will be responsible for providing their own LCD projector and laptop. F+W Trade Show & Events, LLC will provide AV contact information for each facility should you need to order any equipment.

**Class Size**

- # of desired students: \_\_\_\_\_
- Flexible
- Max out room

**Audio/Visual Needs**

- Cart, power and screen
- No A/V Needed

**Time Request\***

- Flexible
- Saturday morning
- Friday morning
- Saturday afternoon
- Friday afternoon/evening

*Note:* A microphone will be provided for class size of 60+ students (based on availability)

\* F+W Trade Show & Events, LLC will try to accommodate all requests for time preferences. Please list any information you would like us to consider. **Please note that all class sponsors are subject to having evening classes if space does not allow for enough morning and day space.**

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**Skill Level**

- Beginner
- Intermediate
- Advanced
- All-levels
- Fast-paced

**Agreement to Instruct:** By submitting this form, the class sponsor agrees that a representative of the sponsor company will teach this class at CK Scrapbook Conventions, as mutually agreed between the company sponsor and *F+W Trade Show & Events, LLC*. 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. *F+W Trade Show & Events, LLC* retains the right to approve or deny any instructor for any reason. 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 *F+W Trade Show & Events, LLC* a \$12.50 administrative fee per registered student per class hour to underwrite the cost associated with issuing those refunds and to offset lost revenue. In the event cancellation occurs within 45 days of the close of pre-registration or on-site at the event, the sponsor will pay the entire class price per ticket sold. Class reimbursements will be issued Net 45 from show date. (Please allow 60 days for receipt of class reimbursements). To receive a class reimbursement, *F+W Trade Show & Events, LLC* must have a current W-9 on file. Fax all your completed forms to 801.816.8301. Should you have any questions, contact **Brooke Mathewson** at [brooke.mathewson@fwmedia.com](mailto:brooke.mathewson@fwmedia.com)

Other *F+W Trade Show & Events, LLC* policies:

**Capping Classes:** When submitting class proposals, consider class sizes and list the maximum number of students you are able to accommodate for each show and class. This is the number of students you are committing to teach and the amount of space we are holding for you and your class at the show. If there are extenuating circumstances and class totals need to be changed prior to the event closing *F+W Trade Show & Events, LLC* will charge a per student penalty of: \$12.50 per 1 hour class, \$18.75 per 1 ½ hour class and \$25 per two hour class. In the event cancellation occurs within 45 days of the close of pre-registration or on-site at the event, the sponsor will pay the entire class price per ticket sold.

**Onsite Sales in classes:** There is no selling of any products in the classrooms or hallways. Any and all products sold must be sold on the vendor floor from your booth. If you do not have a booth, you cannot sell product from your classroom or hallway. While we do encourage sales of retired class kits at your booth, please do not sell class kits for current classes which are offered in the class schedule and event from your booth. All class ticket sales must go through the CKC & GASC ticket booth.

**Volunteers:** We will plan on having a volunteer available to assist you in class. While we appreciate and acknowledge how hard our volunteers work please do not provide them with a class kit as a "thank you." *F+W Trade Show & Events, LLC* provides volunteers with compensation in the form of a voucher to be used onsite during the event. While most instructors are complying with this policy, others are not and we have noticed that not complying with this policy causes resentment amongst volunteers and also encourages theft.

**\*F+W TRADE SHOW & EVENTS, LLC reserves the right to refuse your proposal. We will notify you via-e-mail if your class is accepted.**

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Signature of Authorized Applicant

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Date