# ATTENDEE REGISTRATION FORM

International Christian Retail Show 2010

**June 27-30, 2010** – America's Center, St. Louis, MO USA

CBA — THE ASSOCIATION FOR CHRISTIAN RETAIL SINCE 1950

For registration to be processed, **all** information must be complete. **ONE** form per person – copy as needed.
For the **fastest registration** – and to register multiple individuals – please visit: www.christianretailshow.com

## REGISTRATION INFORMATION

☐ Member
☐ Nonmember

Enter CBA ID number _____

All registrants must enter a valid CBA ID number. For questions about your CBA ID number, please contact CBA: info@cbaonline.org or call 800.252.1950

Name _____

Company _____

Address _____

City _____ ST _____ Country _____

Zip/Postal Code _____ Phone (_____)_____

Email _____ Fax (_____)_____

☐ Check here to sign up to receive CBA's free official weekly e-newsletter, CBA Industry Brief.

In the interest of minimizing print communications and money spent on direct mail, we'd like to be able to communicate with you about the International Christian Retail Show via e-mail.

☐ Check here to receive e-mail communication from CBA regarding giveaways, housing specials, and other promotions.

☐ Check here to receive e-mail communication from ICRS exhibitors regarding their Show specials and promotions.

## REGISTRATION FEES

| | MEMBER | NON MEMBER | |
|---|---|---|---|
| **EXHIBIT FLOOR BADGE** (June 28-30) | | | |
| EARLY REGISTRATION-IN-SHOW HOTEL: Register before May 26 | ☐ $40 | ☐ $70 | |
| EARLY REGISTRATION-NOT AT SHOW HOTEL: Register before May 26 | ☐ $60 | ☐ $90 | |
| STANDARD REGISTRATION-IN-SHOW HOTEL: Register May 27–June 16 | ☐ $60 | ☐ $90 | If youth, please provide DOB: __/__/__ |
| STANDARD REGISTRATION-NOT AT SHOW HOTEL: Register May 27-June 16 | ☐ $80 | ☐ $110 | |
| ONSITE REGISTRATION: Register on-site after June 16 | ☐ $95 | ☐ $125 | |
| YOUTH REGISTRATION: Youth age 16 and younger are free | ☐ Free | ☐ Free | |
| **INCLUDED CBA TRAINING** | | | |
| **Merchandising Demonstrations** (June 28-30) | | | |
| Apparel | ☐ Free | ☐ Free | |
| Fiction | ☐ Free | ☐ Free | |
| Fine Art | ☐ Free | ☐ Free | |
| Gifts | ☐ Free | ☐ Free | |
| Jewelry | ☐ Free | ☐ Free | |
| Study Bibles | ☐ Free | ☐ Free | |
| Family Entertainment | ☐ Free | ☐ Free | |
| CBA Channel Exclusives: What It Is and How to Drive Sales and Ministry | ☐ Free | ☐ Free | |
| **Retail Training Workshops** (June 28-30) | | | |
| New Marketing: Using Social Media to Market Your Store | ☐ Free | ☐ $25 | |
| Increasing Traffic & Sales Through Book Clubs | ☐ Free | ☐ $25 | |
| The Future of Christian Retail as Told by Your Customers | ☐ Free | ☐ $25 | |
| Surviving Tough Times: Bargain Book Strategies for Success | ☐ Free | ☐ $25 | |
| New Marketing: How to Reach Your Customers on a Shoestring Budget | ☐ Free | ☐ $25 | |
| General Session: Drill Down – Digital Solutions | ☐ Free | ☐ $25 | |
| Christian Store Day: It's Coming, Are You Prepared? | ☐ Free | ☐ $25 | |
| Differentiate Your Store with Knowledgeable Frontliners | ☐ Free | ☐ $25 | |
| Church Store Specific: Using Social Media to Market Your Church Store | ☐ Free | ☐ $25 | |
| Church Store Specific: Aligning Church Leadership with Your Ministry | ☐ Free | ☐ $25 | |
| **Professional Christian Retailer Certification Modules** | | | |
| All Retailer Certification courses are now available on CBA Connect. Please contact CBA at info@cbaonline.org to sign up. | | | |
| **INCLUDED CBA EVENTS** | | | |
| General Session: Digital/Mortar: Store Value in a Digital Age (June 27) | ☐ Free | ☐ Free | |
| Worship Him (June 27) | ☐ Free | ☐ Free | |
| Pacesetter (June 27) | ☐ Free | ☐ Free | |
| Ribbon-Cutting Ceremony (June 28) | ☐ Free | ☐ Free | |
| Industry Prayer Gathering (June 28) | ☐ Free | ☐ Free | |

The International Christian Retail Show is closed to the public. To attend, you must fall under one of the categories below.

**DESCRIBE YOUR BUSINESS:**
(Check One)

☐ Retailer
☐ Prospective Retailer
☐ Distributor
☐ Vendor
*Provide a service or product to exhibiting companies*
☐ Industry Professional
*Consultant, literary agent, CBA member author, CBA member artist*

**DEMOGRAPHICS:**
**DESCRIBE YOUR ROLE:** (Check One)

☐ CEO/Owner ☐ Youth
☐ Manager ☐ Frontliner
☐ Family/Guest ☐ Buyer

**BUYER FOR:** (Check All That Apply)

☐ Bibles ☐ Gifts
☐ Books ☐ Kids Products
☐ Church Supplies ☐ Music/ Entertainment

**SALES VOLUME:** (Check One)

☐ $1 – $149,999
☐ $150,000 – $249,999
☐ $250,000 – $499,999
☐ $500,000 – $749,999
☐ $750,000 – $999,999
☐ $1,000,000 – $1,249,999
☐ $1,250,000 – $1,499,999
☐ $1,500,000 – $1,749,999
☐ $1,750,000 – $1,999,999
☐ $2,000,000 and up

**MARKETS YOUR STORES SERVE:**
(Check All That Apply)

☐ Evangelical
☐ Protestant
☐ Catholic
☐ Urban
☐ Home School
☐ Spanish-language

**WHICH OF THE FOLLOWING INDUSTRY SHOWS DO YOU PLAN TO ATTEND NEXT YEAR?**

☐ International Christian Retail Show 2011
☐ Atlanta Gift Show
☐ Book Expo America
☐ Catholic Marketing Network Show
☐ Christian Products Expo (Munce Group)
☐ CIROBE
☐ The Gathering
☐ GMA
☐ RBTE

All attendees at the International Christian Retail Show may be photographed during the show. CBA agrees not to sell these images to any outside company and only use them in promotional materials for

| **TICKETED CBA EVENTS & TRAINING** | | | |
|---|---|---|---|
| International Vision Celebration (June 27) | ☐ $60 | ☐ $60 | |
| Prospective Retailer Seminar (June 27 & 28) *Includes exhibit floor badge* | ☐ $275 | ☐ $475 | |
| CBA Member Luncheon (June 28) *CBA Members Only* | ☐ $15 | ☐ N/A | |
| Children's Product Trends Workshop (June 28) | ☐ $25 | ☐ $30 | |
| Retailer Idea Exchange Breakfast (June 29) *Retailers Only* | ☐ $15 | ☐ $20 | |
| Heart of the Artist Luncheon (June 29) *Retailers Only* | ☐ $15 | ☐ $20 | |
| Heart of the Author Breakfast (June 30) *Retailers Only* | ☐ $15 | ☐ $20 | |
| **TOTAL** | _____ | _____ | _____ |

**PAYMENT INFORMATION (Registrations CANNOT be processed without payment)**

Enclosed is my: ☐ Check payable to **CBA** **(Checks must be U.S. funds, drawn on a U.S. bank)**

☐ Credit card (complete below) ☐ VISA ☐ MasterCard ☐ AMEX ☐ Discover

Card # _____ CVV/CVC Code _____ Expiration Date _____

CARDHOLDER NAME (PLEASE PRINT) _____

CARDHOLDER SIGNATURE _____
*(Required for all Credit Card Payments)*

**SUBMISSION INSTRUCTIONS:**

**MAIL:** International Christian Retail Show 2010
c/o ShowCare
1200 G Street NW, Ste 800
Washington, DC 20005-6705

**ONLINE:** www.christianretailshow.com
**EMAIL:** icrs@laser-registration.com
**FAX:** 514-228-3104

future CBA-associated events.

**By submitting this form, attendees agree that they are not exhibiting and that they will not sell, distribute or advertise products at the International Christian Retail Show 2010.**