

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: (____) _____ - _____ Email: _____

SEMINAR and PROOF INFORMATION**Invitation Type:**

- Regular Post Card Large Post Card 6" x 9" Regular Bi-Fold Tri-fold (*Blue Cloud or Green Leaf or Flag*)
- 8.5" x 11" Large Bi-Fold Big Window Envelope Royal Deluxe Wedding Style w/ Envelope

Seminar Title _____

- Use Seminar Crowds, Inc. Template Use my previous mailer as template I am providing custom verbiage
- 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

- Yes, Please Setup my 24/7 Toll-Free Reservation Line for My Events** (*Choose Below*)
- \$135 per mailing w/ address gather
 - \$210 per mailing w/ address gather & confirmation calls
- Yes, please have reservation service gather meal selections (please list in space below):**
- 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 order form.***(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 METHOD

- 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 _____

General Information:

I agree to not duplicate this Mailing Program in any manner, as it contains copyrighted and other protected intellectual property of Seminar Crowds, Inc. ("SCI"). By my signature below, I authorize SCI to print my invitations and submit them within 1-2 business days of my estimated mail date for delivery. **I acknowledge and agree that SCI has not made any representations or warranties concerning the success of this program, and does not guarantee response rates, results or delivery by the USPS. I am aware that no mailing will be made unless both advanced payment and written approval of the order is received by SCI. I will not hold SCI liable for mail which is delayed due my lack of or delay in payment, my lack of written Approval(s), or the inability of the USPS to deliver the mail on a timely basis for any reason, including weather related delays. SCI suggests that you add extra time to your mail date during the winter months. The mailing lists utilized by SCI are acquired from third parties that have 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 or will completely meet your selected criteria. SCI will make every attempt to successfully delete specified households that you designate from your mailing. This service is provided at no charge to you, our valued customer. However, this service is not perfect and SCI shall not be 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 (not SCI's) obligation to ensure that your mailer/invitation is in full compliance with all applicable state and federal laws, rules, and regulations. This includes use of the name Social Security and any Social Security images which require special disclosures on your invitation such as "The Social Security Administration has not approved, endorsed or authorized this solicitation or workshop. There is no charge to attend this workshop or subsequent consultations." 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.

By executing this order form, I agree that SCI shall not be responsible for any consequential damages. In no event shall SCI's damages with respect to any individual mailing exceed the amount paid to SCI for such mailing. 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 to resolve all disputes. Seminar Crowds, Inc. shall be entitled to recover its reasonable attorney fees in any action including the collection of any unpaid invoices.

Signature: _____ Date: ____/____/____

Seminar Crowds, Inc. "ELITE" Application Order Form

(Please be sure to use our most current version (080317) 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# if needed 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. Seminar Crowds, Inc. does not guarantee 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

| Mailer Size=> | | <u>Regular Post Card</u> (4.25" x 5.5") | <u>Large Post Card</u> (5.5" x 8.5") | <u>Regular Bi-Fold</u> (6" x 9") | <u>Tri-fold</u> (6.88" x 11") | <u>Large Bi-Fold</u> (8.5" x 11") | <u>Big Window Envelope</u> (8.5" x 11") | <u>Royal Deluxe Wedding Style w/ Envelope</u> (8.5" x 11") |
|-----------------|-------------------|---------------------------------------------------|------------------------------------------------|--------------------------------------------|-------------------------------------------|---------------------------------------------|---------------------------------------------------|----------------------------------------------------------------------|
| | Delivery Method=> | <u>1st Class</u> | <u>Standard</u> + SCF Drop Ship | <u>Standard</u> + SCF Drop Ship | <u>Standard</u> + SCF Drop Ship | <u>Standard</u> + SCF Drop Ship | <u>Standard</u> + SCF Drop Ship | <u>Standard</u> + SCF Drop Ship |
| Total # to mail | 20000 | \$0.355 | \$0.395 | \$0.440 | \$0.480 | \$0.505 | \$0.505 | \$0.595 |
| | 15000 | \$0.395 | \$0.425 | \$0.450 | \$0.510 | \$0.515 | \$0.525 | \$0.615 |
| | 12500 | \$0.410 | \$0.440 | \$0.470 | \$0.520 | \$0.535 | \$0.545 | \$0.630 |
| | 10000 | \$0.430 | \$0.455 | \$0.490 | \$0.540 | \$0.545 | \$0.565 | \$0.645 |
| | 7500 | \$0.440 | \$0.475 | \$0.520 | \$0.580 | \$0.575 | \$0.605 | \$0.690 |
| | 5500 | \$0.450 | \$0.490 | \$0.560 | \$0.610 | \$0.605 | \$0.615 | \$0.725 |
| | 4500 | \$0.520 | \$0.535 | \$0.605 | \$0.635 | \$0.645 | \$0.645 | \$0.745 |
| | 3500 | \$0.575 | \$0.585 | \$0.650 | \$0.680 | \$0.705 | \$0.705 | \$0.785 |
| 2000 | \$0.645 | \$0.665 | \$0.740 | \$0.760 | \$0.785 | \$0.765 | \$0.860 | |