

## 2008 Trade Show Exhibit Schedule

Trade Show	Registration Deadline	Show Dates
INATS East (Orlando)	December 21, 2007	January 26, 27, 28, 2008
INATS West (Denver)	May 9, 2008	June 28, 29, 30, 2008

### Trade Show Promotions

**Trade Show Product Discount Policy:** As part of our new focus on **selling product** during our trade show exhibitions, New Leaf will offer show discounts to retailers on products displayed in our booth. Vendors who take advantage of our trade show promotions will be required to extend an **additional 10% discount** off cost of goods to New Leaf for a limited purchasing period, which we will in turn extend to retailers as a show special.

**Refunds/Cancellation:** Reservations may be cancelled, but no refunds will be given if cancelled within 30 days of show.

**Product Display:** One or more items displayed in our booth according to category (book, recording, or sideline). Vendor is required to provide two (2) copies of each title (book or recording) and one sample of each sideline item. Items submitted for booth display are not returned. Items are displayed for entire show.

1-3 items each @ ..... \$120  
 4-8 items each @ ..... \$100  
 9 or more items each @ ..... \$90

**Booth Shelf Area Display:** Vendors that have varied product lines or large product lines may wish to have products displayed together. Whole or partial shelf space in our booth may be reserved.  
**\$ CALL FOR PRICE** - Contact Ginger @ 770-948-3445 x3166 or e-mail [ginger@newleaf-dist.com](mailto:ginger@newleaf-dist.com)

**Booth Floor Area Display:** Vendors whose products have kiosks or require floor display (i.e. separate table for multiple products) may reserve floor space within our booth area. Vendor must supply display and products.  
**\$ CALL FOR PRICE** - Contact Ginger @ 770-948-3445 x3166 or e-mail [ginger@newleaf-dist.com](mailto:ginger@newleaf-dist.com)

**Author/Artist Product Signings:** Available to vendors displaying product in our booth. A limited number of spaces are available for each show. Signings are booked in one-hour intervals. Vendor must supply at least 100 free copies of product to be signed and given away at the show. \$100 fee required for each signing. Remove all shrinkwrap from signing products. Wrapped items subject to \$.50 charge per item.

**Flyers for show bags:** Available to vendors displaying product in our booth. We will place 500 of your **pre-approved** flyer in our show bags. \$100 fee required. Contact Kelly at 770-948-7845 x3089 or [kelly@newleaf-dist.com](mailto:kelly@newleaf-dist.com) for approval.

**Shipping:**

All display items for INATS East due by 12/21/07. All display items for INATS West due by 5/9/08.

All trade show display items are to be shipped to:  
**New Leaf Distributing Company, Attn: Trade Show Coordinator,**  
**c/o EZ Pak & Mail, 376 Maxham Road, Austell, GA 30168**

## 2008 Trade Show Promotions Registration Form

Vendor \_\_\_\_\_

Submitted by \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

**Registration For:**    INATS East 2008    INATS West 2008    Both

**Product Display:** Please reserve \_\_\_\_\_ positions each @  \$120  \$100  \$90 = \$ \_\_\_\_\_

**Booth Shelf Area Display:** *(Call for quote.)* \$ \_\_\_\_\_

**Booth Floor Area Display:** *(Call for quote.)* \$ \_\_\_\_\_

**Flyer - Show bags:** \$ \_\_\_\_\_

**Author/Artist Product Signing:** \$ \_\_\_\_\_

Enter three (3) date/time preferences: *(i.e. Sunday-2 pm, Mon. @12 noon, etc. See show dates.)*

1. \_\_\_\_\_ | 2. \_\_\_\_\_ | 3. \_\_\_\_\_ |

**Products and product numbers (ISBN, UPC) to be displayed.** All new products to be displayed must be approved by your buyer before registration is submitted. (Use separate sheet if needed.)

1. \_\_\_\_\_ ISBN \_\_\_\_\_

2. \_\_\_\_\_ ISBN \_\_\_\_\_

3. \_\_\_\_\_ ISBN \_\_\_\_\_

4. \_\_\_\_\_ ISBN \_\_\_\_\_

**Payment** is due when reservation is submitted. Send check, credit card information (Visa, MasterCard only) or co-op contract to: **New Leaf Distributing Company, 401 Thornton Road, Lithia Springs, Georgia 30122-1557 Attn: Trade Show Coordinator.**

Check/money order enclosed. Total amount due \$ \_\_\_\_\_

Charge my credit card.    Visa    MasterCard

Credit card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

CC Name \_\_\_\_\_

CC Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Co-op contract information \_\_\_\_\_

Authorized signature \_\_\_\_\_

Please fax completed insertion order to **Trade Show Coordinator at 770-944-2313.**  
 Questions? E-mail inquiries to [kelly@newleaf-dist.com](mailto:kelly@newleaf-dist.com) or [ginger@newleaf-dist.com](mailto:ginger@newleaf-dist.com).  
 Mail approved ad materials to **New Leaf Distributing** at above address.

Visit [www.newleafvendors.com](http://www.newleafvendors.com) for more information.