



Register today for CPE | Hershey 2010!*

- The Only FREE Winter Buying Tradeshow!
- Potentially all-expense paid!*
- Open to ALL independent Christian Retailers!

CPE Hershey is a place where you, as an independent retailer, can maintain your independence, unite with fellow retailers and celebrate your common dependence as a believer in Christ. We believe that your attendance at CPE is so important we have made all training, workshops and events **FREE** to retailers.

*We offer **reimbursement plans** helping you to cover personal expenses like food and lodging with qualifying orders!

Join us January 17-19, 2010 at the Hershey Lodge in Hershey, PA

For everything that was written in the past was written to teach us, so that through endurance and the encouragement of the Scriptures we might have hope. May the God who gives endurance and encouragement give you a spirit of unity among yourselves as you follow Christ Jesus, so that with one heart and mouth you may glorify the God and Father of our Lord Jesus Christ. Romans 15:4-6

CPE | HERSHEY 2010 REGISTRATION FORM

Store Name _____

Your Name _____

Store Address _____

City/State _____ Zip _____

Phone # _____ Fax # _____

Email Address: _____

Marketing Group/ Affiliation _____ n/a None | Munce Group # (if MG member) _____

Do you have more than one location? Yes No | If yes how many? _____

Please sign me up for CPE | Hershey 2010!

Signature _____ Date _____

In signing, I understand that I will be charged a \$75 cancellation fee if I cancel after 12/18/09. I authorize that this fee may be charged to the following credit card.

Card # _____ Exp. ____/____ CSV _____

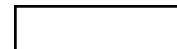
Visa MasterCard Amex Discover

Name on Card (please print) _____

Please call me with more information about CPE Hershey 2010.

No thank you; I will not be attending CPE Hershey 2010.

To complete your registration fax this form to 727-593-3523 or email to service@munce.com
For more information call 800-868-4388 or visit www.CPEshow.com.





Marketing solutions for Christian retail

BADGE & MEAL Registration



ATTENTION! PLEASE COMPLETE AND SIGN THIS FORM!

FAX TO 727-593-3523 BY FRIDAY, December 18!

**PLEASE FILL OUT ALL THE INFORMATION BELOW TO REGISTER FOR YOUR BADGES AND
SECURE YOUR MEAL RESERVATIONS FOR
CPE 2010 at the Hershey Lodge, Hershey PA.**

Name Badges

Store Name _____

City, ST _____

Please list the names of all persons who will be attending the show.

Please print clearly. (Use a separate sheet, including your store name, city & state, if you need more than four badges.)

Name: _____

Name: _____

Name: _____

Name: _____

Event & Meal Registration

Please indicate the number of people from your store that will attend each event or meal listed below. Sign and date the form at the bottom. Each buying point will receive two tickets free of charge for each ticketed meal, provided the published reimbursement requirements* are met. **Additional tickets may be purchased as shown below.**

EVENTS

Sunday Bible Conference (3:00-5:30pm): _____ (Please indicate the total number attending)

Sunday Night of Worship (7:00-8:00pm): _____ (Please indicate the total number attending)

Sunday Movie Premiere (8:30-10:00pm): _____ (Please indicate the total number attending)

Monday Workshops-Track 1 (8:30-11:45am): _____ General session (Indicate number attending)

Monday Workshops-Track 2 (8:30-11:45am): _____ VBS Workshop (Indicate number attending)

Monday Workshops-Track 3 (8:30-11:45am): _____ Bookstore Mgr. (Indicate number attending)

**PLEASE
CHOOSE
ONE
TRACK
PER
PERSON**

MEALS

Sunday Family Dinner (5:30-6:45pm): _____ (Tickets in excess of 2 will be billed at \$45 each)

Monday Breakfast (7:00-8:15am): _____ (Tickets in excess of 2 will be billed at \$20 each)

Monday Lunch (12:00-1:15pm): _____ (Tickets in excess of 2 will be billed at \$28 each)

Monday Banquet (6:30-8:30pm): _____ (Tickets in excess of 2 will be billed at \$45 each)

Tuesday Breakfast (7:00-8:15am): _____ (Tickets in excess of 2 will be billed at \$20 each)

Tuesday Lunch (12:00-2:00pm): _____ (Complimentary lunch, please provide number attending)

* Please refer to the Reimbursement information sheet for details. **If the minimum reimbursement requirements are not met, any meals ordered on this form may be billed to you. Cancellations must be received by January 11, 2010 to avoid being charged for the meals ordered.**

Signature: _____ **Date:** _____



Venue Information

HERSHEY West Chocolate Avenue &
Lodge University Drive
 Hershey, PA 17033

www.hersheypa.com/accommodations/hershey_lodge

Reservations: 800-533-3131

Reference Code: CPE0116

- **Reservation/room rate deadline: 1/3/2010**
- **Room rate per night:** \$120 + tax
- Guarantee with major credit card (NOTE: one night's room and tax will be charged as a deposit when the reservation is made)
- Room cancellations must be made 72 hours before arrival to avoid charges
- **Munce Group members:** include store number when making reservation

- CPE | Hershey attendees are responsible to book their own room reservations - PLEASE BOOK YOUR ROOM BY 1/3/2010 TO GUARANTEE THE CPE SHOW RATE

Reimbursement

CPE | Hershey is your vital link to Christian products, providing you with opportunities to write orders, see new products and strengthen relationships with suppliers and fellow retailers. CPE | Hershey offers great value with minimal out-of-pocket expense thanks to a generous reimbursement program based on the number of orders written.

PRE-REGISTER BY 11/2/09

Order from 30 exhibitors AND experience a product presentation from 15 others to receive:

- All meals FREE for two people from your store*
- All training FREE!
- All Bible Conference activities FREE!
- Up to 2 nights at the Hershey Lodge**
- Up to \$100 travel allowance (airfare or mileage)!
- Entry for cash prize drawing!

Order from 24 exhibitors AND experience a product presentation from 12 others to receive:

- All meals FREE for two people from your store*
- All training FREE!
- All Bible Conference activities FREE!
- Up to 1 night at the Hershey Lodge**
- Up to \$50 travel allowance (airfare or mileage)!
- Entry for cash prize drawing!

Order from 12 exhibitors AND experience a product presentation from 6 others to receive:

- All meals FREE for two people from your store*
- All training FREE!
- All Bible Conference activities FREE!
- Entry for cash prize drawing!

REGISTER AFTER 11/2/09

Order from 30 exhibitors AND experience a product presentation from 15 others to receive:

- All meals FREE for two people from your store*
- All training FREE!
- All Bible Conference activities FREE!
- Up to 1 night at the Hershey Lodge**

Order from 12 exhibitors AND experience a product presentation from 6 others to receive:

- All meals FREE for two people from your store*
- All training FREE!
- All Bible Conference activities FREE!

NOTE: Hundreds of other retailers have been able to not only meet this requirement but exceed it in the time available.

*All retailers and exhibitors are invited to enjoy a complimentary lunch on the show floor on Tuesday. All other meals will be chargeable if the minimum reimbursement requirements are not met.

If you would like to attend CPE Hershey but do not plan to write orders, reimbursement will not be provided. You are still welcome to attend and take advantage of FREE training from Bookstore Manager, VBS publishers and industry leaders as well as incredible show specials from our exhibitors.

**Accommodation reimbursements will be made up to but not exceeding the CPE room rate (base rate only) for a standard room at the approved event hotel(s). Guest is responsible for any and all hotel and state taxes and fees. Munce Group will not reimburse additional accommodation charges for room upgrades or amenities charged to your room.