



Introduction to Let's Create Expo

We invite your company to come experience the Top Rated and Attended Scrapbooking/paper crafting/D.I.Y. event in the nation. Let's Create Expo (Formerly The Original Scrapbook USA Expo) has a unique layout that draws scrapbooker's and crafter's from every region to spend the weekend with us. Our expo is held in prime facilities that are conducive to scrapbooking needs. Let's Create Expo holds the record for paying consumers attending the show. We believe that the show is such a success due to our overpowering and unprecedented marketing campaign on local television and radio.

With our experience in advertising we are able to maximize our media with a unique campaign that includes a television blitz, social media, radio and interviews with numerous media outlets highlighting the scrapbook industry and our show. The top rated TV news/feature shows highlight the scrapbook industry and our show. One way this is done is through our sponsors being featured on these various shows in the weeks leading up to the show.

What makes Let's Create Expo so unique?

1. Our marketing campaigns,
2. Our unique layout that allows all vendors to be seen as each patron walks through the doors,
3. How personable our show is with the cropping tables, vendors, and the show team.
4. Our sponsors' involvement for an unbelievable price.
5. Because of the low participation cost for attendees, they are able to spend more on product.
6. Advertising exposure

There is no other way to get advertising of this type. At the show you will gain exposure to your specific market of women for the low cost of our booth space! Unlike other scrapbook shows, with Let's Create Expo, you will be able to gain exposure to over 10,000 women that are purchasing products in your industry. You don't have a one chance walk by your booth either. Because of the unique layout of our show, the attendees will be in the convention hall throughout the day. Even radio and TV can't provide you that kind of exposure.

Let's Create Expo has proven its success with higher attendance and a very low turnover rate. We take pride in the integrity of our show! We are confident that our show is something that your company wants to be involved with. Mark your calendars now to be involved with Let's Create Expo!

Kristin Barlow | Show Coordinator
801-253-4481 phone | 801-446-5468 fax | kristin@letscreateexpo.com



Commitment Form

UPDATED BOOTH EMPHASIS: Sponsors are given priority booth selection. All Booth location requests will be filled after sponsors are assigned their booth locations.

SLC Spring Show – April 28-29, 2017

Name of Company _____ Contact Name: _____

Address _____ City, State, Zip _____

Phone number _____ Sales Tax ID# _____

Website _____ e-mail address _____

Company Description for Website: _____

Facebook Page _____ Instagram: _____

Booth Size: (circle)

- 10x10 (\$1,000) 10x20 (\$1,600) 10x30 (\$2,200) 10x40 (\$2,800) 10x50 (\$3,400) 10x 60 (\$4,000)
- *15x10 (\$1,200) *15x20 (\$1,900) *15x30 (\$2,600) *15x40 (\$3,300) *15x50 (\$4,000) *15x 60 (\$4,700) *15' deep 10' wide limited quantity

I am interested in teaching classes: Yes / No If yes, how many per day? _____

SPONSORSHIP OPPORTUNITIES: (Circle all you are interested in. A Let's Create Expo Representative will contact you.)

Title | Gold | Silver | Bronze | Product Sponsor | Contest Sponsor | VIP Make-n-Take | All-Night Crop | Wristband | Bag

PROGRAM: ½ Page _____ Full Page _____

Payment terms: 50% of total package is due in order to reserve your spot in the show. No assignment of booth space will be made until full payment is received. Remaining balance of space is due 60 days prior to event. Make checks payable to:
Let's Create Expo | Attn: Kristin | PO Box 1237 | Draper, UT 84020

Card Type _____ Credit Card #: _____ Expiration Date: ____/____

Name on Card _____ Billing Address _____

Acceptance By Vendor

By signing this commitment form I am agreeing to be bound by the shows rules and regulations.
I am also agreeing that I have read and agree to abide by all "Exhibitor Rules and Regulations"

Vendor Authorized Signature _____ Date _____



Exhibitor Rules and Regulations

The Exhibitor: Hereby agrees to indemnify defend, protect, hold harmless and save Let's Create Expo harmless from any and all claims, demands, suits, liability, damages, loss, costs, attorney fees and expenses of any nature, which might arise out of any action of failure to act of the Exhibitor or any of its agents, employees, representatives, or assignees, including, but not limited to, claims of damages or loss of property, loss, harm, injury, or death to the person or any of the EXHIBITOR or any of its agents, employees, representatives or assignees

EXHIBITORS. Exhibitor is encouraged to insure themselves against all loss and claims, and will hold Let's Create Expo harmless from all claims and liabilities whatsoever. Further, the applicant, agent, employee, or assignee shall not hold Let's Create Expo Management or Show Location Management accountable for or liable in the case of fire, water, earthquake, and other acts of God or any accident or loss therein related.

EXHIBITOR RESPONSIBILITIES: Arrangement of merchandise in the booth must be attractive, neat, and orderly displayed during all hours of open days of show. EXHIBITOR must protect the convention facility and property from damage done by the Exhibitor, its employees, representative, and agents. Nothing may be tacked, nailed, taped, glued, or in any way attached to facility property. Any repair cost incurred to repair such damage will be assumed by the exhibitor. **EXHIBITOR will not drape or have draped front side sections of exhibit. No boxes will be allowed in plain view. NO CLEARANCE/ WAREHOUSE SALE/ %OFF, or other signs will be allowed that are larger than a 12"x12" size. Also, please take note of the important vendor information on the commitment form.**

PAYMENT REQUIREMENTS: A non-refundable deposit of 50% of booth space cost must be paid 6 months prior to show to secure BOOTH(S). The balance must be paid 60 days prior to the show. If you pay by credit card you agree not to dispute the charge against your credit card for the amount listed on the contract. By furnishing the required signature, you are authorizing the charge against your credit card for the requested deposit and balance.

CANCELLATION: An administrative cost of \$100.00 will be assessed in addition to the non-refundable deposit for each booth cancellation after contract approval. NO REFUNDS WILL BE MADE 60 days or less prior to show. CANCELLATION REQUEST MUST BE SUBMITTED IN WRITING. SUBLETTING OF BOOTH SPACE WILL NOT BE PERMITTED. Any violation will result in prompt order to vacate and forfeiture of all rental and deposits. MANAGEMENT reserves the right to dispose of unpaid space and the right to dispose of space that is contracted and paid for, but which is not set-up during SHOW move in time, within the judgment of the show management. Let's Create Expo has the right to cancel an EXHIBITOR CONTRACT in the event of any violation of specific rules and regulations, WITHOUT ANY REFUND. The Let's Create Expo has the right to administer a fee of \$25.00 for all returned checks. (plus tax if applicable will be added to each returned check) Returned checks and service charges may be electronically submitted. Enforced by UTAH law.

MOVE IN / MOVE OUT: Instructions will be supplied 30 days prior to move in and must be strictly adhered to.

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.

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 prohibited except from booths. Any violator not renting a booth will be ordered to vacate the premises immediately as within the judgment of Let's Create show management.

EXHIBITOR REGISTRATION: All exhibitor employees, agents and other authorized representatives must register and obtain an exhibitor badge.

FLAMMABLE MATERIALS: No combustible decorations or drape material shall be used. All material must be flame-proof. As directed by the fire ordinance in all states. Exhibitor hereby agrees to accept full responsibility and full compliance with National, State and City regulations in the provisions and maintenance of adequate safety devices and condition for operation.

PROHIBITED: Balloons, Paint, Spray Cans and Music.

ARRANGEMENT OF EXHIBITS: Must be confined within the perimeter of booth. Personnel will not work aisles. Backdrops must not exceed 8 feet without prior written approval. Booth designs must be such as not to obstruct the view or interfere with the exhibits of others. Exhibit will not extend beyond the 10 (or 15 depending on space purchased) foot depth of assigned booth.

ISSUES NOT COVERED HEREIN: Show management 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 Let's Create Expo Management.

NOISE CONTROL: The use of any sound equipment is prohibited without prior written approval by Let's Create Expo Show Management.

SMOKING: Prohibited in the exhibit building, at any time.

TEAR DOWN: EXHIBITORS MAY NOT UNDER ANY CIRCUMSTANCE BEGIN DISMANTLING THEIR BOOTHS PRIOR TO THE CLOSE OF SHOW.

EXHIBIT STAFFING: All exhibits must be staffed during show hours. If additional badges are needed they can be purchased for \$5 per badge.

PHOTO RELEASE: With my attendance at this event, I realize that I and/or my product may be included in publicity photos in future promotional materials. I hereby give my consent to the event's producers to use any such photos and/or comments.

RETAIL STORES: Any retail establishment exhibiting is required to promote the Expos by distributing coupons and displaying posters in their establishment.

TRASH REMOVAL: All boxes must be broken down flat and placed in dumpsters at the rear of the convention center



Sponsorship Opportunities

SAMPLE SPONSOR-

INVESTMENT: 1200 sample/small product item for our Early Bird, VIP and All Night Crop Bags Prize Basket (\$75 value)

INCLUDED: Deal of the Hour Opportunity
Inclusion in Early Bird Hour Hot Deal Booth Promotion
Priority Booth Location (after Title Gold and Silver sponsors)
Link on our website to your website
Product Promotion in media on show morning

VIP Make-n-Take SPONSOR:

INVESTMENT: Host 1 hour technique based make-n-take for 150-200 VIP Attendees

INCLUDED: Class Fee Waiver on one class
Appearance on pre-show or morning of show TV Segment (if available) or inclusion in Early Bird Hour Hot Deal Booth Promo/ with contribution of Hot Deal Coupon for all 1400 swag bags.
Link on our website to your website
Included in our social media campaign (facebook, twitter, pinterest)

CONTEST SPONSOR:

INVESTMENT: 6 Prizes (1ST, 2ND AND 3RD Place on both days) for VIP, Show Layout, or Show Card Contest

INCLUDED: Pre-Show promotion of your participation and your prizes
Mention at show of your sponsorship of the contest
Deal of the Hour Opportunity

Social Media SPONSOR:

INVESTMENT: Provide Let's Create Expo with your "new" product for blog projects and/or Provide quarterly prizes to be given away on the blog, facebook and instagram

INCLUDED: Promotion through social media all year long (twitter, facebook, blog, pinterest)
Highlight of your latest product through design team projects
Sharing of events within your company in between Scrapbook USA events
Deal of the Hour Opportunity

KIDS KRAFT CLUB:

INVESTMENT: Provide a craft for 150 youth to put together
Provide one staff member to help kids with the craft

INCLUDED: Link on our website to your website
Inclusion in our social media campaign (facebook, twitter, pinterest)
Pre-Show promotion of your participation including e-mail blasts and blog posts
Mention at show of your sponsorship
Deal of the Hour Opportunity

OTHER SPONSORSHIP OPPORTUNITIES:

Wristband and Bag Sponsor opportunities also available. Contact Kristin for more on these opportunities as well as other ways you can get involved in Let's Create Expo!



Sponsorship Opportunities

TITLE SPONSOR- Investment of \$5,000, Radio and TV Prizes

(2 Available)-Included in \$100k worth of advertising, full page ad in the show program, a title sponsor link on our website, priority booth space (20X20 Front and Center space is available), opportunity to hang banner at the event, tag line in a portion of our commercials, links and promotion in our e-mail blasts to our e-mail list of around 20,000 verified e-mails and an opportunity to include coupon/flyer in 1700 goodie bags.

Gold Sponsor -

INVESTMENT: 150 items for VIP/Shopper bags
2 prize baskets (\$75 value each)
10 TV/Show giveaways (\$20 each)
Participation in Early Bird Hour Specials (including placing a "special offer" coupon in 1500 early bird bags)

BENEFITS:

Pre-Show TV Appearance (or 6 month ad on our website)
Morning of show TV Product Appearance
Deal of the Hour Time Slot
½ page ad in show program
Priority booth location
Opportunity to Hang banner around stage or VIP area
Acknowledgement during show as a sponsor
link to your company website on our website and blog
Draw of traffic to your booth 1st during early bird hour
Tag Line in a portion of our commercials

SILVER SPONSOR-

INVESTMENT: 100 items for VIP/All Night Crop Shopper bags
2 prize baskets (\$75 value each)
5 TV/Show giveaways (\$20 each)
Participation in Early Bird Hour Specials (including placing a "special offer" coupon in 1500 early bird bags)

BENEFITS:

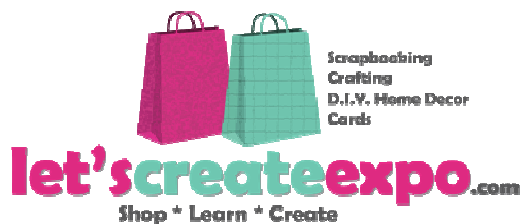
Morning of show TV Product Appearance
Deal of the Hour Time Slot
Priority booth location
Opportunity to Hang banner around stage or VIP area
Acknowledgement during show as a sponsor
link to your company website on our website and blog
Draw of traffic to your booth 1st during early bird hour
Tag Line in a portion of our commercials

BRONZE SPONSOR-

INVESTMENT: 75 items for VIP/All Night Crop Shopper Bags
Participate in Early Bird Hour Hot Deal/Hot Deal Coupon for all 1300 swag bags
2 Prize Baskets (\$75 value)

BENEFITS:

Deal of the Hour Opportunity
Priority Booth Location (After Title, Gold and Silver Sponsors)
Link to your company website on our website and blog
Draw of traffic to your booth 1st during early bird hour



Deal of the Hour

In an effort promote the companies that attend and support the Let's Create Expo, we have created the popular Deal of the Hour Program. Rather than announcing sales randomly during the show, the Deal of the Hour gives you a unique opportunity to showcase your booth, your product AND gives you the opportunity to offer that "one of a kind" special. Vendors who have booths at the show will be able to submit a deal of the hour. We will promote this deal directly from your booth. We will attempt to do this in conjunction with the you in some sort of creative way. (i.e. cover the deal with a blanket and reveal, give away some sort of prize from the vendor, etc.)

As everyone knows there is a limited # of hours in the show, and we have more vendors than hours. Because of this, we will be selecting the deals we feel will be best received by the attendees. Priority will also be given to show sponsors. We will "tease" the deals leading up to their scheduled time so be creative and have fun!

During the show we will program some additional spots which we will be working with vendors at the show to fill. These deals will be short, limited, and custom made as we work with vendors who have interest in doing something, and as the idea makes sense for the attendees.

In order to participate in the pre published program we need the following form submitted to Let's Create Expo **by MARCH 1, 2016**. This will be a limited opportunity, so please don't delay your participation.

Company Name:

Contact Person:

E-mail address:

Phone number:

Description of the deal:

Price of item: _____

% Off: _____



Teaching Classes

Teaching classes at the expo is a great opportunity for you to showcase your product, your ideas, and to promote the industry and its endless possibilities.

COST & COMPENSATION: We charge \$10 per class to you. Add that in to the price of your class. If you wanted us to charge \$30 for the class, payment to you will be \$20 and is issued at the end of the show.

IN ORDER TO RECEIVE PAYMENT a W-9 form must be submitted.

TIME: Classes are typically 1 and 1/2 hours long. Contact us for exceptions

CLASS SIZE: Class size must be accommodating to at least 40 people.

CLASS SELECTION: Classes are juried. In the event we receive more class options than we have time slots, we have a jury help with the selection process. We do this not only to limit the classes if we have too many registrations, but also to ensure that we can provide the highest opportunity for success for you, and the highest level of satisfaction for show attendees.

LIMIT ON SUBMISSION: There is no limit on the number of submissions. You can submit more ideas than you will teach. This will allow us to provide feedback on the ideas as well as the number of advanced versus beginner or intermediate classes being offered. We will notify you which classes were selected. (i.e. you are teaching three classes, and you submit 5 ideas)

DUE DATES: Submissions are due at least three months before the show dates.

CANCELLATION POLICY: Classes cannot be cancelled after it has been posted on the website. If your company has no other option than to cancel, the following conditions will apply because of the expenses incurred to promote and manage the class process.

- 1- Cancellation fee of \$100 per class per day.
- 2- If any students have registered, a \$10 per student fee will apply
- 3- If cancelled at show, a \$500 cancellation fee per class per day fee will apply.

EVALUATION: Copies of all teacher evaluation forms will be given to the exhibitor.

ADVERTISING: Classes are promoted online, in the show program, and to our email list of over 50,000 expo attendees

ADDITIONAL CHARGES: Class Sponsors are responsible for any additional charges required. Screen and projector are already included in class room.

WHAT DO WE NEED FROM YOU?

- 1- Number of classes you would like to teach per day.
- 2- Description of each class. (Including skills taught and materials needed)
- 3- Photos or layouts of what will be taught. (pdf or jpg file)
- 4- Level of each class (Beginner, Intermediate, or Expert)
- 5- Description Summary for website
- 6- Contact information, including email, for questions about each class submission.



Class Submission Form

Due February 1, 2016

NAME OF COMPANY: _____

CLASS TITLE: _____

CLASS DESCRIPTION:

CLASS PHOTO - YES/NO - jpg only: *e-mail with class description sheet

CLASS DIFFICULTY LEVEL: _____

CLASS COST: _____ (Please review class info sheet provided with vendor packet before allocating a cost. We charge \$10 per student fee so add that to your cost of class)

NUMBER OF CLASSES PER DAY: _____

INSTRUCTOR NAME: _____

PHONE NUMBER: _____

E-MAIL ADDRESS: _____

Please bring two examples of completed projects for outside and inside the classroom*Please review the class information sheet provided with your vendor packet for all Terms & Conditions pertaining to teaching classes at the Scrapbook USA Expo.



Scholarship Application

Name of Company _____

Contact Name _____

Address _____

City, State, Zip _____

Phone number _____ Sales Tax ID# _____

Website _____ E-mail address _____

Description of Product: _____

Booth Size: (circle)

(Scholarship will provide \$500 towards the booth price)

10x10 (\$1,000) 10x20 (\$1,600) 10x30 (\$2,200) 10x40 (\$2,800) 10x50 (\$3,400) 10x 60 (\$4,000)

15x10 (\$1,200) 15x20 (\$1,900) 15x30 (\$2,600) 15x40 (\$3,300) 15x50 (\$4,000) 15x 60 (\$4,700)

I am interested in teaching classes: Yes / No If yes, how many per day? _____

Acceptance By Vendor

By signing this commitment form I am agreeing to be bound by the shows rules and regulations. I am also agreeing that I have read and agree to abide by all "Exhibitor Rules and Regulations". In addition I understand that should I be selected for a scholarship that I am committing to attend the show.

Vendor Authorized

Signature _____ Date _____