



CPE | January 29–31, 2012

Now at the Lancaster County Convention Center!

CPE + Bible Conference + Training + Tradeshow + Inspiration + Encouragement + **CPE**

The Munce Group is always looking for ways to improve CPE!
While we have loved our years at the Hershey Lodge, we have found that the available dates and costs at the new facility are a better fit for our show.
Come see Independent Specialty Retail thriving in quaint, downtown Lancaster, PA.
See for yourself at www.lancasterconventionhotel.com.

We have loved our first experience at CPE. The vendors, other store owners and the Munce Group were all genuinely interested in us and our business. God's love was evident in everyone we met. We came to find new sources. We were surprised to see how easy it was to hit reimbursement levels.

J. Farvers — Shipshewana, IN

I learned so much about new products. With this information, I can sell more product and help my customer better. You make it possible for our trip to be paid for, and you go above and beyond to encourage and help the independent retail stores. It was an awesome experience!

Cornerstone Christian Booksellers — Snellville, GA

Check out the great speakers and artists that are already scheduled:

- Monday night banquet speaker — Dr. Charles Stanley, Pastor/Teacher/Author
 - Monday night banquet artist — Babbie Mason
- Bible conference speaker — Doug Sherman, author of *More Than Ordinary*
 - Sunday evening worship leader — Shannon Wexelberg

Come experience all this and more! You can easily meet the reimbursement requirements as you replenish your inventory after Christmas and prepare for the Easter/Spring selling season. Did you know that on average more than half of the CPE attendees have qualified for full reimbursement?



Pre-Register Now! CPE | Lancaster 2012 – Registration Form

CPE • FREE • RELEVANT • REFRESHING • PRODUCTIVE • CPE

Join us for another productive and cost-efficient tradeshow
at an exciting new venue - the Lancaster County Convention Center!

CPE | Lancaster, PA, January 29—31, 2012

REMEMBER THESE DATES

January 2, 2012—CPE pre-registration deadline to qualify for maximum reimbursement and cash-prizes!

January 23, 2012—Last day to cancel meal tickets without payment for reservations.

January 7, 2012—Hotel registration deadline. Register by this date to ensure you get the show rate for your room!

January 29, 2012—CPE | Lancaster begins with another uplifting Bible Conference!

January 9, 2012—Last day to cancel registration without penalty. Name badge/meal reservations due.

January 29—31, 2012—CPE | Lancaster 2012!

Rep	CPE Lancaster 2012 REGISTRATION FORM
Store Name _____ Munce # _____	
Your Name _____	
Store Address _____	
City/State _____ Zip _____	
Phone # _____ Fax # _____	
Email Address: _____	
Do you have more than one location? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, how many? _____ Mktg Group Affiliation _____	
<input type="checkbox"/> Please sign me up for CPE Lancaster 2012! I will be flying <input type="checkbox"/> OR I will be driving <input type="checkbox"/>	
Signature _____ Date _____	
<i>In signing, I understand that I will be charged a \$75 cancellation fee if I cancel after 1/9/12. I authorize that this fee may be charged to the following credit card.</i>	
Card# _____ Exp. _____ CSV _____ <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Amex <input type="checkbox"/> Discover	
Name on Card (please print) _____	
<input type="checkbox"/> Please call me with more information about CPE Lancaster 2012.	
<input type="checkbox"/> No thank you; I will not be attending CPE Lancaster 2012.	
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 .	

HOTEL RESERVATION INFO: Lancaster County Convention Center & Marriott Lancaster Rate: \$109.00 per night Phone: 888-850-6146 (Your credit card will only be recorded to hold your reservation, no charge at time of reservation) Code: Munce Group—CPE (Use this code to get the CPE rate.) Deadline: January 7, 2012 (Reserve by this date to ensure you get the negotiated rate)



Pre-Register Now! CPE | Lancaster 2012 – Badge & Meal Form

ATTENTION! PLEASE COMPLETE AND SIGN THIS FORM!

FAX TO 727-593-3523 by January 9, 2012!

CPE | Lancaster 2012 in Lancaster, PA

Name Badges

Store Name _____

City, ST _____

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

Name: _____ Name: _____

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 (PLEASE INDICATE THE NUMBER OF PEOPLE ATTENDING EACH EVENT OR MEAL)

Are you or do you know someone interested in Prospective Retailer Training Yes No

Sunday Pre-Show Training—Marketing Benefits & Services (2:00-2:45pm): _____

Sunday Bible Conference (3:00-5:00pm): _____

Sunday Night of Worship (7:00-8:00pm): _____

Sunday Movie Premiere (8:30-10:00pm): _____

Monday Workshops Track 1—Key Growth Strategies (8:30-11:45am): _____

Monday Workshops Track 2—VBS Workshops (8:30-11:45am): _____

Monday Workshops Track 3—Bookstore Manager (8:30-11:45am): _____

Monday Workshops Track 4—Church Bookstore Meeting (8:30-11:45am): _____

(see www.cpeshow.com for details as they are developed)

PLEASE
CHOOSE
ONE
SESSION
PER
PERSON

MEALS (PLEASE NOTE ANY SPECIAL DIETARY REQUIREMENTS BELOW)

Sunday Family Dinner (5:15-6:45pm): _____ (Tickets in excess of 2 will be billed at \$50 each)

Monday Breakfast (7:00-8:15am): _____ (Tickets in excess of 2 will be billed at \$25 each)

Monday Lunch (12:00-1:15pm): _____ (Tickets in excess of 2 will be billed at \$30 each)

Monday Banquet (6:30-8:30pm): _____ (Tickets in excess of 2 will be billed at \$50 each)

Tuesday Breakfast (7:00-8:15am): _____ (Tickets in excess of 2 will be billed at \$25 each)

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

NOTES: _____

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 23, 2012 to avoid being charged for the meals ordered.**

Signature: _____ Date: _____



Reimbursement Requirements

CPE | Lancaster 2012

Reimbursement

CPE offers great value with minimal out-of-pocket expense thanks to a generous reimbursement program based on the number of orders written.

PRE-REGISTERED BY 01/02/12	
Order from 30 exhibitors AND experience a product presentation from 15 others to receive: <ul style="list-style-type: none"> - All meals FREE for two people from your store* - All training FREE! - All Bible Conference activities FREE! - Up to 2 nights at the Marriott Lancaster** - 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: <ul style="list-style-type: none"> - All meals FREE for two people from your store* - All training FREE! - All Bible Conference activities FREE! - One night at the Marriott Lancaster** - 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: <ul style="list-style-type: none"> - All meals FREE for two people from your store * - All training FREE! - All Bible Conference activities FREE! - Entry for Cash Prize Drawing! 	

REGISTERED AFTER 01/02/12	
Order from 30 exhibitors AND experience a product presentation from 15 others to receive: <ul style="list-style-type: none"> - All meals FREE for two people from your store* - All training FREE! - All Bible Conference activities FREE! - One night at the Marriott Lancaster** 	Order from 12 exhibitors AND experience a product presentation from 6 others to receive: <ul style="list-style-type: none"> - All meals FREE for two people from your store* - All training FREE! - All Bible Conference activities FREE!

Instructions for qualifying for reimbursement of expenses:

- **Complete the Reimbursement Checklist in your CPE program by asking each exhibitor to initial the checklist for EITHER an order OR a product presentation. Each vendor should be prepared with a short overview of their company and products in verbal and/or printed form.**
- **You must place the required number of orders AND experience additional product presentations from other exhibitors. If you place more than the required number of orders, orders may count as product presentations but presentations may not count as orders.**
- **Please fill in your travel and hotel details in the appropriate area on the Reimbursement Checklist.**
- **Turn in your completed Reimbursement Checklist from your CPE program to the Registration Desk prior to leaving the show.**
- **The amount of reimbursement you qualify for will be issued in the form of a check approximately two to three weeks after the close of the show. If you are a Munce Group member retailer you will be issued a credit to your Munce account. A copy of the credit will be mailed to you.**

*All attendees are invited to enjoy a luncheon during show floor hours on Tuesday; however, all other meals will be chargeable if the minimum reimbursement requirements are not met. Meal charges are detailed on the badge & meal registration form.

**Accommodation reimbursements will be made up to but not exceeding the Munce Group's room rate of \$109/night (base rate only) for a standard room at the approved event hotel. Guest is responsible for any and all hotel and state taxes and fees. The Munce Group will not reimburse additional accommodation charges for room upgrades or amenities charged to your room.

***Mileage for attendees that drive to the event will be reimbursed at 20 cents per mile.