





**CHA SHOW CODE OF CONDUCT**

Each visitor is expected to conduct himself or herself in a courteous manner and respect the rights of CHA Show exhibitors and other show attendees.

Smoking is not allowed inside the Convention Center at any time.

Photography is NOT permitted of ANY exhibit including the Innovations display. This includes, but is not limited to, cell phone cameras, digital cameras, Im cameras and video cameras.

Guests and non-exhibiting manufacturers are not allowed to conduct business on the show floor (a/k/a suitcasing). CHA reserves the right to escort any attendee from the show floor, if they are reported to be soliciting business at the show and are not an exhibitor.

**TRADE SHOW ADMISSION POLICY**

Admission to the Trade Show is restricted and by license only, revocable by CHA at any time. You are not permitted to engage in any activity that is unlawful, in violation of the Trade Show Rules or the convention center lease terms, or is anti-ethical to the purposes and good order of the Trade Show and its operation by CHA. CHA reserves the right to revoke your license and to have Security remove you from the Trade Show premises at any time without prior notice. If CHA revokes your license, CHA will refund to you the admission fee paid by you in exchange for surrender of the admission badge issued to you.

**BUYER CATEGORIES**

**Joining as a Buyer Member Company?**

If your business wishes to join CHA, dues will be assessed on how many store-front locations you own/operate (item 1) **OR** if not a store-front retailer, select ONE of the other Buyer categories (see items 2-5). **OR**

**Registering to attend show and not join CHA?**

Non-Member Badge Fees are \$150/person for employees registering to attend the Show from these types of businesses:

**1. STORE-FRONT RETAILER:** A retailer is a company whose principal craft and hobby business is the sale of merchandise at retail from one or more brick-and-mortar store locations and sells such items known to the trade as craft and hobby products, supplies or parts thereof, to the consumer or end-user. Note: For a retailer that also has an internet store (e-commerce website), the Association will consider the store-front business only for the purpose of this member sections and dues assessment.

**For Store-Front Retailer member or non member attendees,** please submit business qualifications with registration form and payment:

1. **At least 3 paid invoices (recent) from industry suppliers; \$200 minimum for each**
2. **Resale tax certificate or business license for industry-related business**
3. **EIN (employer identification number)**
4. **Store-front photograph; or store/commercial lease or mortgage**
5. **Paid bill from either a utility, phone or ISP company; or a "Yellow Pages" listing**

Select the number of stores in the chart below:

No. of Stores	Dues	No. of Stores	Dues
<input type="checkbox"/> One store	\$ 150	<input type="checkbox"/> 51-100 Stores	\$ 6,000
<input type="checkbox"/> 2-4 stores	\$ 300	<input type="checkbox"/> 101-150 Stores	\$ 10,000
<input type="checkbox"/> 5-10 stores	\$ 750	<input type="checkbox"/> 151-200 Stores	\$ 12,500
<input type="checkbox"/> 11-25 stores	\$1,250	<input type="checkbox"/> 201+ Stores	\$ 15,000
<input type="checkbox"/> 26-50 stores	\$3,000		

See following page for these Buyer Categories' dues and business qualifications:

- Internet/Catalog Retailer
- TV/Media Sales Retailer
- Professional Crafter
- Institutional Buyer



### Dues for other Buyer Categories (items 2, 3, 4 or 5):

Membership dues are assessed on worldwide revenue in craft products (in the 12 months preceding the submission date of this application). Select one of the buyer categories (A) and the worldwide business revenue (B) below:

(A) Buyer Categories	(B) Revenue	Dues
<input type="checkbox"/> Internet/ Catalog Retailer	<input type="checkbox"/> Less than \$500	\$ 150
<input type="checkbox"/> TV/Media Sales Retailer	<input type="checkbox"/> \$500K - \$2mil	\$ 300
<input type="checkbox"/> Professional Crafter	<input type="checkbox"/> \$2 mil - \$5mil	\$ 500
<input type="checkbox"/> Institutional Buyer	<input type="checkbox"/> More than \$5mil	\$1,000

**2. INTERNET/CATALOG RETAILER:** An internet/catalog retailer is a company whose principal craft and hobby business is the sale of merchandise at retail via an e-commerce website and/or catalog and sells such items known to the trade as craft or hobby products, supplies, kits, or part thereof, to the consumer or end-user. This type of retailer does not have any brick-and-mortar store locations and does not sell self-manufactured or handmade items (see Professional Crafter).

**For Internet/Catalog Retailer member or non-member attendees,** please submit business qualifications with registration form and payment:

1. **At least 3 paid invoices (recent) from industry suppliers, \$200 minimum for each**
2. **Company website with unique domain name (placeholder not acceptable)**
3. **Resale tax certificate or business license for industry-related business**
4. **Paid bill from the ISP (internet service provider) and/or copy of the catalog**

**3. TV/MEDIA SALES RETAILER:** A TV/media sales retailer is a company whose principal craft and hobby business is the sale of craft, hobby or gift merchandise at retail via a television program which is broadcast regularly on a television network, cable station or available services are internet-based only. This member company may also market industry-related instructional videos which are broadcast and sold via an e-commerce website.

**For TV/Media Sales Retailer member or non-member attendees,** please submit business qualifications with registration form and payment:

1. **At least 3 paid invoices (recent) from industry suppliers, \$200 minimum for each**
2. **Company website with unique domain name (placeholder not acceptable)**

3. **Resale tax certificate or business license for industry-related business**

4. **Sample of television or video products or services**

**4. PROFESSIONAL CRAFTER:** A professional crafter is a company whose principal craft and hobby business is home-based production (non-factory-also known as cottage industry business), whereby finished products or handmade/one-of-kind items, gifts or collectibles are produced and sold on consignment, through special orders, at regional craft shows, or via an e-commerce website. This company wishes to place orders for craft or hobby products, supplies or parts thereof, with manufacturers, importers or distributors within this industry.

**For Professional Crafter member or non-member attendees,** please submit business qualifications with registration form and payment:

1. **At least 3 paid invoices (recent) from industry suppliers, \$150 minimum for each; and/or receipts for supplies purchased at retail \$450 minimum total**
2. **Billing invoices to customers with combined total of \$400**
3. **Resale tax certificate or business license for industry-related business or EIN (employer identification number)**
4. **Paid bill from either a utility, phone or ISP company; or a "Yellow Pages" listing**

**5. INSTITUTIONAL BUYER:** An institutional buyer represents a school, college, hospital, youth day camp or senior citizen group or facility; a museum; any state or government office, department or institution; a US military skill development center; any business whose primary commerce is outside of the craft and hobby industry but wishes to place orders for craft or hobby products, supplies or parts thereof, with manufacturers, importers or distributors within this industry.

**For Institutional Buyer member or non-member attendees,** please submit business qualifications with registration form and payment:

1. **At least 3 paid invoices (recent) from industry suppliers; \$200 minimum for each**
2. **Legal documentation attesting to the group's status as a non-profit or not-for-profit organization; any information showing services/products of the organization**
3. **Organization's website with unique domain name**
4. **Resale tax certificate or business license**
5. **Employer identification number (EIN)**



## INDUSTRY PROFESSIONAL CATEGORIES

### Joining as an Industry Professional Member Company?

If your business wishes to join CHA, there is a single dues amount of \$150.00 per company.

**OR**

### Registering to attend show and not join CHA?

Non-Member Badge Fees are \$150/person for employees registering to attend the 2009 CHA Winter Show from these types of industry professional businesses:

**A) MANUFACTURER REPRESENTATIVE:** A manufacturer representative is an individual sales agent or a sales agent firm that represents and sells products offered by current CHA supplier and distributor members; is paid by commission by their clients; and calls on wholesale and retail accounts within the craft and hobby industry; and does not manufacture products or carry inventory of the products they sell or represent.

*Note: Manufacturers Representatives MUST represent a member Manufacturer or Distributor; otherwise, they may join as a Manufacturer, see item 6, or pay a \$150/person badge fee to attend the show as a Manufacturer.*

**For Manufacturer Representative member or non-member attendees,** please submit business qualifications with registration form and payment:

1. **Business or tax license or EIN (employer identification number)**
2. **Company name(s) and contact information of one or more of your CHA manufacturer an/or distributor clients; please list below:**

a) Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone: \_\_\_\_\_

Contact's Email: \_\_\_\_\_

b) Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone: \_\_\_\_\_

Contact's Email: \_\_\_\_\_

3. **Company website** \_\_\_\_\_

4. **Paid bill from either a utility, phone or ISP addressed to your business; or a business-to-business "Yellow Pages" listing.**

**B) DESIGNER:** A designer is an individual or firm that conceives, invents, creates or executes decorative crafts or artistic work for licensing or for sale to members of the craft and hobby industry.

**For Designer member or non-member attendees,** please submit business qualifications (current qualifications must be no older than 3 years prior to this application) with registration form and payment:

1. **State or federal tax form or proof of taxable craft-related business activity**
2. **Four (4) of the following items:**
  - a. **Company check**
  - b. **Work contract for services or licensing agreement**
  - c. **Written recommendation from current CHA supplier member**
  - d. **Proof of product design and development or design portfolio**
  - e. **Sole authorship of a published book, 16-page minimum**
  - f. **Proof of three 3 published designs in any of the following media: a multi-authored book, brochure, catalog, magazine, website, video or manufacturer's advertisement or project sheet.**
  - g. **Proof of TV appearances, demonstrations or teaching classes to recreate one's own designs at consumer or trade shows, in-store classes for retailers or via online webinars.**

**C) EDUCATOR/DEMONSTRATOR:** An educator/demonstrator is an individual who teaches in a store, studio, private/public school or other educational institution; conducts classes which use products from the craft and hobby industry; is directly involved in instructing students in using craft materials, products and supplies as part of their education and does not have any buying authority from their employer(s); OR is a home-party direct sales consultant interested in learning about industry products but does not have any buying authority from their employer's corporate office.

**For Educator/Demonstrator member or non-member attendees,** please submit three (3) of these business qualifications with registration form and payment:

1. **Letter of referral on store/institution's letterhead from supervisor attesting to your current employment**
2. **Payroll stub or proof of compensation for your teaching services**
3. **Documentation, either in print or online, listing your classes or services as an instructor or direct sales consultant**
4. **Company website or blog; website link on a corporate site with your information if a home-party direct sales consultant**



## SUPPLIER CATEGORIES

### Joining a Supplier Member Company?

If your business wishes to join CHA dues will be assessed on a worldwide revenue of craft products and services (in the 12 months preceding the calendar date of this application) as shown on the 12-tier Revenue Based Dues Schedule below:

Revenue	Dues	Revenue	Dues
<input type="checkbox"/> Less than \$250k	\$ 400	<input type="checkbox"/> \$8 mil - \$15 mil	\$ 2,200
<input type="checkbox"/> \$250k - \$500k	\$ 550	<input type="checkbox"/> \$15 mil - \$30 mil	\$ 3,000
<input type="checkbox"/> \$500k - \$1 mil	\$ 850	<input type="checkbox"/> \$30 mil - \$50 mil	\$ 4,200
<input type="checkbox"/> \$1 mil - \$3 mil	\$1,150	<input type="checkbox"/> \$50 mil - \$70 mil	\$ 5,500
<input type="checkbox"/> \$3 mil - \$5 mil	\$1,450	<input type="checkbox"/> \$70 mil - \$100 mil	\$ 7,200
<input type="checkbox"/> \$5 mil - \$8 mil	\$1,650	<input type="checkbox"/> More than \$100 mil	\$10,500

OR

### Registering to attend show and not join CHA?

Non-Member Badge Fees are \$150/person for employees registering to attend the 2009 CHA Winter Show from these types of supplier businesses:

**6. MANUFACTURER/IMPORTER:** A manufacturer/importer is a company that produces and/or imports craft and hobby merchandise with a recognized trade name or mark on the merchandise that is being sold and is an exclusive supplier of these products. A manufacturer may also make, repackage and/or own proprietary rights to products that are for trade or professional use only by members of CHA, or companies eligible for membership in CHA; these products are not intended to be resold to consumers. A manufacturer can also make or resell non-craft/hobby allied products which can be used in conjunction or in combination with the creation of craft and hobby merchandise.

**7. DISTRIBUTOR:** A distributor buys and sells craft/hobby merchandise under its company name, carries adequate inventories to fill orders; assembles its merchandise from many supplies in large quantities and resells smaller quantities to wholesalers or retailers. A distributor may also be the exclusive agent for a manufacturer/importer in a designated territory, region, or country. At least 80% of total business must be at wholesale with a lesser amount in retail sales.

**For a Manufacturer/Importer OR Distributor member or non-member attendees,** please submit business qualifications with registration form and payment. (See list no. 1-4)

**1. Company website, catalogs, price sheets, literature, photography or other documentation illustrating product(s) that are manufactured or imported**

**2. Names and addresses of six (6) current craft/hobby wholesale and/or retail accounts**

**3. Business license**

**4. Employer identification number (EIN)**

**8. SERVICE PROVIDER:** A service provider is a company which offers or sells business-to-business services which could be of benefit to craft and hobby industry members. Examples of these services include, but are not limited to: financial/banking/legal services, OEM, POS systems, software development, product development, supply chain management, advertising services, printing, creative consulting, editorial services and technical writing, marketing and public relations, personnel recruitment, staff development and sales coaching, fulfillment, mailing or shipping services, video-taping and production services.

**For Service Provider member or non-member attendees,** please submit business qualifications with registration form and payment:

**1. Company website, catalogs, literature, photography or other documentation illustrating service(s) that your company provides**

**2. Names and addresses of four (4) current clients or a reference from a current CHA Supplier or Publisher member company**

**3. Business license**

**4. Employer identification number (EIN)**

**9. CONSUMER PUBLISHER & OTHER MEDIA:** A consumer publisher is a company whose principal craft/hobby business is the dissemination of published information intended for consumers via periodicals, magazines, books, television programming (instructional or entertainment) and/or via internet website(s) and/or seeks advertisers, subscribers and/or viewers within the craft and hobby industry.

**10. TRADE PUBLISHER:** A trade publisher is a company whose principal craft/hobby business is published information intended specifically for the trade (business-to-business) marketplace.

**For Consumer Publisher/Media or Trade Publisher member or non-member attendees,** please submit business qualifications with registration form and payment:

**1. Company website**

**2. Copy of primary periodical/magazine or catalog of book titles**

**3. Business license**

**4. Employer Identification Number (EIN)**



## Pre-Registration Deadline: December 17, 2008

After December 17, 2008, please bring all business qualifications with payment to the Non-Member Qualifications Desks in Show Registration at the Anaheim Convention Center, Anaheim, CA. Please print and complete the following:

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Street \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_ Website \_\_\_\_\_

### 1. Check one:

- My company is joining CHA for 2009 (dues are not pro-rated)
- My company is reinstating a lapsed membership (within 3 years)
- My company is attending the CHA Winter Show as non-members

### 2. My company has chosen one of the following membership OR badge types below:

- Store-Front Retailer (no. of stores) \_\_\_\_\_
- Internet/Catalog Retailer
- Professional Crafter
- Institutional Buyer
- TV/Media Sales Retailer
- Designer
- Educator/Demonstrator
- Manufacturer/Importer
- Distributor
- Service Provider
- Consumer Publisher & other Media
- Trade Publisher
- Manufacturer Representative

### 3. Has your company previously attended CHA Shows?

- 2008 Winter Show (Anaheim, CA)
- 2008 Summer Show (Rosemont, IL)
- 2007 Winter Show (Anaheim, CA)
- 2007 Summer Show (Rosemont, IL)
- 2006 Winter Show (Las Vegas, NV)

### 4. The product my company is interested in seeing and placing orders to buy at the show are:

- Art Materials
- B2B Services
- Beads/Jewelry
- Books
- Ceramics
- Crafts
- Displays/Fixtures/POS Systems
- Fabric/Quilt/Sewing
- Floral Supplies
- Framing
- General Merchandise
- Gifts & Collectibles
- Glass Crafts
- Hardware/Home Improvement
- Home Décor
- Housewares
- Models & Hobbies
- Needlecrafts
- Rubber Stamps
- Scrapbooking
- Stationery
- Toy/Educational
- Woodcrafts
- Yarn/Knitting/Crochet

### 5. Register for the Show

**Sta Badges** (If more space is required, please attach typed list of names)

NOTE: Registering individuals under the age of 14 for show badges is against the Trade Show Admission Policy. Also, no individual under the age of 18 is allowed on the premises during exhibitor move-in/move-out.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_  
 First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Email \_\_\_\_\_

### 6. Payment

A) My company has supplied complete business qualifications listed for the badge or membership type chosen under item 2 in left column.

Yes  No

B) My company is joining CHA or reinstating CHA membership. We have reviewed the dues schedule for the section chosen under item 2 in left column.

Our 2009 dues amount is \$ \_\_\_\_\_ (Members are not charged badge fees for sta )

#### OR

My company is attending as a non-member business and paying badge fees our sta at \$150/person

\_\_\_\_\_ No. of sta x \$150 each = \$ \_\_\_\_\_

C) Total payment amount for membership dues or badge fees are \$ \_\_\_\_\_

American Express  Visa  Mastercard  Discover  Check # \_\_\_\_\_

Account# \_\_\_\_\_

Exp Date \_\_\_\_\_ CCV# \_\_\_\_\_

Cardholder Name (please print) \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State/Prov \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Funds must be drawn on a U.S. financial institution and paid in U.S. dollars

D) Complete all the information on this Show Registration Form and send with the appropriate Business Qualifications AND payment for Membership Dues (or Badge Fees) to CHA by ONE method only:

**Fax: (201) 797-0657**

**Mail to: CHA 2009 Winter Show Registration**

**Craft & Hobby Association**

**319 E. 54th Street, Elmwood Park, NJ 07407 USA**

Please allow 7 business days for processing; the primary or registration contact will be emailed or called with your company's CHA ID when processing is completed.

#### QUESTIONS?

EMAIL is the best method to contact sta who can assist you:

CHA IDs and Badge registration: [registration@craftandhobby.org](mailto:registration@craftandhobby.org)

Business qualifications and badge/membership types:

[membership@craftandhobby.org](mailto:membership@craftandhobby.org)

Phone: (201) 835-1220 from 9:00am – 5:00 pm EST or

Toll free (800) 822-0409 (in US only)

For CHA use Only: \_\_\_\_\_ Date rec.: \_\_\_\_\_  
 CHA ID/Badge Type: \_\_\_\_\_ CHA approval: \_\_\_\_\_

**\*A unique email for each registrant ensures that an ExpressPass® barcode can be emailed prior to the show**