



Welcome to VOLUME Events 2023!

- ❖ February 17 & 18 – “Babies, Birthdays and Love”
- ❖ June 16 & 17 – “Summer Splash”
- ❖ August 25 & 26– “Flipping for Fall”
- ❖ November 17 & 18– “Jolly Holiday” (Pre Black Friday)

Vendor Checklist

To help you better keep track of the forms and deadlines for VOLUME Events 2023, please use this checklist!

Vendor Contract (must include both signed pages)
Due 12/31/2022

Details Form

Details Forms for each event are due one month prior to the event according to the following schedule:

- February is due January 17, 2023
- June is due May 16, 2023
- August is due July 25, 2023
- November is due October 17, 2023

Review the remaining pages of this Vendor Information document for important information about the VOLUME Events 2023!

Join us for the one or more of our VOLUME 2023 Events–

We hope that this packet provides you with all of the information that you need to make your presentation a success! Vendor space is limited, so please get your contract in as soon as possible. Your **Vendor Contract** and **deposit** (as outlined in the contract) **must** be received by show management for your contract to be processed.

Great Lakes Scrapbook Events

PO Box 621
Hartland, MI USA 48353
Phone: 248-583-7133 • Fax: 734-758-0183
E-Mail: info@megameet.com

What’s Included –

Each vendor receives the following as part of their vendor contract:

- Event promotion to the GLSE Email Newsletter list, plus to all GLSE Facebook followers.
- Promotion on several blog posts:
 - Vendor Listing – which includes your Company name, contact information, a description of your company, and a link to your website.
 - Show Special Listing – which includes your Company name, a one paragraph description of your show special(s), your show special expiration date, any shopping codes which are necessary, and a link to your shopping website.
 - Schedule – which pre show will just include your Company name, and the title of your presentation. During the show it will be updated with a link to your video presentation once it is complete.
 - “Craft Along” Kit Listing – If you offer a “craft along” kit to go with your presentation – we will publish your Company name, and a link directly to your site to purchase that “craft along” kit. You also qualify for a bonus 15 minutes in your presentation to have time to fully present your Craft Along.
- Access to post to the VOLUME Facebook Group for 4 weeks – beginning when the Craft Alongs are posted for each event.
- GLSE will moderate all posts made to the VOLUME group – and notify you of any posts that pertain to you so that you are able to quickly respond to your customers!

Vendor Fees –

Type of Participation	Cost
15 Minute Live Video (Designed for sales only presentations)	\$125
30 Minute Live Video (Your presentation must include a demonstration of technique or a Craft Along to be 30 minutes)	\$175 each
Do a Craft Along (offer a kit for pre-orders and teach the project during your presentation) and get a bonus 15 minutes for your presentation	FREE

Complete the enclosed Vendor Contract and send it in today! Don’t delay – space is limited!

The Schedule – (Release dates are subject to change)

Event Days	Details Due/ Participating Vendors Released	Craft Along Links and Promo Video Released POSTING OPEN	Schedule Released	Sponsor Listing Released	Show Specials Released	POSTING CLOSED
February 17 & 18, 2023	1/17/2023	1/25/2023	2/1/2023	2/8/2023	2/15/2023	2/26/2023
June 16 & 17, 2023	5/16/2023	5/24/2023	5/31/2023	6/7/2023	6/14/2023	6/25/2023
August 25 & 26, 2023	7/25/2023	8/2/2023	8/9/2023	8/16/2023	8/23/2023	9/3/2023
November 17 & 18, 2023	10/17/2023	10/25/2023	11/1/2023	11/8/2023	11/15/2023	11/25/2023

Video demonstrations will run on the Event days from approximately 9am-5pm Eastern Time. Scheduling will be done according to two factors. Sponsors will be placed first in the order they submitted their contracts. Once sponsors are scheduled, non-sponsors will be scheduled in the order that they submitted their contracts.

Posting Tips for Vendors:

- If you have not already joined the group – do that now. Here is a link to the group: <https://www.facebook.com/groups/volume.glse/> If you want to join as both your business page and as yourself, select to join as your page FIRST, and then come back and join as yourself. If you join as yourself first, it won't offer you the option to join as your page when you return. Just a weird Facebook quirk.
- If you are doing a Craft Along – film a short “commercial” for your project (1-2 minutes) and submit it by the details due date, and we will stitch it together into a Craft Along promotion video that we will release with the links for customers to get a better feel for what to order! You can also repost your video following the release of the promotional video to increase pre-orders!
- Create a graphic of your craft along or your presentation (or several different graphics!) and use these to promote your presentation!
- Post that craft along/presentation graphic beginning the “First Day to Post” on the schedule above for the event(s) in which you are participating on the VOLUME group (you'll need to join the group to be able to do this).
- If you have a “Craft Along” kit – you may also make a post about that kit on the day that the schedule will be released to help promote your demo and Craft Along.
- Posts on the Facebook Group are moderated. During event days, we will have a couple of staff monitoring to release posts quickly. Please don't panic if your post doesn't show up instantly, we'll be bumping back and forth checking on different things, and approving posts as quickly as we can. All moderation pre and post event is handled by one person, so there may be a bit more of a delay in approving posts.
- Between the “First day for posts” and “Show Special Announcement” dates, you can post teaser posts, but please do not post your actual show special until the Show Special Announcement has been made. Let's create some anticipation!! Also, please post and promote the event on your pages as well, because the more people that join the group, the greater number of possible customers for all! You can start promoting the event immediately! Feel free to borrow the graphics from our Facebook page or Instagram post to use in your promotions!
- Create a graphic of your show special (or create a few highlighting different parts of your show special, or using different colors, or featuring photos of your products...) and use that to promote your show special once the list is released!
- I recommend that at a minimum, you post your graphic on the “Show Specials Announced” date, after we've released the full list of show specials, and then again on both event days. You can post it more often than that if you wish! Comments and questions will keep your post near the top of the discussion when it's sorted as “Most Relevant” – so be sure to reply to comments and questions – as that will bump it back up, and prompt more comments and questions. For those vendors who are NOT doing video presentations – the number of posts you make will directly correlate to your sales.
- If your expiration date is later than the end of the event weekend, I recommend that you post your show special a couple more times following the event to remind people that the special is about to end.
- Use this opportunity to grow your Facebook Page for your business – invite people in your posts and replies to join your page, so that you can continue to communicate with them when each VOLUME event ends!

Tips for Vendors doing a LIVE or PreRecorded Video Presentation:

LIVE Videos

- PRACTICE ;-) Do a practice run of your LIVE video in a private group (perhaps for your staff) so that you can get used to manipulating the controls on your phone, and know that your presentation will fit within your scheduled time block. (We STRONGLY recommend that you practice this in a private group. We created a private group of staff to test out using the Facebook video features, so that we had a good understanding of how Facebook LIVE worked.)
- Watch a couple of videos that have some great tips on creating FB LIVE videos:
 - o <https://youtu.be/x7CZHtEfxDw> - This video is full of good information about how to start your LIVE, how to engage the customers from the outset of your video – and more!
 - o <https://youtu.be/wOH2WCusvLI> - How to fix mirror image – if your demo will have words on the pages, you will want to know how to make sure that those words aren't backwards during your live – this video shows you how to find and use those controls. If you want to film in landscape – you'll have to make sure you do not have the orientation locked on the device you are using – and be patient and wait for the live icons to move to the bottom of the screen while in landscape – that will show you that viewers will also see the video in landscape (wide).
- When it's time to start your LIVE – go into the VOLUME event – and start your live INSIDE the group (it's one of the options when you go to create a post in the group)

- DURING the LIVE, it can be helpful, though not required, if you have an additional staff person that can be monitoring and responding to comments. Some comments are actually questions about what you're doing that many others might be thinking, and a simple real-time answer can go a long way in boosting sales.
- When you finish your LIVE – click the blue POST button (this is important so that guests who are late to the event still have the opportunity to watch your video!)
- Following your LIVE, be sure to monitor the comments that have come up under your live, and answer questions and respond to comments!
- Please START your video presentation at your scheduled time, and end your presentation by the end of your scheduled time. You may remain on to answer questions past your scheduled time –but your demo should be completed during the scheduled time.

PreRecorded Videos

- After you have recorded your video – upload it to DropBox using the link we will send you prior to each event details deadline. PreRecorded Videos are due to me by the TUESDAY prior to the event dates.
- We will use OneStream to schedule and stream your prerecorded video as a LIVE video in the Facebook Group.
- Your prerecorded video CANNOT exceed your time – not even by a few seconds – this will interfere with our ability to schedule via OneStream!
- You should log on at your presentation time, and monitor and respond to comments on your LIVestreaming pre-recorded video.
- Please do not delete your video from the cloud until AFTER it has aired. Once it has aired – it is stored on the Group Page – and you can delete to free up room for your next video!

ALL Videos

- We recommend that all videos are presented in LANDSCAPE format – your viewers will get the best view if you record with the picture WIDER than it is TALL. When you film in PORTRAIT – your image will be smaller, as both Facebook and YouTube will make your tall video short enough to fit inside the wide window and leave black space on either side.
- DURING your video – be sure to mention your show special, and give any special instructions about how to redeem that special (where to enter the code, etc.)
- We will be maintaining a dynamic blog post throughout the event and updating it with links to the videos after they have completed so that latecomers can still hop on and watch!
- If you have created a “craft along” kit for customers, and there are still some available for purchase – be sure to let viewers know how to order those if they didn't preorder.



VOLUME 2023 Time & Reservation Contract
 Great Lakes Scrapbook Events – VOLUME 2023
 Online – Facebook Group

Contact Information: [] do not publish address

Prefer to receive information via [] Email or [] Fax

*Indicates program listing fields

*Company Name (exactly as you wish it to appear in promotional materials)

Primary Contact

Secondary Contact

*Address

City

State

ZIP

*Published Phone

Direct Phone

Fax

E-mail

*Website (this is where we will direct shoppers)

Please Reserve for Us:

February 17 & 18 – VOLUME – Babies, Birthdays and Love SPONSOR: Y N

Type of Participation:	Rates:	
15 minute Live Video	1 @ \$125	= _____
30 minute (*see requirements) Live Video	1 @ \$175	= _____
Craft Along- Extra 15 Minutes	1 @ \$FREE	= _____

June 16 & 17 – VOLUME – Summer Splash SPONSOR: Y N

Type of Participation:	Rates:	
15 minute Live Video	1 @ \$125	= _____
30 minute (*see requirements) Live Video	1 @ \$175	= _____
Craft Along- Extra 15 Minutes	1 @ \$FREE	= _____

August 25 & 26 – VOLUME – Flipping for Fall SPONSOR: Y N

Type of Participation:	Rates:	
15 minute Live Video	1 @ \$125	= _____
30 minute (*see requirements) Live Video	1 @ \$175	= _____
Craft Along- Extra 15 Minutes	1 @ \$FREE	= _____

November 17 & 18 – VOLUME – Jolly Holidays SPONSOR: Y N

Type of Participation:	Rates:	
15 minute Live Video	1 @ \$125	= _____
30 minute (*see requirements) Live Video	1 @ \$175	= _____
Craft Along- Extra 15 Minutes	1 @ \$FREE	= _____

Method of Payment:

PLEASE COMPLETE THIS SECTION FULLY – WE DO NOT KEEP CARD NUMBERS ON FILE!!
 (contracts without payment will not be processed)

- Company Check Money Order Master Card VISA AMEX Discover
 PayPal (link on website – please indicate in the notes VOLUME and the dates)
 Please charge my deposit/payments to the following credit card:

Credit Card Account Number (all digits) Exp. Date CVCode

Print Name on Credit Card

Credit Card Billing Address City State Zip

Signature (required for all credit card transactions)

By signing above, I authorize Great Lakes Scrapbook Events to charge event deposits immediately.

PLEASE CHECK ALL THAT APPLY:

- Sign up for all 4 events and receive 10% off!
 Sign up and SPONSOR all 4 events and receive 20% off!
 Pay 50% with contract, with remaining balance due July 1, 2023 or 30 days prior to your final contracted event, whichever comes first.

*Any vendor may sign up for a 15 minute presentation, but any vendor signing up for the 30 minute presentation must include a demonstration or a Craft-Along during their presentation to qualify. Sales only videos limited to 15 minutes.

Total Amount Due (US Dollars) = \$ _____

Exhibitor Description (75 words or less – use reverse if necessary - can be emailed to exhibits@megameet.com –we will publish a list of participating vendors including this description prior to the event. This should be a one paragraph description of your company and what you do and will be used for EVERY VOLUME 2023 Event):

Payment/Cancellation Terms. In order to reserve the virtual event time, a 50% deposit must accompany this signed application. There will be no refunds for cancellation, unless cancelled by the organizer. By signing below, I agree to the Terms & Conditions as outlined here and on page two of this contract. With my participation in this event, I realize that I and/or my products may be included in publicity photos and in future promotional materials. I hereby give my consent to Great Lakes Scrapbook Events to use any such photos and/or comments. Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 621, Hartland, MI 48353. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: info@megameet.com Web: www.greatlakescrapbookevents.com

Signature

Title

Date



Terms & Conditions

Great Lakes Scrapbook Events – VOLUME 2023

Online – Facebook Group

Video Presentation Guidelines:

- A. All products/services displayed and/or promoted during segments must be in reasonable stock and ready to ship.
- B. You must have a product or service relative to the scrapbook industry. In addition, Great Lakes Scrapbook Events reserves the right to determine the eligibility of any applicant for inclusion in the event after evaluation of applicant's history, and shall determine, in its sole discretion, the eligibility of any company or product for inclusion in the event.
- C. All video presentations must be either presented LIVE via a Facebook Live video, or presented through a pre-recorded video that has been previously uploaded to the provided Dropbox link. Prerecorded Videos will be LIVEstreamed in the Facebook Group by GLSE on your behalf.
- D. 15 Minute Presentations can be sales only, but longer presentations must include a demonstration (teaching a technique) or a Craft-Along. Vendors committing to a Craft-Along project will receive a BONUS 15 minutes for their presentation.
- E. A Craft-Along is defined as a project kit that is available for pre and post event purchase that is taught during your presentation. If you commit to a Craft Along – a link to purchase your project kit must be provided 3 weeks prior to the event. Creating a 1-2 minute promotional video for your Craft Along is optional.
- F. The event is open to the public. Vendors shall provide buyers with receipts for all sales. Vendors shall be solely responsible for obeying state or local sales tax laws.
- G. Vendors may not begin their video segments until their appointed times. Videos may not exceed their scheduled times.

Facebook Group Guidelines:

- H. You may join the group as both your business page and yourself. In order to successfully add your business page to the group, you will need to join as the business page before joining as yourself. You may have to leave the group as yourself if you have already joined in order to join as your business page. You can rejoin as yourself once your page has joined.
- I. You may post information about your company, sales, specials, and links to things happening on your Facebook Page, Blog or Website, etc. according to the schedule provided in the Exhibitor Info document. The group posts are moderated – and no vendor posts will be approved outside of the posting window for each event.
- J. You may answer consumer questions on the group at any time; however, promotional posts will be declined outside of the posting window described above.
- K. Vendors shall refrain from making negative comments or reactions to other vendors' videos or posts. Violators will not be invited back for future events. Keep your differences private, and off of the VOLUME Facebook Group.

Vendor Payment/Cancellation Terms: 50% deposit **must** accompany the application. By furnishing the required signature you are authorizing the charge against your credit card for the requested fees. If the Vendor does not meet the terms and conditions of completed Vendor forms, show management reserves the right to cancel the Vendor contract and retain any and all payments made by Vendor. There will be no refunds for cancellation, unless cancelled by the organizer. Scrapbooks Mega Meet, LLC dba Great Lakes Scrapbook Events reserves the right to administer a \$35.00 fee for returned checks. All returned checks must be replaced with a certified check, money order, or valid credit card.

Competition: We do not guarantee that competing businesses will not be allowed to exhibit at this event. If there are specific competitors you do not wish to be placed on the schedule immediately before or after, please notify us and we will attempt to avoid placing your presentation times in close proximity to each other, however we cannot offer any guarantee that this will be possible.

Great Lakes Scrapbook Events does not control the shipping arrangements. You are responsible for making shipping arrangements for products ordered through this event.

Issues not covered herein: Great Lakes Scrapbook Events shall rule upon all matters or issues not covered herein, regarding questions, disputes, or problems which may arise pertaining to issues not specifically covered and/or agreed upon in the foregoing paragraphs of this contract, and such ruling, when made, shall be binding both on the Vendor and Great Lakes Scrapbook Events.

Great Lakes Scrapbook Events retains the right to shut down a video and cancel this contract at any time for failure by Vendor to perform, meet or observe any of the Event Rules, Regulations, Terms or Conditions, and such Vendor shall not be entitled to a refund of any payment. Great Lakes Scrapbook Events shall be entitled to eject a vendor at any time, in whole or in part, or any Vendor or its representatives, without giving cause. In such case, Great Lakes Scrapbook Events' responsibility shall not exceed the return to Vendor of amounts of rental unearned at the time of ejection. Great Lakes Scrapbook Events reserves the right to amend, without written notice these rules, regulations and conditions or to issue amendments or modifications as it deems necessary.

Liability, Security and Insurance: All Vendors must obey all rules and regulations set by the Facebook, the City, State, and Great Lakes Scrapbook Events.

Great Lakes Scrapbook Events shall have no liability whatsoever to any Vendor for any personal injuries, whether suffered by a Vendor, their employees or invited business associates; nor any liability for loss or damage resulting from any cause to the property of the exhibition, Vendor employees or business associates. Each Vendor, in making application for exhibit time, agrees to protect, indemnify, and hold harmless the Great Lakes Scrapbook Events from any and all claims, liability, damage, or expenses asserted against them or incurred by them as a result of, or in connection with, any loss of or damage to property, or injury to persons resulting from, arising out of, or in any way connected to the negligence or wrongful acts of the Vendor, their agents or employees for any injury to persons or damage to property Great Lakes Scrapbook Events shall in no case be liable to any Vendor for any lost profits, sales or business opportunities or any other type of direct or consequential damages alleged to be due from a breach of this contract. It is understood and agreed that the sole liability of Great Lakes Scrapbook Events to the Vendor for any breach of this contract shall be for the refund of amounts paid by the Vendor.

SCRAPBOOKS MEGA MEET LLC, ITS OFFICERS, AGENTS AND EMPLOYEES EXPRESSLY DISCLAIM ANY AND ALL LIABILITY FOR ANY LOSS, DAMAGE, OR INJURY TO PERSON OR PROPERTY SUSTAINED BY A VENDOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF GREAT LAKES SCRAPBOOK EVENTS, ITS OFFICERS, AGENTS AND EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES. THE UNDERSIGNED VENDOR HEREBY AGREES TO FULLY INDEMNIFY AND HOLD FOREVER HARMLESS GREAT LAKES SCRAPBOOK EVENTS, ITS OFFICERS, AGENTS AND EMPLOYEES FOR ANY LOSS, DAMAGE OR INJURY SUFFERED BY A VENDOR, HIS AGENTS, OR ANY OTHER PERSON, CAUSED BY FIRE, THEFT, WATER, ACCIDENTS OR IN ANY OTHER MANNER, WHETHER CAUSED BY AN ACT OR FAILURE TO ACT, EITHER INTENTIONALLY OR NEGLIGENTLY CAUSED BY CONDUCT OF GREAT LAKES SCRAPBOOK EVENTS, ITS OFFICERS, AGENTS AND EMPLOYEES, OR BY ANY OTHER PARTY OR PARTIES.

It shall be the responsibility of each Vendor to maintain insurance coverage against injury to persons or damage to or loss of property or to meet its obligations under this agreement, in such amounts as the Vendor deems adequate, at his or her own expense. Insurance protection will not be offered by Great Lakes Scrapbook Events.

Litigation: In the event of litigation arising out of any or in any way resulting from the Agreement or the subject matter of this Agreement, the undersigned agrees that the Vendor shall pay Great Lakes Scrapbook Events' costs and fees, including reasonable attorney's fees incurred if a final judgment is taken in favor of Great Lakes Scrapbook Events. The undersigned agrees that the venue for any litigation shall be in Livingston County, Michigan, and interpretation of the terms and conditions contained herein shall be governed by Michigan law. The undersigned agrees that any action relating to or arising out of this Agreement or the subject matter thereof shall be brought within one year of the date on which the cause of action sought to be enforced occurred.

Show Cancellation/Acts of God: Great Lakes Scrapbook Events will not be responsible if the convention is canceled due to acts of terrorism, fire, tornado, or other acts of God. Refunds shall be made solely at the discretion of the Management, after consideration of expenditures and commitments already made.

Company Name	Signature	Date
I agree to these Vendor Rules and Regulations		

Address all applications, correspondence and make checks payable to: Scrapbooks Mega Meet LLC – PO Box 621, Hartland, MI 48353. Phone: 248-583-7133, Fax: 734-758-0183, E-Mail: info@megameet.com Web: www.greatlakesscrapbookevents.com



Details
Great Lakes Scrapbook Events – VOLUME 2023
2023 Details Sheet
 Online – Facebook Group

Company Name: _____

Event Month (e.g. February VOLUME): _____

Please provide a short TITLE (100 characters or less) for your video presentation or email to kate@megameet.com*:

I am planning to my video presentation:

- Live Prerecorded

*Prerecorded videos must be uploaded to the Dropbox link (which will be provided to you in an email prior to the event) no later than the deadline.

Please indicate your preferred time assignment:

- Friday Saturday Either
 Morning Afternoon Either

*Please note that morning slots are generally all requested and assigned to sponsors.

My presentation will be:

- Sales Only Demonstration/Sales Craft-Along/Sales

I would like to sponsor a prize package (minimum \$100 value):

Times will be assigned first to those vendors who commit to sponsoring the virtual event with a prize package with a value of \$100 or more, sponsors will also be responsible for shipping prize packages to winners, and after sponsors are assigned, time assignments will be made in the order that agreements are received.

- Yes No

I will ship that prize to:

- US Only US/Canada International

I want to give my prize away in one package or two \$50 value packages.

- One \$100 value prize Two \$50 value prizes

Describe your prize package and email a photo to kate@megameet.com*:

I will be creating a “Craft-Along” kit for my demonstration:

- Yes No

If you answered YES above, do you wish to be scheduled for the FREE extra 15 minutes for participating in a Craft-Along:

- Yes No

If you answered YES to creating a “Craft-Along” kit – will you create a 1-2 minute Promo Video for your “Craft-Along”:

- Yes No

Upload the promo video to the Dropbox link (which will be provided to you in an email prior to the event) no later than the deadline for this event for inclusion.

Direct link to purchase “Craft-Along” kit or email to kate@megameet.com*:

Please provide the text of your show special, including any necessary codes and the expiration date or email to kate@megameet.com* You are encouraged to be creative with your special – but a Show Special must be provided:

*see the Exhibitor Info document for the complete schedule of deadlines.

 Initials