



Company: _____ **CBA ID:** _____ **Booth#:** _____*

Contact: _____ **Phone:** _____ **E-Mail:** _____

Sponsorship: Training Workshops
Total: \$200 per workshop

Date/Times: **Tuesday, July 17, 2012**
8:30 AM-9:30 AM

- Common Mission: Building Church Relationships for Local Impact
- E-Books: Hand Selling E-Books

- 10:00 AM-11:00 AM
- Retail Trends: What Does Your Customer Say?
- Fair Trade: Impacting Lives Beyond the Products

Wednesday, July 18, 2012
8:30 AM-9:30 AM

- The Write Way: Retailers Partnering with Authors
- Online Showrooms: Blending Technology with In-Store Experience

- 10:00 AM-11:00 AM
- New Markets: Expanding the Christian Store Lifestyle Model
- Tough Competition: How to Develop a Team to Serve Today's Customer

- Includes:**
- Includes 5-min stage time to greet and introduce workshop.
 - Sponsor recognition in all pre-Show and onsite marketing, including ICRS Web site, E-blasts, onsite program, workshop signage, and additional marketing pieces as marketing schedule allows.
 - 6' table will be placed by door for any materials sponsor may wish to distribute after the workshop is completed.

- Deadlines:** May 30, 2012
- Signed confirmation and logo to CBA for inclusion in on-site graphics and program.

* Please note that the sponsor must be exhibiting at the Show to participate.

Signature: _____ **Date:** _____

- Office Use Only -

Date Rec'd _____ **Chg** **Chk#** _____ **Amt** _____

ICRS 2012 Payment Info

Full Payment Required

Sponsorship: **Training Workshops** Amount: \$ _____

Company: _____ CBA ID#: _____

Payment Info: **Check Enclosed:** # _____ (Made payable to 'CBA' and in U.S. Funds drawn on a U.S. Bank)

or **Visa** **MC** **AMEX** **Discover**

Cardholder's Name (Please Print): _____

Card #: _____

Exp: _____ CVV Code: _____

Card Billing Address: _____ Zip: _____

Signature: _____