

Seminar Crowds, Inc. Application Order Form

(Please be sure to use our most current version (**013017**) found at www.seminarcrowds.com)

Thank you for your order! Please read these instructions below then complete pages 2 and 3 of this application order form and simply fax or email pages 2 and 3 of this form. Your payment can follow after you receive your invoice. Your invoice will follow in about 1/2 business day.

Your Account Manager will set up your RSVP/800# and send you a copy of your invitation proof and mailing list count for your review. Please review these carefully.

We cannot mail without payment, proof approval and mailing list approval.

To complete your application, please determine the following:

- **Number to Mail:** If you don't know your typical/average response rate we suggest the following "rule of thumb" on your first order: Anticipating a 0.75% response rate based on total seating capacity, order enough to fill your seminar(s). **Example:** You planned 2 seminars with seating capacity of 35 each, you can accommodate 70 people so mail 10,000 **or more**. Adjust future orders as needed, depending on actual response rates.
- **Estimated Mail Date:** We suggest 14 days prior to your first seminar date for any First-Class mailed invite and 21 days prior on all Standard mailed invites. We mail within 1-2 business days of this date. **Note:** Please consider adding 3-4 days onto your mailing lead time during November-March to account for bad weather.

➤ **Estimated Delivery Times (Days to mailbox!)**

	<u>First-Class</u>	<u>Standard Mail w/ SCF Drop-Ship</u>
USPS Estimates =>	3-5 days	7-11 days
Our Experience =>	2-7 days	3-11 days

NOTE: NEITHER SEMINAR CROWDS, INC. NOR THE USPS GUARANTEE DELIVERY TIMES



NOTE: Subtract 1¢ Per Piece for Payment by Check or EFT



Mailer Size=>		<u>Regular Card</u>	<u>Large Card</u>	<u>Bi-Fold</u>	<u>Tri-fold</u>	<u>Big Window</u>	<u>Royal Deluxe Wedding Style w/ Optional Envelope</u>
		<u>(4.125" x 5.5")</u>	<u>(5.5" x 8.5")</u>	<u>(6" x 9")</u>	<u>(4.125" x 6.93")</u>	<u>(4.125" x 9.5")</u>	<u>(8.5" x 11")</u>
Delivery Method=>		<u>1st Class</u>	<u>Standard</u>	<u>Standard</u>	<u>Standard</u>	<u>Standard</u>	<u>Standard</u>
			+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship	+ SCF Drop Ship
Total # to mail	20000	\$0.375	\$0.420	\$0.445	\$0.480	\$0.510	\$0.600
	15000	\$0.405	\$0.455	\$0.485	\$0.545	\$0.545	\$0.620
	12500	\$0.425	\$0.475	\$0.490	\$0.560	\$0.565	\$0.630
	10000	\$0.455	\$0.485	\$0.495	\$0.565	\$0.595	\$0.640
	7500	\$0.465	\$0.525	\$0.525	\$0.600	\$0.625	\$0.670
	5500	\$0.465	\$0.555	\$0.570	\$0.630	\$0.665	\$0.710
	4500	\$0.525	\$0.575	\$0.615	\$0.650	\$0.715	\$0.730
	3500	\$0.575	\$0.615	\$0.645	\$0.680	\$0.745	\$0.770
	2000	\$0.625	\$0.645	\$0.685	\$0.720	\$0.785	\$0.840
Add	Full Color	+ \$0.02	+ \$0.04	\$0.04	+ \$0.06	+ \$0.08	INCLUDED
Add			Gold Border + \$0.02				Envelope + \$0.04

Rush Service Availability:

Need an order out within the next 5 days? No problem.

To mail within 5 days of order submission please add \$125.00 for Rush Service.

CONTACT INFORMATION

SCI Sales Agent: _____ SCI Account Manager: _____
 (Leave blank if first order)

1st Seminar Date: ____/____/____ Estimated Mail Date (EMD): ____/____/____

Presenter: _____ Contact: _____

Company: _____ FMO/Parent Company: _____

Address: _____ City: _____ St: ____ Zip: _____

Phone: (____) _____ - _____ Fax: (____) _____ - _____ Email: _____

SEMINAR and PROOF INFORMATION**Invitation Type:**

- Regular Post Card Large Post Card 6 x 9 Bi-Fold Tri-fold (*Blue Cloud or Green Leaf or Flag*)
- Big Window Mailer Royal Deluxe Wedding Style: Add Envelope? Y / N (small charge applies – see page 1 for details)
- Add Full-Color Printing** to My Invitation (Small extra charge applies – see page 1 for details)

Seminar Title _____

- Use Seminar Crowds, Inc. Template Use my previous mailer as template I am providing text/instructions
- Security Disclosures attached License # Needed On Invitation? _____

	Dates to Appear on Invitation				(SAMPLE)	Overflow Dates?	
Day of Week					Wednesday		
Seminar Date					06/08/17		
Lunch/ Dinner					Dinner		
Seating Capacity					50		
Start Time					6:00 PM		

(Please avoid hotels, country clubs, and lower-end restaurants – our experience is that these locations usually produce poor responses)

Venue: _____

Address: _____

City: _____ St: _____ Zip: _____

RSVP INFORMATION**Required:**

- Yes, Please Setup my 24/7 Toll-Free Reservation Line for My Events** \$ _____
Setup Fee: (\$75 for first mailing. \$25 each mailing thereafter)

Optional:

- Gather Addresses of Callers **\$35.00** \$ _____
- Confirmation Calls (1-5 days prior) **\$125.00** \$ _____
- Gather Meal Selections at time of reservation **No Charge**

RSVP TOTAL \$ _____

- No, I will use my own RSVP phone#:** (____) _____ - _____

DEMOGRAPHIC AND ZIP CODE CRITERIA

Number to mail: _____ Search ID#: _____

Required

Age Range _____ (Recommended-56+) Income* _____ (Recommended-ALL INCOMES)

*(Note: Using an income filter such as \$20K and up eliminates prospects with high assets but low income, e.g. widows)

*If you have questions about data selects or wish to use a select you do not see listed below,
Please give us a call first before submitting this application.***(Optional)**

- Confirmed Homeowners **add \$0.015** to price per piece
- Net Worth Model **add \$0.02** to price per piece
- Income Producing Assets (IPA) Model **add \$0.02** to price per piece
- OTHER (additional charges may apply) _____
- Single Family Dwelling Unit (SFDU)** – No Charge (If you've selected Confirmed Homeowners above do not select)
(This Select Eliminates Apartments/Condos/P.O. Boxes and increases the *probability* of reaching a homeowner)

Eliminate the following: (Remember, many people *own* apartments and condos)

- Apartments/Condos P.O. Boxes

Zip Codes: Pull names from specific zip codes -or- Radius: Zip Code & Distance_____
(First code)_____
(Second code)

- Pull addresses from codes in order listed; do not use last codes unless necessary to make total
- Pull addresses randomly, using all codes

PAYMENT INFORMATION**Payment Method:****NOTE: When selecting a payment method with this indicator (*) Subtract 1¢ Per Piece**

- Credit Card Check* EFT* Pitney Bowes Financing* (Subject to credit approval)

Please do **NOT** send payment until you receive your invoice from Seminar Crowds, Inc. Accounting Department

SEND INVOICE TO _____ EMAIL ADDRESS _____

Read before signing:

I agree to not duplicate this Mailing Program in any manner, as it is protected under intellectual property rights © Seminar Crowds, Inc. (SCI), 2017. I authorize SCI to print my invitations and submit them within 1-2 business days of my estimated mail date to the USPS for delivery. **I acknowledge and agree that SCI does not guarantee response rates, results, or delivery by the USPS. I will not hold SCI liable for mail which is delayed due my lack of payment, my lack of written approvals, or the inability of the USPS to deliver the mail for any reason including weather related delays. We suggest you add extra time to your mail date during the winter months. The mailing lists utilized by SCI are acquired from third parties that used their best efforts to meet your selected criteria. No assurance can be given that the list used for your mailing will be completely accurate. Certain selects use modeled data which is different from self-reported data, therefore full accuracy cannot be assured. We make every attempt to successfully remove households that you request to delete from your mailing. This service is provided at no charge to you, our valued customer. However, this service is not perfect and we do our best from our side. Seminar Crowds, Inc. is not responsible for individuals who may receive your invitation even though you asked for them to be removed.**

Laws governing the content of advertising material including your invitation vary from state to state. Also if you are affiliated with a FINRA member firm you may be required to meet FINRA regulations regarding the content of your mailers. It is your obligation to ensure that your mailer/invitation is in full compliance with all applicable state and federal laws, rules and regulations. This includes the word Social Security and any Social Security images. Seminar Crowds, Inc. (SCI) assumes no responsibility for the content of your mailer or compliance with applicable laws. Any forms, templates or suggestions provided by SCI are for convenience only and it is the mailers' responsibility to ensure that his or her mailer fully complies with applicable law. I agree that SCI shall not be responsible for any consequential damages. In no event shall SCI's damages with respect to any individual mailings exceed the amount paid to SCI for such mailings.

This application is made at Fairfield, IA. The parties agree that all disputes shall be governed by Iowa law and consent to the exclusive jurisdiction, venue and forum of any state or federal court in Jefferson County, Iowa. Seminar Crowds shall be entitled to recover its reasonable attorney fees in any action including the collection of any unpaid invoices.

Signature: _____ Date: ____/____/____