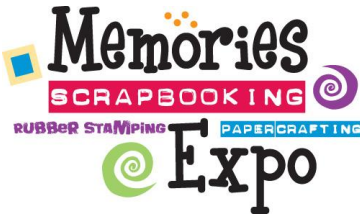


Exhibit Kit!

**Ohio Expo Center – Lausche Building
Columbus, OH
March 23-24, 2012**

Dated Material Enclosed

Please take a few moments to examine the contents and forms inside.
If you are not the person responsible for setting up your exhibit,
please be sure to pass this along. Thank you!



CHECKLIST & DEADLINE DATES

Dear Vendor:

We are pleased to welcome you as a vendor in Memories Scrapbooking Expo™. This is your Exhibit Kit. Included in the kit are the following service order forms and general information. To help you better organize for the Show, these items need your IMMEDIATE ATTENTION. Please note the DEADLINE.

PAGES **DEADLINE** **READ/COMPLETED**

Pages 1-14: GENERAL INFORMATION (Please read the following information.)

- General Information
- Exhibit Rules, Regulations & Conditions
- Display Dimension Standards

Pages 15-20: VENDOR FORMS (Please complete and return by the deadline dates.)

- Vendor Badge Order Form..... March 15
- Super Sales Builder Ad Form..... March 9
- Make & Take Reservation Form March 9
- Door Prize Entry Form March 9
- Show Special Form March 2
- \$2 Off Coupon Order Form While Supplies Last

DECORATOR & SERVICE ORDER FORMS

Decorator - PoSH Event Services Forms are available on-line at www.poshevent.com and at www.MemoriesScrapbookingExpo.com (Information for Vendors page).

Please note deadline on all Decorator and Ohio Expo Center forms.

Again, welcome! If our staff can assist you in any way, please do not hesitate to call.

Kareena Gibson
 Event Manager

Copyright 2012 Offinger Management Company.
 All rights reserved. Reproduction without
 permission of the copyright owner is prohibited.



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
 Phone: 740-452-4541 • Fax: 740-452-2552
 E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com



GENERAL INFORMATION

LOCATION Ohio Expo Center – Lausche Building
717 East 17th Ave.
Columbus, OH 43211
Phone: 614-644-4000 or 614-644-3247

HOURS

Thursday, March 22
Registration & Move-In of Exhibits 9:00 a.m. - 6:00 p.m.

Friday, March 23
Registration 9:00 a.m. - 5:00 p.m.
Show Hours 10:00 a.m. - 5:00 p.m.
Classes 10:30 a.m. - 5:00 p.m.
Crop Party 5:30 p.m. - 12:00 a.m.

Saturday, March 24
Registration 9:00 a.m. - 5:00 p.m.
Show Hours 10:00 a.m. - 5:00 p.m.
Classes 10:30 a.m. - 5:00 p.m.
Move-Out of Exhibits 5:00 p.m. - 10:00 p.m.

(Schedule is subject to change.)

HOTELS

Baymont Inn & Suites
1100 Mediterranean Ave • Columbus, OH 43229
Reservation Line: 614-848-9696
Discounted Rates: \$52.00 + tax (double/double)
Discount Cut-Off Date: 3/2/2012

Country Inn & Suites
1111 Mediterranean Ave • Columbus, OH 43229
Reservation Line: 614-358-3800
Discounted Rates: \$79.00 + tax (single/double); \$89.00 + tax (King suites)
Discount Cut-Off Date: 3/2/2012

Wingate by Wyndham
8505 Pulsar Place • Columbus, OH 43240
Reservation Line: 614-844-5888
Discounted Rates: \$79.00 + tax (Kings or Double/Double)
Discount Cut-Off Date: 3/2/2012

**To take advantage of special show rates, call the above hotels directly
and tell them you are with Memories Scrapbooking Expo™.**



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com

GENERAL INFORMATION

BADGES/SECURITY

Please use the Badge Form in Section 2 to request your booth badges. Your badges will be available for pick up at the Exhibitor Registration Desk upon your arrival at the exhibit hall. Pick them up when you arrive and wear them throughout the show. Extra badges can be made on site. All exhibiting personnel must have a badge. The badges will enable you to enter and exit the exhibit area. Security will stop anyone without a badge.

- Uniformed security will be on duty 24-hours-a-day starting the first day of move-in and continuing until the completion of move-out hours.
- Show Management will provide perimeter guard service during the hours the exhibit area is closed; however, exhibitors are solely and fully responsible for their own exhibit material and should insure their exhibit against loss or damage from any cause whatsoever. All property of an exhibitor is understood to remain in their care, custody and control in transit to or from or within the confines of the exhibit hall.
- For security reasons, hall must be cleared before and after hours as stated. On actual show days, exhibitors may enter hall one hour before show opens and remain one hour after show closes.

Advance arrangements must be made with Show Management for any variance from these rules (such as working early or late in the exhibit area).

BASIC BOOTH PACKAGE

Each exhibitor receives:

- 10' x 10' space(s) in a non-union hall
- Display booth drape with 8' high back drape and 8' high side rails
- 8' skirted table with two chairs and wastebasket
- One identification sign with company name, city, state and booth number
- Standard listing in the Show Directory if contract is received by March 9, 2012.
- FREE promotional coupons
- Special event sponsorship options
- 24-hour security
- On-site Decorator Service Desk and Show Management
- Exhibitor listing on Memories Scrapbooking Expo™ Web site – you can post help wanted ads!
- Web site link from exhibitor listing and listing of brand names to be sold at the Expo

BOOTH HEIGHT RESTRICTION

Display will not be permitted to exceed 12' in height, except by written approval from Show Management.

BOOTH SPACE OCCUPANCY

Exhibit space must be occupied by 4:00 p.m. on set-up day. Displays must be set up and ready by the opening of the show at 10:00 a.m. on Friday. Exhibits must be staffed during all show hours.

CLASSES

All exhibitors are given the opportunity to sponsor a class; Memories Scrapbooking Expo™ provides students, classrooms, tables, chairs and basic audio/visual equipment when requested (OH projector and screen). Class sponsors are responsible for additional audio/visual equipment and shipping and delivery of class materials. Additional material fees are discouraged, however if you must charge these fees, it is your responsibility to collect fees during the class. If you are interested in future sponsorship opportunities, please call Show Headquarters.



GENERAL INFORMATION

COLOR SCHEME

Drape: Red and White

CONTRACTORS

• Decorator

PoS H Event Services
1020 Pittsburgh Dr, Ste B
Delaware, OH 43015
Phone: 740-362-0004
Fax: 740-362-1004
Web: www.poshevent.com

• Electric

Expo Services
PO Box 2969
Zanesville, OH 43702
Phone: 740-454-1201
Fax: 740-454-4809

• Audio/Visual

Bartha Visual, Inc.
4160 Indianola Ave
Columbus, OH 43214
Phone: 614-447-2969
Fax: 614-447-2977

NOTE: Electrical outlets are not included in your basic booth package. Use the Electrical Service Order Form provided for your special requirements.

DOCKS

There are loading docks at this facility. Vehicles should not be left in these areas unless unloading or loading.

DRAYAGE

Check the Shipping Information & Drayage Service Pages in Section 3 of this kit or at www.poshevent.com.

FLOORS

Exhibit hall is not carpeted. You may bring your own carpet for your booth.

INTERNET CONNECTION

NEW!! To make your exhibit experience easier in 2012, we've worked with Pioneer Communications to provide FREE wireless internet for all exhibitors. Each exhibitor will receive a wireless login and password when you check in at Registration. (Phone lines and/or hard-line internet connections can still be ordered from Pioneer. Contact Kareena Gibson to receive the required form for phone lines and/or hard-line internet orders.)

LIGHTING

Lighting may not be adequate for your needs in some areas. Please plan accordingly. Lights may be rented from the Ohio Expo Center (see electric form in Section 3 of this kit).

GENERAL INFORMATION

DRIVING DIRECTIONS

From the North

Take I-71 South to 17th Avenue/Exit 111. Signs and parking attendants will direct guests to the proper parking areas.

From the South

Take I-71 North to 17th Avenue/Exit 111. Signs and parking attendants will direct guests to the proper parking areas.

From the West

Take I-70 East to I-71 North. Take I-71 North to 17th Avenue/Exit 111. Signs and parking attendants will direct guests to the proper parking areas.

From the East

Take I-70 West to I-71 North. Take I-71 North to 17th Avenue/Exit 111. Signs and parking attendants will direct guests to the proper parking areas.

MOVE IN HOURS

Move-In Hours are 9:00 a.m. to 6:00 p.m. Special extended hours may be granted to those who need extra time to work on their displays, but those exhibitors must get authorization from Show Management in advance and clearance from security.

MOVE IN PROCEDURE

- 1) Locate area for unloading.
- 2) Someone with your company should come to the Vendor Registration Desk to register and pick up your badges. The others should remain to unload.
- 3) Once everything is unloaded and in your booth, your vehicle should be removed from unloading area.
- 4) Then you may proceed to unpack and set up your booth and/or display.

MOVE OUT PROCEDURE

Move-Out Hours are 5:00 p.m. to 10:00 p.m. for dismantling and loading. No packing will be permitted before closing of the show. All exhibits must remain intact until 5:00 p.m. No exceptions will be tolerated. Exhibitors should pick up and prepare outbound bills of lading the last day of the show (see Decorator Service Desk on site). All exhibit materials must be removed from the exhibit hall before 10:00 p.m. Returning empties, cartons, cases and trunks that have been in storage will be returned as soon as possible after the show closes. All empties will be returned by the Decorator.

PARKING

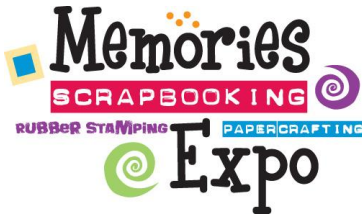
Parking is available at the Ohio Expo Center. Rates are as follows: \$5.00 per entry or \$14.00 for a Show Pass (unlimited access). Note that parking rates may change without notification to show management.

PHONES

If you would like to have a telephone line in your booth, refer to the Telephone Form in Section 3 of this kit. Please see the "INTERNET CONNECTION" section above for details about wireless connections in your booth.



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com



GENERAL INFORMATION

SELLING

Selling is permitted. Vendors must provide buyers with receipts for all sales made. It will be the sole responsibility of the vendor to conform to any state or local sales tax laws.

SERVICE DESK

There will be a Decorator Service Desk on the exhibit floor during move-in and move-out. If you need to order additional equipment, services, pick up bills of lading, etc., please do so at the Decorator Service Desk.

SHIPPING

All shipments must be PREPAID. Shipments will be received at the Advanced Warehouse and stored for 30 days prior to the show. Shipments will be delivered to the booth and empty crates will be removed, stored, and returned to the booth. Visit www.poshevent.com. Shipments should be consigned as follows:

For ADVANCE warehouse shipments (Last day accepted: Friday, March 16, 2012):

From: Your Name
Your Address

To: Company Name _____, Booth# _____
POSH EVENT SERVICES, INC.
1020 Pittsburgh Dr., Ste. B
Delaware, OH 43015
Event: Memories Scrapbooking Expo-Ohio
Must arrive by: March 16, 2012

For CONVENTION SITE shipments (Day(s) accepted: Wednesday, March 21 - Thursday, March 22 between 9:00 a.m. - 5:00 p.m.):

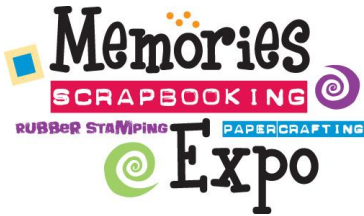
From: Your Name
Your Address

To: Company Name _____, Booth # _____
OHIO EXPO CENTER
LAUSCHE BLDG.
717 E. 17th Ave.
C/O PoSH Event Services
Columbus, OH 43212
Event: Memories Scrapbooking Expo-Ohio
Must arrive on March 21-22, 2012

NOTE: DO NOT SHIP MATERIALS TO THE FACILITY (CONVENTION SITE) PRIOR TO WEDNESDAY, MARCH 21. THE FACILITY WILL REFUSE ANY SHIPMENTS THAT ARRIVE PRIOR TO WEDNESDAY, MARCH 21.

The Decorator/Drayage Contractor will receive UPS Shipments; however they can not ship out UPS packages at end of show. UPS pickups will need to be pre-arranged by your company. Visit www.poshevent.com.





Memories Scrapbooking Expo
March 23-24, 2012
Ohio Expo Center – Lausche Building
Columbus, OH

GENERAL INFORMATION

SHOW MANAGEMENT

Kareena Gibson, Event Manager
Offinger Management Company
1100-H Brandywine Blvd
Zanesville, OH 43701-7303
Phone: 740-452-4541
Fax: 740-452-2552
E-mail: Memories@Offinger.com
Web: www.MemoriesScrapbookingExpo.com

SPECIAL SET-UP LABOR

If you need special labor, contact the Decorator in advance. All labor must be secured through the official Decorator. If a dispute should arise, please notify the Decorator Service Desk immediately so our contractor can handle it.

TAXES

The Sales Tax rate is 6.75% for the State of Ohio. Charging sales tax and reporting sales tax is the Vendor's sole responsibility at all public shows. An Ohio Sales Tax Form is enclosed. For questions, visit <http://tax.ohio.gov> or call 888-405-4039.



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com

EXHIBIT RULES, REGULATIONS & CONDITIONS

PURPOSE: The Management's purpose in conducting this show is to promote the scrapbook & stamping industries and advance its professional standards through educational programs, communication and resource information. Show Management, in keeping with the purpose of the show, encourages exhibitors to be educational, communicative and informative in their exhibit displays and contact with exposition visitors.

1. ELIGIBILITY: You must have a product or service relative to the scrapbooking, stamping and/or creative industries. In addition, Show Management reserves the right to determine eligibility of any applicant for inclusion in the Show after evaluation of the applicant's account with the Show. Show Management, in its sole discretion, shall determine the eligibility of any company or product for inclusion in the Show.

2. SPACE RENTAL CHARGE: Included in the space rental charge are: all services and equipment as stated in the space package and promotional advertising, if deadline is met.

3. PAYMENTS AND REFUNDS: All applications for space must be accompanied by appropriate deposits to be valid, and total payment must be received before deadline or space can be reassigned. Full payment is required 45 days prior to Show. Payment made within 45 days of Show must be by credit card (American Express, Discover, MasterCard or VISA) or cashiers check and there will be a 10% additional charge on the balance due. Unpaid exhibitors will not be permitted to move in or set up until paid in full. If assignment of space cannot be made, deposits will be refunded or applied to another Show. All payments in U.S. funds drawn on U.S. banks. \$25.00 fee charged on all returned checks.

DEPOSITS WILL NOT BE REFUNDED AFTER ASSIGNMENT OF SPACE HAS BEEN MADE. Any exhibitor engaging space who cancels such space after assignment has been made shall forfeit deposit monies paid and all rights in and to the use of the contracted exhibit space. In addition, cancellation within 30 days prior to the show will result in forfeiture of the full amount.

All notices of exhibit space cancellation must be submitted to Management in writing and will be officially dated when received by Management. Cancellations may be accepted at the sole discretion of Management; there is a \$100.00 processing fee for all cancellations. Under all circumstances, Management retains the right to sell any space cancelled by exhibitor.

4. SPACE ASSIGNMENTS AND LOCATIONS: Assignments begin on deadline dates listed on contract, on a priority points basis. Previous exhibitors must have contract and deposit in by these dates to be eligible for assignment based on priority points. After these dates, assignments are made on a first-come basis.

Priority points are accrued in the following manner: two points for each 10' x 10' booth purchased and utilized during each show.

Space assignment will be made with consideration for the individual's preference to location as much as possible but in keeping with the best interest of the Show. It is advisable that exhibitors inform Management of any company or exhibitor from which they wish to be kept separated, so Management will know of the situation. Assignments are made with due regard for the total Show and it is to be understood that Management reserves the right to make the final space assignment or to change the space assignment after the exhibitor's application is accepted, should it be necessary. Management reserves the right to change the floor plan and move exhibitors if deemed necessary in the best interest of the Show.

5. SUBLETTING OF SPACE: Exhibits will display only merchandise regularly sold by company whose firm name is on contract. Exhibitors are prohibited from assigning, sharing, subletting a space or any part of the space to anyone else.

6. CANCELLATION OF CONTRACT: In event of cancellation or interruption of the Show due to fire, strikes, government regulations, act of God, act of terrorism, or any other cause beyond control, Management shall determine an equitable basis for the refund of such portion of Entrance, Publicity, Directory and Exhibit Fee as is possible after consideration of expenditures and commitments already made. Refunds shall be made solely at the discretion of the Management. If for any reason the location of the Show is changed, no refund will be made, but Management must be able to assign exhibitor space in lieu of original space.

Show Management retains the right to close an exhibit and cancel this contract at any time for failure by exhibitor to perform, meet or observe any of the official Show rules, regulations and conditions, and such exhibitor shall not be entitled to a refund of payment. Show Management shall be entitled to eject an exhibitor at any time, in whole or in part, or its representatives, without giving cause, In such case, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of ejection.

EXHIBIT RULES, REGULATIONS & CONDITIONS

7. The undersigned agrees to abide by the Conditions, Rules and Regulations of the Show as set forth in the enclosed documents and Exhibit Kit, which Conditions, Rules and Regulations are by reference hereby made a part of this contract. This will make it clear that the Show Rules and the other guidelines set forth in the Exhibit Kit are an integral part of the entire contract between the exhibitor and Offinger Management Co.

The parties of this Agreement hereby agree that this Agreement represents the final and complete agreement between the parties, and that this Agreement entirely replaces and supersedes any prior or contemporaneous understandings or agreements between the parties, whether written, oral or otherwise. The parties further agree that this Agreement may be modified only by a writing signed by both parties to the Agreement.

OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY CLAIM, LOSS, DAMAGE, OR INJURY OF ANY KIND WHATSOEVER SUSTAINED BY ANY PERSON OR ENTITY WHATSOEVER, INCLUDING BUT NOT LIMITED TO DIRECT, CONSEQUENTIAL, OR INCIDENTAL DAMAGES, ARISING OUT OF OR IN ANY WAY RELATED TO THIS AGREEMENT OR THE SUBJECT MATTER OF THIS AGREEMENT. IT IS EXPRESSLY UNDERSTOOD AND AGREED BY THE PARTIES THAT THE SOLE AND EXCLUSIVE REMEDY OF THE UNDERSIGNED EXHIBITOR AGAINST OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES FOR ANY CLAIM, LOSS, DAMAGE, OR INJURY OF ANY KIND WHATSOEVER SHALL BE A REFUND OF THE MONIES PAID BY THE UNDERSIGNED EXHIBITOR TO OFFINGER MANAGEMENT CO. PURSUANT TO THIS CONTRACT.

THE UNDERSIGNED EXHIBITOR HEREBY EXPRESSLY AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES FOR ANY AND ALL CLAIMS, LOSSES, DAMAGES, OR INJURIES OF ANY KIND WHATSOEVER, ARISING OUT OF OR IN ANY WAY RELATED TO THIS AGREEMENT OR THE SUBJECT MATTER OF THIS AGREEMENT, SPECIFICALLY INCLUDING BUT NOT LIMITED TO CLAIMS, LOSSES, DAMAGES, OR INJURIES RESULTING FROM OR ALLEGED TO HAVE RESULTED FROM THE NEGLIGENCE OF OFFINGER MANAGEMENT CO., THE SPONSORING ORGANIZATION, AND THEIR RESPECTIVE OFFICERS, AGENTS AND EMPLOYEES. IN THE EVENT OF CLAIM, SUIT, LOSS, DAMAGE, OR INJURY TO WHICH THIS INDEMNIFICATION AGREEMENT APPLIES, THE UNDERSIGNED EXHIBITOR AGREES TO PAY FOR THE DEFENSE OF OFFINGER MANAGEMENT CO. AND ITS OFFICERS, AGENTS AND EMPLOYEES AGAINST SUCH CLAIM, SUIT, LOSS, DAMAGE OR INJURY, SUCH DEFENSE TO BE PROVIDED BY COUNSEL OF OFFINGER MANAGEMENT CO.'S CHOICE.

ALL PROPERTY OF THE EXHIBITOR IS TO REMAIN UNDER THE CONTROL OF THE EXHIBITOR, SUBJECT TO THE RULES AND REGULATIONS OF THE EXPOSITION. IT IS ADVISED THAT EXHIBITORS CARRY AN INSURANCE RIDER POLICY TO COVER EXHIBITS AND SAMPLES AGAINST LOSS AND DAMAGE FOR THE ENTIRE DURATION THEIR PROPERTY IS IN TRANSIT AND AT THE SHOW. THIS AND ALSO LIABILITY INSURANCE SHOULD BE DISCUSSED WITH THE EXHIBITOR'S OWN INSURANCE BROKER.

EXHIBITORS SHOULD USE PRUDENCE IN THE CARE OF THEIR SAMPLES WHILE IN THE SHOW AND NOT LEAVE THEIR MERCHANDISE UNATTENDED DURING SHOW HOURS; AND DURING MOVE OUT KEEP ALL MERCHANDISE WITHIN THEIR SPACE AREA AND CONSOLIDATE THEIR DISPLAY AS MUCH AS POSSIBLE TO ENSURE, IN THE CONFUSED NATURE OF MOVE OUT TIME, THAT MERCHANDISE IS NOT MISPLACED. EXHIBITORS ARE RESPONSIBLE TO CARRY PUBLIC LIABILITY INSURANCE AGAINST INJURY TO THE PERSON AND PROPERTY OF OTHERS AND TO INSURE EXHIBIT MATERIAL AGAINST DAMAGE AND LOSS.

In the event that litigation is brought arising out of any or in any way resulting from the Agreement or the subject matter of this Agreement, it is hereby agreed that the undersigned exhibitor shall pay Offinger Management Co.'s costs and fees, including reasonable attorney's fees, incurred in such litigation upon the entry by the court in which litigation takes place of a final judgment in favor of Offinger Management Co.

The parties to this Agreement hereby agree that this Agreement is entered into in Zanesville, Muskingum County, Ohio, and that any disputes between the parties to this Agreement arising out of or in any way connected with the Agreement or the interpretation of the terms and conditions contained therein shall be governed by Ohio law and the jurisdiction of Ohio courts to the fullest extent permitted, and that the sole and exclusive venue for any suit or action between the parties to this Agreement arising out of or in any way related to this Agreement shall be the Muskingum County Common Pleas Court of Muskingum County, Ohio.

Any action relating to or arising out of this Agreement or the subject matter thereof must be brought within one year of the date on which the cause of action sought to be enforced accrued.

EXHIBIT RULES, REGULATIONS & CONDITIONS

8. **FIRE REGULATIONS:** All fire regulations must be adhered to in accordance with the local fire department and Fire Underwriters specifications. All display materials, including props, decorations and all fabrics or other material used for decoration or covering of tables, risers, etc., must be flame-proofed and electrical equipment must meet specifications of all codes. All building electrical connections and disconnections must be obtained through the Decorator Service Desk and building approved electricians. All wiring must meet specifications. Exhibitor shall not allow his display to block view or access to safety equipment.

Any demonstration or device using any type of combustible fuel, with or without an open flame, including pyrotechnic displays, must be cleared with the building and fire authorities before it can be brought into the exposition facility.

Each exhibitor is charged with the knowledge and compliance of all laws, ordinances, and regulations pertaining to health, fire prevention, and public safety while participating in the Show.

9. **EXHIBITS:** All space arrangements shall conform in all respects to the dimensional and height requirements as indicated in the Exhibit Kit. The exhibit should be such that it does not interfere with other exhibits or restrict access to them, or interfere in the free aisle space by any audio, video sensory, or physical means. All merchandise, tables, chairs, displays, etc., must stay within the booth. Exhibitor's own signs can be used but must be inside his space area.

The use of music licensed under ASCAP, BMI, or any other licensing agency is prohibited. This includes most popular music. Be aware that these agencies have the right to impose stiff fines and legal costs on exhibitors using licensed music. The Show will not assume any such fines or costs. Any fines and fees imposed on Show Management due to the use of licensed music by an exhibitor will be billed to the offending exhibitor.

No giveaways, raffles, donations, food or drink, or other promotional measures are allowed unless by written authorization of the Show Management in advance of the exposition. Distribution of helium balloons is not allowed. Distribution of any material must be approved and must be made from within the exhibitors own space, and must be of such nature as not to interfere with the character of the exposition.

Promotions, such as models, booth personnel, materials, and catalogs must be consistent in dress and nature with the dignity and image of the exposition, and costumed personnel must be confined to inside the respective spaces.

The booth design and exterior must be suitably furnished or covered by the exhibitor, and display panel backing over 8' in height may not carry any commercial marking that might infringe upon adjacent exhibits. Display must be adequate enough to support exhibitor's samples and so constructed as to be sturdy enough to not collapse, nor be such that display leans or rests against an adjacent space.

Space of a 10' x 10' booth is 9'6" x 9'6". Exhibitor must allow ample room at back of the space for access to electrical wiring. At least 9" is recommended.

IMPORTANT: Pinning, hanging or fastening any item to the drape is strictly forbidden.

No animals, reptiles, birds, rodents or insects will be allowed on premises.

Exhibitors are to display in only the space allocated to them. No other area of the exhibit hall or other gathering place (hall, hotel, etc.) of the attendees (Buyers) can be used in any way.

Displays must be set up and ready by opening hour of the Show. Exhibits must be staffed during Show hours and may not be dismantled until time of closing on the final day.

Exhibitor should make arrangements to pack at the end of the exhibit hours the final day, and make sure to have personnel remain with the display until it is finally packed. It is advised that exhibitor inform drayage contractor of outbound shipping plans prior to the Show's closing. Any merchandise or items left at the Show will be considered abandoned.

10. **INTENT OF EXPOSITION:** The Exposition is an open market designed for exhibitors to display their samples to the buyers so they can purchase and take immediate delivery. The Show is a public marketplace. Management will make a concerned effort to keep the exhibits compatible with the nature of the exposition.

"Sample Selling" will be permitted. However, there will be absolutely no re-stocking of booths during show hours. Re-stocking will be permitted one hour before the show opens. Exhibitors must provide buyers with receipts for all sales made. It will be the sole responsibility of the exhibitor to conform to any state or local sales tax laws.

EXHIBIT RULES, REGULATIONS & CONDITIONS

11. CONDUCT: It is a violation of Show Rules for an uninvited exhibitor to enter another exhibitor's booth at any time. The violator will be fined \$500. Exhibitors are prohibited from photographing by any means another exhibitor's booth without permission of that exhibitor.

Access control personnel are instructed to allow EXHIBITORS in the Show one hour before the Show opens on Show days and to strictly enforce that they be restricted to their designated space and access aisles and service areas until the Show opens. Management shall have sole control over admission of visitors to the exhibits or functions according to the rules of the Show. No exhibitor will be admitted without a badge.

Loitering, soliciting of trade, congregating of salesmen in the aisles, booth entrances, or in lobby areas is NOT PERMITTED. Selling in the aisles and "buttonholing" of buyers who walk in the aisles is NOT PERMITTED.

No exhibitor shall sponsor or hold any meeting or event that conflicts with the Show or official conference hours without Management's approval. Only exhibitors in good standing, as determined by Show Management, are permitted to host a meeting or hospitality function in an official Show hotel. Displays and demonstrations are not permitted in the hotels except when they are used for exhibitor personnel sales meetings.

Early packing is prohibited. Every exhibitor agrees to keep his exhibit open during published Show hours and is bound by these rules and regulations to not dismantle his exhibit until published closing time on the last day.

12. RESERVATIONS OF RIGHTS: Management reserves the right to demand release of space before or during the Show for failure 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 reallocate space at any time; to offer requested space when available; to make space assignments; to reject any and all applications as this is a closed Show and displays and products must conform to the general nature of the Show and be compatible with the character and objective of the exposition. Management reserves the right without written notice to amend these rules, regulations and conditions or to issue additions as it deems necessary for the good and well-being of the Show.

DISPLAY DIMENSION STANDARDS

It is show management's responsibility to establish rules or guidelines while allowing the greatest flexibility within each exhibit. The exhibitor's responsibility is to "be a good neighbor" while displaying his product or service. Review the following guidelines and please use them in developing your display so you maximize the impact of your exhibit and "be a good neighbor."

STANDARDS:

- 1) **Back wall in any booth location can be 12' high if, at the exhibitor's expense, he covers any exposed part of that back wall which is above 8' and which faces another exhibitor or common area. No materials may be taped to Convention Center walls.**
- 2) **Island Booths above the 12' height restrictions must be approved by Show Management.**
- 4) **Endcap Booths can have 8' high backwall the full 20' of booth width. This is of special note to exhibitors who have booths next to endcap booths.**

NOTE: Display panel backing over 8' in height may not carry any commercial marking that might infringe upon adjacent exhibits or common area. (See Show Rules, Regulations & Conditions)

DEMONSTRATIONS OR ENTERTAINMENT:

Do not place your demonstration area on the aisle of your exhibit space if you expect many people to congregate at one time. Leave space within your own exhibit area to absorb the majority of the crowd. Should spectators interfere with the normal traffic in the aisles or overflow into the exhibits of your neighbors on each side or across the aisle, Show Management will have no alternative but to request that you limit or eliminate the presentation.

The aisles are the property of all the exhibitors, therefore, each exhibitor has the responsibility to assure proper flow of traffic through the entire show. When large crowds gather to watch a demonstration or entertainment and interfere with the flow of aisle traffic or create excessive crowds in neighboring booths, this is an infringement on the other exhibitor's rights. Aisles must not be obstructed at any time.

SOUNDS:

Police your own booth to be sure the noise level from any demonstrations or sound systems is kept to a minimum and does not interfere with others. Remember, the use of sound systems or equipment producing sound is an exception to the rule, not a right. Show Management reserves the right to determine at what point sound constitutes interference with others and must be discontinued.

DISPLAY DIMENSION STANDARDS

STANDARD BOOTH (10' wide x 10' deep):

One or more standard units in a straight line. Booths come equipped with 8' high back wall drape and have 8' high side wall drape partitions.

All booths will be confined to a maximum height of 12'; however, any portion of a display extending above the 8' high draped booth will detract from the overall impact of the exhibit directly behind or beside that booth. Therefore, the offending exhibitor must install, at his expense, 12' or 8' high drape in the Show's colors to cover exposed exhibits.

Exhibit structures must be constructed to allow a 2" tolerance on each side for booth equipment such as side rails and a 9" tolerance for utility service at rear of booth.

PENINSULA BOOTH:

Four or more spaces back-to-back with an aisle on three sides.

Identification sign and canopies will be permitted to a maximum height of 12'.

Peninsula booths are normally "faced" toward the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion extending above the 8' high draped side walls, draped 12' high in the Show's colors at the offending exhibitor's expense, and not carry identification signs or other copy that would detract from the adjoining exhibit.

ENDCAP BOOTH:

Two or more spaces back-to-back with an aisle on three sides.

Identification sign and canopies will be permitted to a maximum height of 12'.

Endcap booths are normally "faced" toward the cross aisle. Any portion of the exhibit bordering another exhibitor's booth must have the back side of that portion extending above the 8' high draped side walls, draped 12' high in the Show's colors at the offending exhibitor's expense, and not carry identification signs or other copy that would detract from the adjoining exhibit.

PERIMETER WALL BOOTH:

Standard booth located on the outer wall of the floor plan.

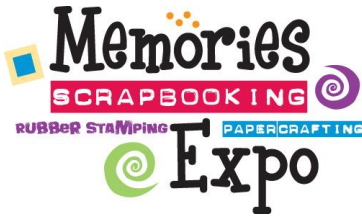
Exhibit materials up to 12' in height will be permitted in perimeter booths. Since the perimeter booths are not backed up against another exhibitor's booth, display backwalls and materials over 8' will not interfere with or distract from any exhibit booth.

ISLAND BOOTH:

Four or more spaces back-to-back with an aisle on four sides.

Identification sign and canopies will be permitted to a maximum height of 12'.

8' high drape can be placed on any side of an island booth.



VENDOR BADGE ORDER FORM

DEADLINE DATE: THURSDAY, MARCH 15, 2012

Company Name _____
Booth Number _____
Address _____
City, State, ZIP _____
Phone (Area Code) _____
Fax (Area Code) _____
E-mail _____
Web _____
Authorized By _____
Date _____
<small>Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.</small>

**Wear Proper Identification
to Enter Exhibit Hall**

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

Booth package includes vendor badges (*up to 6 per 10' x 10' booth*). Additional vendor badges are \$10.00 each. Please list **ONLY** personnel who will work in your booth (badges are non-transferable). **Please note that Vendor Badges WILL NOT BE MAILED to you. Please pick up badges on site at the Vendor Registration Desk.**

Please make Vendor Badges for the following (please type or print):

- | | |
|----------|------------------------------------------|
| 1. _____ | 6. _____ |
| 2. _____ | Additional badges needed @ \$10.00 each: |
| 3. _____ | 7. _____ |
| 4. _____ | 8. _____ |
| 5. _____ | 9. _____ |

ADDITIONAL VENDOR BADGE FEE

Reserve _____ extra vendor badges @ \$10.00 each = _____

Method of Payment (due at time of order). All payment in US funds drawn on US banks. \$25 fee for returned checks.

- | | |
|-------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> Company Check | <input type="checkbox"/> Cashier's Check (make checks payable to Offinger Management Co.) |
| <input type="checkbox"/> Debit Card | <input type="checkbox"/> Credit Card |
| <input type="checkbox"/> American Express | <input type="checkbox"/> Discover <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa |

Credit Card Account # _____ Exp. Date ____/____

Amt to be Charged _____ 3-digit security code _____

Cardholder's Name (Print) _____

Billing Address _____

Authorized Signature _____

Office Use Only: Rcvd. _____ Amt. \$ _____ Ck# _____ Ackd. _____

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
 Phone: 740-452-4541 • Fax: 740-452-2552
 E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com

SUPER SALES BUILDER AD FORM

DEADLINE DATE: MARCH 9, 2012

Company Name _____
Booth Number _____
Address _____
City, State, ZIP _____
Phone (Area Code) _____
Fax (Area Code) _____
E-mail _____
Web _____
Authorized By _____
Date _____

Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.

**Show Off Your Show Special ...
 Your Sales Will Show It!
 Only \$99 per
 Super Sales Builder Ad**

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

Our attendees want to see MORE vendors and NEW products ... hot off the conveyor belt! They want **better pricing** than they get with their local retailer. But above all else, they want **Show Specials!** Maybe it's in the form of a free make-and-take project, or a free sheet of stickers, or a buy 3 get one free deal, **but create a spectacular offer they can't refuse, and they'll buy it!**

We've got a solution ... a **Super Sales Builder Ad in the Show Directory**. Everyone coming in the door gets a directory. It's a no-frills publication with helpful Expo information. If it's packed with Show Specials, they'll scrap a path to your booth to buy!

Once you've decided on your special, you can post a sign in your booth to announce it, or tell shoppers one-on-one, but on a crowded Expo floor, it's a challenge to spread the word. Use a directory ad and get noticed. Space is limited.

Ad Specifications

Ad measures 2.5" wide by 2" high – needs to be horizontal. Ad is black and white
 Ad may be submitted as a high-resolution PDF to Kareena Gibson, kjgibson@offinger.com, by **March 9, 2012**

Yes, our company will place a Super Sales Builder Ad in the Show Directory for \$99.00!

Method of Payment (due at time of order). All payment in US funds drawn on US banks. \$25 fee for returned checks.

Company Check Cashier's Check (make checks payable to Offinger Management Co.)
 Debit Card Credit Card
 American Express Discover Mastercard Visa

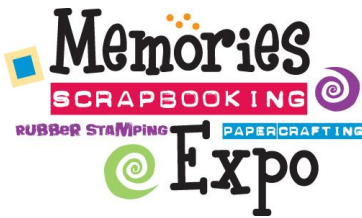
Credit Card Account # _____ Exp. Date ____/____/____
 Amt to be Charged _____ 3-digit security code _____
 Cardholder's Name (Print) _____
 Billing Address _____
 Authorized Signature _____

Office Use Only: Rcvd. _____ Amt. \$ _____ Ck# _____ Ackd. _____

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
 Phone: 740-452-4541 • Fax: 740-452-2552
 E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com



MAKE & TAKE RESERVATION FORM

DEADLINE DATE: MARCH 9, 2012

Company Name _____
Booth Number _____
Address _____
City, State, ZIP _____
Phone (Area Code) _____
Fax (Area Code) _____
E-mail _____
Web _____
Authorized By _____
Date _____

Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.

**Make & Takes excite attendees,
provide additional exposure for your
products, increase booth traffic and
produce additional sales!**

**Host a Make & Take during the Expo
and receive \$200!**

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

To qualify for the \$200 Make & Take Refund, follow these rules and regulations:

- The Make & Take must be offered during all show hours for both days (a few breaks are acceptable – for lunch, etc.).
- The Make & Take must be presented to a minimum of a possible four consumers at the same time. Participants must be sitting. **Standing Make & Takes or product demos do not qualify for the refund.**
- Your company must have **a minimum of two booths** to qualify for the refund. Refunds are limited - one per company.
- If you are teaching or sponsoring a class/workshop, the Make & Take cannot be the same as that class/workshop.
- If your Make & Take Reservation Form is received by the deadline date (March 11), we will include the details in the Expo handout. The handout will include the title, small description and fee information. This information will also be posted on our website.
- To receive the refund, Make & Takes must be as advertised/promoted.
- You may charge a small fee for the project (not to exceed \$5), but the customer should receive a great deal for the fee.
- Memories Scrapbooking Expo will provide up to 3 additional chairs for your Make & Take (if requested below).
- Memories Scrapbooking Expo staff will do random checks/reviews of the Expo floor to verify that the advertised Make & Takes are being presented.
- The \$200 discount will be deducted from your booth fees. If Make & Take is not offered as advertised or rules/regulations are not followed, \$200 will be charged to the exhibiting company after the show.

I agree to the above stated rules and regulations for the Make & Take projects.

Signature: _____ Date: _____

Name of the Make & Take: _____

Description of the Make & Take (this information will be listed on the website and in the Expo handout):

What is the FEE for your Make & Take? Our Make & Take is FREE! We will charge a fee = \$ _____

Yes! Please provide 3 additional chairs for our Make & Take.

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com

DOOR PRIZE ENTRY FORM

DEADLINE DATE: MARCH 9, 2012

Company Name _____
Booth Number _____
Address _____
City, State, ZIP _____
Phone (Area Code) _____
Fax (Area Code) _____
E-mail _____
Web _____
Authorized By _____
Date _____
<small>Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.</small>

**Make Your Company Name
 Synonymous with FUN ...
 donate door prizes!**

“I never win anything, but I won at Memories!
 The exhibitors gave so many prizes,
 lots of people won and it was so much fun.”
 -Dana L., Somerset, NJ

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

Door prizes accomplish so much!

- **They excite attendees** – everyone wants to win something.
- **They provide additional exposure to your products** – scrapppers definitely love new products.
- **They produce additional sales** – the friends of winners just may buy the same thing for themselves – envy kicks in and who can resist trying new products together?
- **They turn new customers into repeat customers** – they have to have more!

So, think of your door prize donation as an investment in bigger, better sales and make your company synonymous with FUN. Start planning what great gifts you want to provide NOW.

Yes, count on us for door prizes! Here’s what we’ll donate:

No need to ship ahead of time. Make a copy of this form and drop it off your door prizes at Vendor Registration.

And the winner is ... YOU!

Door prizes are awarded throughout the entire show; winners are posted on the winners’ board in our Prize Pavilion. Door Prize Donors are included in the Expo Directory and on event signage. Attendees comment on the generosity ...

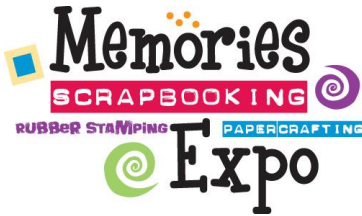
“I won a great album and fold-out page inserts at Memories Scrapbooking Expo and I love them. I went directly to the donor’s booth and bought other items to go with it. Can’t wait to create!”

-Amy H., Columbus, OH

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
 Phone: 740-452-4541 • Fax: 740-452-2552
 E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com



Memories Scrapbooking Expo
March 23-24, 2012
Ohio Expo Center – Lausche Building
Columbus, OH

SHOW SPECIAL FORM

DEADLINE DATE: MARCH 2, 2012

Company Name _____
Booth Number _____
Address _____
City, State, ZIP _____
Phone (Area Code) _____
Fax (Area Code) _____
E-mail _____
Web _____
Authorized By _____
Date _____
<small>Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.</small>

Consider offering a Show Special to get attendees excited about shopping in your booth!

We'll promote the show specials on our website so the scrappers and stampers will put YOU on their MUST SHOP list!

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

Ideas for Show Specials:

- Buy One/Get One offers
- % discount off of a particular product
- FREE "xyz" item with a \$20 purchase
- The possibilities are endless...be creative!

Get your customers excited about what you're offering BEFORE the show even begins! It's a great way to get a jump on show sales.

Yes, we will offer a show special! Here's a description of our show special:

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
Phone: 740-452-4541 • Fax: 740-452-2552
E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com

FREE \$2 OFF ADMISSION COUPONS

DEADLINE DATE: WHILE SUPPLIES LAST

Company Name	_____
Booth Number	_____
Address	_____
City, State, ZIP	_____
Phone (Area Code)	_____
Fax (Area Code)	_____
E-mail	_____
Web	_____
Authorized By	_____
Date	_____

Completing this form serves management notice that you agree to be contacted by phone, fax and/or e-mail.

**Invite your customers
 to the Expo ...
 and save them \$2!**

USE YOUR STAMP OR LABEL FOR CONVENIENCE IN FILLING OUT THIS FORM.

Advertise Your Participation in the Show to Your Customers

- Memories Scrapbooking Expo™ is offering FREE \$2 Off Coupon Stuffers to all exhibitors.
- Send these stuffers with your orders, invoices, catalogs, and promotional mailings and mail to anyone you'd like to invite to the Show.
- These \$2 Off Coupon Stuffers are available WHILE SUPPLIES LAST. Don't delay ... order yours NOW!

Please send:

- 50 coupons
- 100 coupons
- 200 coupons
- 500 coupons
- _____ coupons

PLEASE MAKE A COPY FOR YOUR RECORDS AND SEND OR FAX ORIGINAL TO:



1100-H Brandywine Boulevard • Zanesville OH USA 43701-7303
 Phone: 740-452-4541 • Fax: 740-452-2552

E-mail: Memories@Offinger.com • Web: www.MemoriesScrapbookingExpo.com