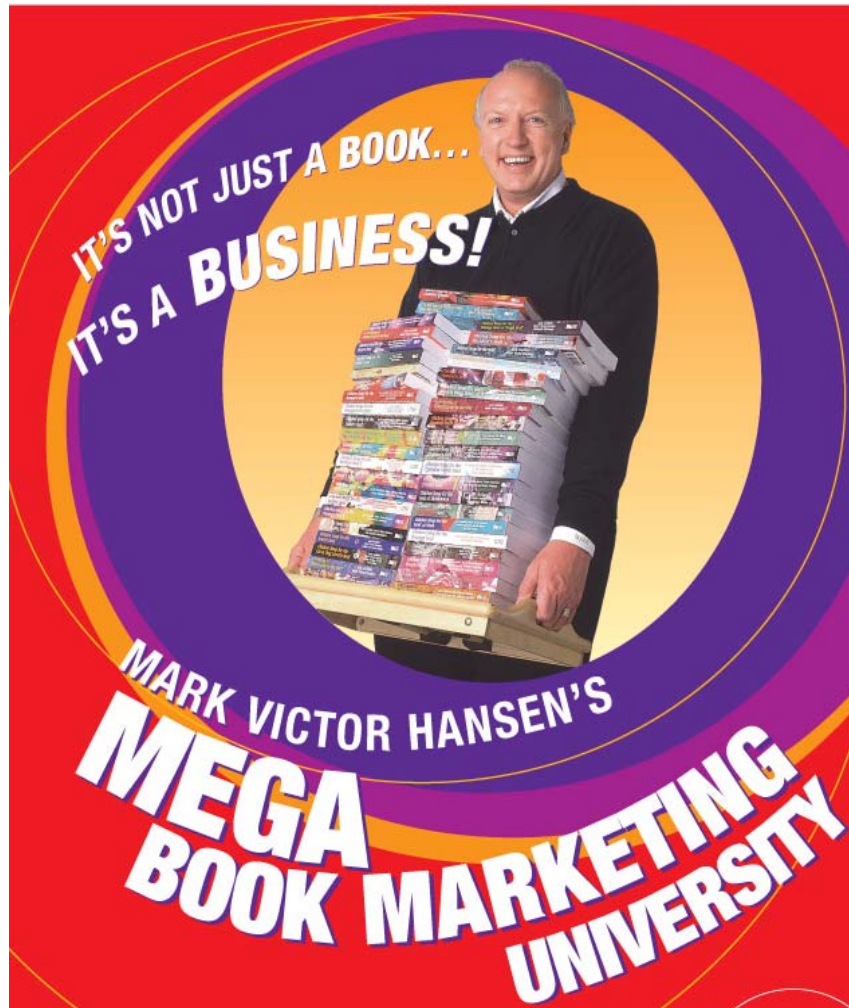


2008 Mega Book Marketing University Exhibitor's Information Package



"As exhibitors, we met over 500 prospective customers, we closed over \$10,000 worth of business right at the event, and within two months we generated another \$50,000 in sales directly related to our presence at Mark's event. The attendees are serious and savvy, and they are looking for experienced, caring suppliers to help them reach their goals. This is a MEGA opportunity to learn cutting-edge information, and to rub elbows with the movers and shakers in the industry, meet some of the nicest people on earth, and to propel business to unimaginable heights."

- Kathi Dunn, Dunn+Associates Design

*Bestselling book design and strategic brand design
for authors, speakers, experts, and information marketers.*

Skyrocket Your Business When You Exhibit at This Extraordinary MEGA Book Marketing University!



Introduce Your Product or Service to Hundreds of Qualified Speakers, Authors, and Entrepreneurs!

Easily one of the largest events in the industry, Mark Victor Hansen's annual MEGA Book Marketing weekend routinely pulls well over 500 Speakers, Authors, and Entrepreneurs!

Mark's reputation and track record have earned him the trust of thousands of entrepreneurs worldwide, so be assured he'll deliver only the most qualified prospects and most motivated buyers at this event!

Enjoy a Powerful Alliance with Mark Victor Hansen and His World Renowned MEGA Events...

There's no mistaking it. Your acceptance as an exhibitor at Mark Victor Hansen's MEGA Book Marketing weekend carries a tremendous implied endorsement from Mark. Why? Mark knows his attendees are paying hundreds, if not thousands, of dollars to be there. They're traveling from all points of the globe to associate with leading edge thinkers. And they trust Mark to provide them with only the highest quality information and the most trusted resources. Your company benefits from this expectation.

Be a Part of Mark Victor Hansen's Hand-Picked Assembly of Exhibitors... Space Is Limited!

Every trade show at Mark's MEGA events are a complete sell-out — every booth is taken. And Mark already has a list of eager exhibitors who've requested space at this 2008 event. Apply now. Don't be left out! Mark will hand-pick a select number of exhibitors to participate at this outstanding event!

Mark Pro-Actively Promotes Your Business at the Mega Book Marketing Website!

You'll enjoy a FREE company listing at Mark's "Virtual Exhibit Hall" at www.megabookmarketing.com. Let Mark do the work of promoting you prior to the event by featuring your product and services description, your logo and link to your website! Promote yourself at www.megabookmarketing.com in our "virtual exhibit hall."

This site will also be hyperlinked and cross promoted with www.markvictorhansen.com – in addition to the dozens of affiliate and joint-venture partners who'll be promoting the event.

Also – we will be adding an audio feature to your website listing. Using our Audio Generator account, you simply call a convenient 1-800 number and leave a recorded message for prospects and attendees who would like to know more about who you are and why they should meet you at MEGA Book Marketing in Los Angeles!

Have Your Company Promoted from Main Stage at MEGA Book Marketing!

We want to make sure that you're well promoted! All we ask is that you donate a product, service or premium to be given away during one of our main sessions.

At the beginning of a general session, your company logo can be featured on the main stage screens while our MC announces your company and gives you the opportunity to describe your service or premium being given away. Not only does this promote your company, but one of your products or services, too!

No Booth Is Necessary!

We provide you with everything you need — a 6-foot skirted table, two chairs, wastebasket and standard company sign. Full audiovisual services are also available from the hotel for items such as a VCR, easels, electrical and internet connections. Just bring your imagination and decorate your booth with props, signs, giveaways and other marketing ideas!

Your Company Listing Will Be Included in the Popular Home-Study Audio CD Version...

To enhance the benefit you receive from your investment, Mark will include your company contact information in the Audio Home-Study version of Mega Book Marketing.

Enjoy calls throughout the year as buyers' purchase Mark's CDs and see your company information featured there. Mark pro-actively markets these CDs to his best customers, subscribers and affiliates, so you know you could be hearing from prospects even months after the event.

Would You Like to Have Your Booth Paid for Even Before You Show Up to Los Angeles?

When you sign up as an affiliate, you can promote the event to your clients, customers or prospects and receive a commission for everyone who registers to attend this MEGA publishing event! Our marketing team has turnkey sales copy and affiliate tracking tools ready for you to use. We'll even create a dedicated webpage for you so you can personally greet your prospects with an audio greeting, personalized text and a graphic of your choice.

Extra Networking Opportunity!

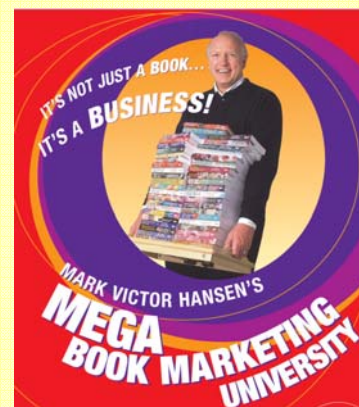
Join Mark and his special colleagues and attendees in Mark's Private Dining Room for a powerful networking and dining experience with many of Mark's esteemed colleagues and most motivated attendees! (Extra charge applies for Private Dining Room. Limited seating fills quickly)

Attend the Conference and Start Networking!

Submit your application and, upon acceptance, you'll not only receive your booth, but also one complimentary pass to the conference (which includes 3 meals in our Grand Dining Room). This gives you an enhanced opportunity to further network over the entire 3 days with conference attendees who can benefit from your products and services.

Start Profiting the Very First Day with a Prominent Display Ad in the Mega Book Marketing Conference Workbook...

Mark's conference attendees value the Mega Book Marketing University Conference workbook as an important resource to help them build their business and career. You can be seen as a valuable resource, too, when you upgrade your display advertising space in the Conference Workbook, a workbook attendees will refer to again and again! Of course, as an exhibitor you'll still receive a complimentary FULL page ad PLUS your company listing featuring company name, address, phone number and website in our directory.



**Full Page...FREE
Ad Upgrades:**

Benefits at a Glance: Here's What Your Booth Investment Includes...

You get much more than booth space for your investment! Mark Victor Hansen and his team do everything they can to make your exhibit investment as profitable as possible...

▶	Hundreds of qualified potential buyers from around the world: speakers, authors, and entrepreneurs.
▶	Your company listing on Mark's conference website, including product & services description, your logo and a link to your website. Plus, over 1,000,000 emails will drive visitors to the site.
▶	Promote yourself in advance to all of our attendees while we do the work for you.
▶	One conference registration including three Networking Meals so you can "work the room."
▶	Start profiting the very first day with a prominent display ad in the Conference Workbook... full page FREE!

▶	Promote your services with a 30 second audio greeting from you on our website.
▶	Exhibitor trade show limited to just you and other select exhibitors and speakers!
▶	Tabletop booth setup provided, including a 6-foot skirted table, two chairs, wastebasket and standard company sign for table.
▶	Your company listing and ad is included in both the Conference Workbook AND the Home-Study CD version of the conference.
▶	We will promote you and your company from the main stage with your giveaway.
▶	Become a MEGA affiliate and profit immediately! Easily pay for your booth before you get to the event.

Okay, I'm Ready to Apply! ... What's the Process?

1. Complete the **Application for Exhibit Space** on page 5 of this package and return it to our offices with payment in full.
2. **Your application will be reviewed by Mark and his MEGA staff.** You will be notified of our decision within 2 weeks of us receiving your application. Things we consider are: How relevant your products or services are to the goals and objectives of the conference; your industry reputation and track-record; your willingness to become an affiliate and market your appearance at the conference to your customers and prospects. Mark Victor Hansen reserves the right to exclude any exhibitor for any reason.
3. Once your application is approved, you will be sent our **Exhibitor Agreement & Expo Policy**. This agreement will contain confirmation of your company listing and assigned booth number. In addition, the policy contains important deadlines and a code of conduct we'll need your agreement to before we lock-in your space. Please review, execute and return to our offices to permanently lock-in your space at MEGA Book Marketing University. Your application will be considered "pending" until the signed Exhibitor Agreement & Expo Policy is received by our office. Booth assignments will be made on a first-returned basis of existing available space.
4. **Make note of these important dates** so you can begin marketing your products and services prior to the event:
 - > **Due no later than Feb. 4th** Submit a benefit-driven 30 word company description, your company logo, website link and record a 30-second audio greeting to be posted with your listing in the vendor section at Mark's Mega Book Marketing website.
 - > **Due no later than Feb. 4th** Design and submit a full page ad about your products, services, special offer or other promotion to be placed into the Conference Workbook that is given to each attendee.
 - > **Due no later than Feb 4th** If you want to be promoted from the main stage, let us know what product, service or premium will be given away during one of our main sessions - plus a written description of it. Bring one item to give away or bring enough for all attendees...and drive them straight to your booth! Submit a 1 to 2 minute company description so our trainer can promote you from the stage!

Application for Exhibit Space

MEGA Book Marketing 2008
Feb. 29- March 2, 2008 – Los Angeles, CA

**Please Fax Your
Completed Application to:**

Lauren Mastrodonato
M.V. Hansen & Associates
Fax: (949) 722-6912
Phone: (949) 764-2640 x109
lauren@markvictorhansen.com

YES, Mark! ... I want to exhibit at your MEGA Book Marketing! Please review my application and reserve a booth for me!

Company _____ Today's Date _____

Contact Name _____ Title _____

Address _____

City, State, Zip, Country _____

Phone: (_____) _____ Email _____

Fax: (_____) _____ Website _____

Description of products and services in detail **(required)**:

I would like to become a marketing affiliate and receive a commission when I promote the event to my customers and clients.

I would like my session recorded (see attached release).

I'm applying to be an exhibitor at Mark's MEGA Book Marketing event...

I understand that sharing of exhibit space is strictly prohibited.

Please accept my application and payment for **Exhibit Space + ONE pass** to the conference proceedings. I am paying \$2,495. I understand I'll also receive one pass for all THREE Networking Meals in addition to the conference proceedings.

Please accept my application and payment for **Exhibit Space + TWO passes** to the conference proceedings. I am paying \$2,995. I understand I'll also receive 2 passes for all THREE Networking Meals in addition to the conference proceedings.

Name of Staff Member _____

I'd like to join Mark, his colleagues and his most motivated attendees in Mark's Private Dining Room.

Please charge my card an additional \$395 for the upgraded Private Dining Experience.

Name for Private Dining _____

Payment Information: Full payment must be received at the time the application is submitted.

My check or money order is enclosed, payable to M.V. Hansen & Associates

Please charge our credit card: VISA MasterCard Discover Amex Exp Date _____

Card # _____ Signature _____

Name on Card _____

***Sales as a result of your breakout session are subject to a 15% revenue share with MVHA. Order forms must be in triplicate.**

BELOW FOR OFFICE USE ONLY
Approved ____ Declined ____
Initials ____

