

July 29, 2004

I am so excited that we'll be running your 2005 conference bookstore! Last year was a riot! Below are the agreed upon responsibilities:

TRAINING SYSTEMS INC will:

- choose, order and have shipped to hotel (or other location to save money) wide variety of humor/healthcare books, tapes, CDs and other resources (but not anything any of your session facilitators will be offering in their sessions) for your participants to purchase - this includes contacting any session facilitator or keynoter re: what we should have available and interest in holding a book signing if they haven't responded to AATH email request as well as our own research of what will sell best
- order (or let you know*) our set up and phone line, electricity needs (*if you can get any of these comped as part of your hotel negotiations it'll save on your expenses)
- book air reservation and ground transportation for one person
- set up an easy to access and fun bookstore
- process Visa, MasterCard, Discover and American Express as well as take company checks and personal checks with a credit card and driver's license
- staff the bookstore for all hours of conference agreed on
- run book signings for any author who is a presenter
- send you a check 60 days or less after the conference for 25% of the profit made on all books, tapes, CDs, other resources sold (including number of items sold, total collected, our total profit as a distributor)
- send you a check after 6 months for 25% of the profit we make on all books, tapes, CDs sold after the conference that we can track to attendees (including number of items sold, total collected, our total profit as a distributor)

AATH will:

- provide space in a well lit room in the session traffic area for the entire conference
- provide method for security (lock or security guard)
- send info on ordering equipment (at least 6 six or 8 foot tables skirted as possible, three chairs for books signing and staff, phone line, electricity and 2 - 3 table lamps if available) and pay for (unless comped)
- book hotel reservation for one person for nights of 2/17,18,19/05
- let us know bookstore open and close times for each day plus times for registration, sessions and meals by 12/15/04
- let us know hotel shipping info for all materials by 12/15/04
- send an email by 12/15/04 to all members and conference presenters and keynoters telling them about the bookstore and asking them to email or fax to TRAINING SYSTEMS a list of books and other resources they'd like the conference to carry in the store - title, author and publisher (have them email/fax these to TS with a deadline of 1/5/05)
- email TS a list of all session facilitators and keynoters emails and phone numbers by 12/15/04
- promote the bookstore:
 - in the marketing literature of the conference - brochure, web site, conference program
 - signage with the words **AATH** Bookstore at the bookstore and in the session room hallways directing them to the bookstore (in the hallways include "add to your learning at the conference bookstore")
 - announce at general sessions

Carolyn B Thompson
TRAINING SYSTEMS INC

Date

AATH

Date