



International Christian Retail Show **2012**

## Buyers Bag Inserts

Deadline: June 15, 2012

**Company:** \_\_\_\_\_ **Contact:** \_\_\_\_\_  
**Booth #:** \_\_\_\_\_ **Phone:** \_\_\_\_\_ **E-Mail:** \_\_\_\_\_

### Reservations and Material Deadlines

Item	Reservations	Material
Buyers Bag Inserts	June 15	June 29

### Buyers Bag Inserts: (1,300 inserts/product samples needed)

Insert charge \$1,100

#### **Description:**

Retailers pick up their buyers bags immediately after registration and will read your inserted promotional materials prior to hitting the Show floor.

#### **Benefits:**

- Drive traffic to your booth with promotional materials and giveaways.
- Reach thousands of enthusiastic buyers as they first arrive at the Show.

#### **Specs:**

- Your company places insert(s) into each of 1,300 buyers bags.
- Cost: \$1,100
- Inserts must be delivered to the printer by **June 29, 2012**.
- **Shipping Instructions** (mark all boxes as shown below):

#### **\*Label all boxes with Company Name and Booth #**

Ship to:

Spectrum Print Communications  
C/O - Parke Hill, CBA Buyers Bag Inserts  
3640 Princeton Oaks Street  
Orlando, FL 32808

**Send 1,400 inserts (CBA is not responsible for shortage)**

**AD RESERVATIONS: 856-582-0690**

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