

# Seminar Crowds, Inc.

# Application Instructions

**(Version 15.0** Please be sure to use our most current version found at [www.seminarcrowds.com](http://www.seminarcrowds.com))

**Thank you for your order!** Please read these instructions below then complete pages 2 and 3 of this application and fax them to us immediately. Your payment can follow after you receive your invoice. You will quickly receive an "Application Received" notice with your Account Manager's name and contact information. 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. Please review these carefully. **We cannot mail without payment, written proof approval, and written mailing list approval.**

**To complete your application, please determine the following:**

- **Number to Mail:** If you don't know your response rate (new customer) 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 40 each, you need 80 people so mail 10,000 **or more**. Adjust your second order as needed, depending on actual response rates.
- **Estimated Mail Date:** Determine how many days before your first seminar you want the invitations to land in the mailbox, and add to this the number of delivery days from the chart below. Using a calendar, count backwards from the date of your first seminar to find your estimated mail date. We suggest 17-20 days prior to your first seminar date for any First-Class mailed invite and 24-27 days prior on all Standard mailed invites. We mail within 1-2 business days of this date. Note: please be sure to add 3-4 days onto your EMD during November-March to account for bad weather.

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

|                   | <u>Regular Card</u> | <u>Large Card</u> | <u>Giant Card, Tri-fold, Bi-Fold, Big Window</u> |
|-------------------|---------------------|-------------------|--|
| USPS Estimates => | 3-5 days            | 6-8 days          | 6-8 days   |
| Our Experience => | 2-7 days            | 4-10 days         | 4-10 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>Giant Card (5.66" x 11") Tri-fold</u> | <u>Big Window</u>      | <u>Bi-Fold</u>              |
|------------------------|----------------------------|-----------------------------|----------------------|--|------------------------|-----------------------------|
|                        |                            | <u>(4.125" x 5.5)</u>       | <u>(5.5" x 8.5")</u> | <u>(4.125" x 6.93")</u>                  | <u>(4.125" x 9.5")</u> | <u>(6" x 9")</u>            |
| Delivery Method=>      |                            | <u>1<sup>st</sup> Class</u> | <u>Standard</u>      | <u>Standard</u>                          | <u>Standard</u>        | <u>Standard</u>             |
|                        |                            |                             | + Priority Drop Ship | + Priority Drop Ship                     | + Priority Drop Ship   | + Priority Drop Ship        |
| <b>Total # to mail</b> | 20000                      | <b>\$0.299</b>              | \$0.380              | \$0.400                                  | \$0.450                | \$0.400                     |
|                        | 15000                      | \$0.360                     | \$0.410              | \$0.455                                  | \$0.475                | \$0.430                     |
|                        | 12500                      | \$0.380                     | \$0.430              | \$0.470                                  | \$0.495                | \$0.435                     |
|                        | 10000                      | \$0.410                     | \$0.440              | \$0.475                                  | \$0.525                | \$0.440                     |
|                        | 7500                       | \$0.420                     | \$0.480              | \$0.510                                  | \$0.555                | \$0.465                     |
|                        | 5500                       | \$0.420                     | \$0.510              | \$0.540                                  | \$0.595                | \$0.515                     |
|                        | 4500                       | \$0.480                     | \$0.530              | \$0.560                                  | \$0.645                | \$0.560                     |
|                        | 3500                       | \$0.530                     | \$0.570              | \$0.590                                  | \$0.675                | \$0.590                     |
|                        | 2000                       | \$0.580                     | \$0.600              | \$0.630                                  | \$0.715                | \$0.630                     |
| <b>Add</b>             | <b>Full Color</b>          | <b>+ \$0.02</b>             | <b>+ \$0.04</b>      | <b>+ \$0.06</b>                          |                        | <b>Full Color + \$0.04</b>  |
| <b>Add</b>             | <b>Gold Emblem Sticker</b> |                             | <b>+ \$0.035</b>     |  |                        | <b>Gold Border + \$0.02</b> |

**Rush Service Availability:**  
 We are pleased to offer rush service for the super busy seminar agent. Most other mail houses require your order and payment 3-4 weeks prior to mailing. Seminar Crowds, Inc. only requires you to have your order and **payment** in 5 days prior to mailing.  
**To mail within 5 days please add \$125.00 to your order.**

**CONTACT INFORMATION**

SCI Sales Agent: \_\_\_\_\_ SCI Account Manager: \_\_\_\_\_  
 (Leave blank if first order)  
 Today's Date: \_\_\_\_\_ 1<sup>st</sup> Seminar Date: \_\_\_\_\_ Estimated Mail Date: \_\_\_\_\_  
 Presenter: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Company: \_\_\_\_\_ FMO/Parent Company: \_\_\_\_\_  
 Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Email \_\_\_\_\_  
 Contact Preference: e-mail \_\_\_\_\_, or fax \_\_\_\_\_ (For sending proofs approvals, zip counts, etc.)

**SEMINAR and PROOF INFORMATION**

**Mailer Type:**  Regular Post Card  Large Post Card  Giant Post Card  
 Tri-fold (*Blue Cloud or Green Leaf or Flag*)  6 x 9 Bi-Fold  Big Window Mailer

**Extra Options:**  Add Full Color Printing to postcard\*  Add Gold Border to Bi-Fold\*  
 Add Gold Foil Sticker to Large Postcard\*

*\*Please see page 1 to determine how these extra options affect your pricing.*

Seminar Title \_\_\_\_\_

- Use Seminar Crowds, Inc. Template  Use my previous mailer as template  I am providing text by e-mail/fax  
 **Security Disclosures attached**  **California Agents! CA Lic#:** \_\_\_\_\_

|                  |  |  |  | (SAMPLE)  | Overflow Dates? |  |
|------------------|--|--|--|-----------|-----------------|--|
| Day of Week      |  |  |  | Wednesday |                 |  |
| Seminar Date     |  |  |  | 01/04/06  |                 |  |
| Lunch/ Dinner    |  |  |  | Dinner    |                 |  |
| Seating Capacity |  |  |  | 50        |                 |  |
| Start Time       |  |  |  | 4:30 PM   |                 |  |

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

**Restaurant Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

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

*If using multiple restaurants/dates, please provide information on a separate page.*

**Note:** All mailers will use the Agent's return address.

**RSVP INFORMATION**

**Required:**

- 800# Activation and Setup Fee: (1<sup>st</sup> mailing only) **\$75.00**  
 800 # Setup Fee (2<sup>nd</sup>, 3<sup>rd</sup>, etc. mailing) **\$25.00**      **Setup Fee (\$75 or \$25):** \_\_\_\_\_

**Optional:**

- Gather Addresses of Callers **\$35.00** \_\_\_\_\_  
 Confirmation Calls (1-3 days prior) **\$125.00** \_\_\_\_\_

Own RSVP Phone # \_\_\_\_\_ **RSVP Total:** \_\_\_\_\_

**DEMOGRAPHIC AND ZIP CODE CRITERIA**

**Number to mail:** \_\_\_\_\_

(Please see page 1 for instructions on how to determine the total amount to mail)

**Required**

Age Range \_\_\_\_\_ (Recommended-54+)      Income\* \_\_\_\_\_ (Recommended-ALL INCOMES)

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

**(Optional)**

- SFDU - no extra charge - (Single Family Dwelling Unit-increases *probability* of being a homeowner. Recommend using 5 years+ at same dwelling.)
- Confirmed Homeowners      **add \$0.015** to price per piece
- Confirmed Equity in Home      **add \$0.02** 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

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

- Apartments/Condos     PO Boxes     Unknown

**Zip Codes: Pull names from these zip codes:**

\_\_\_\_\_  
(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 [accounting@seminarcrowds.com](mailto:accounting@seminarcrowds.com)

**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), 2012. 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.**

Laws governing the content of advertising material 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. 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 to collect any unpaid invoices.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_/\_\_\_\_/\_\_\_\_