



CPE SHOW SPECIAL-STL DISTRIBUTION

- Everyone can receive up to 4% additional discount!
- All orders will receive an added 1%
- Orders of the following categories will receive the below discounts:
- Orders of \$1000 retail receive an extra 2%
- Orders of \$1500 retail receive an extra 3%
- Orders of \$2000 retail and above receive an extra 4%





HOW TO PREPARE FOR CPE

CPE is an exciting time of order writing, FREE training, encouraging fellowship and inspirational speakers. What can you do to make the most of it? The list below is just a sample of what many Christian retailers have done to maximize their experience at CPE.

How do you prepare for CPE?

- Many retailers **save time on the exhibit floor** by preparing their purchase orders before coming to CPE. Once on the floor, they simply hand off their order(s) and receive an order signature that counts toward CPE reimbursement. Retailers who do this are often less stressed, but also have spare time to browse and discover new suppliers and products for their store. Visit www.cpeshow.com and watch for the latest attending exhibitors and show specials.
- Save more time** by training your support staff to place pre-written orders for you at CPE. Meanwhile, you can enjoy looking for new store products and services on the exhibit floor.

All attendees receive two booklets per store, and order/presentation signatures can be combined from the two booklets at CPE check-out. (NOTE: Duplicate orders will only count as one order or presentation signature.)

- Have you ever purchased a booth?** Yes, many exhibitors would rather sell CPE attendees their displayed products at a large discount than to spend additional time and money shipping products back to their office. Consider renting a truck or trailer to take home great new products at very low cost!

NOTE: Booth buying is often a first-come first-serve practice. Don't wait to ask a CPE exhibitor if he or she is planning to sell the booth. Many retailers scout out their potential booth purchases ahead of time.

- Plan ahead of time to stay for the entire CPE tradeshow.** At exactly 4:00 PM on Tuesday, January 19, 2010, CPE staff will give away three large-sum cash prizes. Retailers must be present to win, but the chances of winning a lot of cash are in your favor!

NOTE: Did you know that CPE staff usually calls 4-10 retailer names before finding a winner? Don't let those disqualified names be yours. Don't leave CPE early.

- Prepare for a lot of training.** Both the Bible Conference and CPE workshops are packed with information during a short period of time. Although pen and paper are always provided, be prepared to write a LOT of notes and to take home informational material and product samples.

NOTE: Some retailers pack extra baggage that is empty. Chances are that it will be full by the end of CPE, and you'll be glad it came along for the ride.

