

Expand your business by expanding your channels

ECRM/ LEVIN SPRING EVENT, March 25-28, 2012, Palms Resort & Casino, Las Vegas, NV

The ECRM/Levin Consulting Electronics & Photo Retail Summit gives vendors the opportunity to sit down with buyers from key accounts at both traditional and non-traditional electronics retailers. Meet first-hand with PC and CE category buyers at office superstores, computer stores, wholesale clubs, mass merchants, consumer electronic, photo, gaming, toys, DVD, grocery, drug, off price discounters, college bookstores, department stores, travel centers, auto parts, buying groups, and internet resellers. You also have the ability to meet with leading distributors and service providers (fulfillment and packaging, rebates and store detailing). You will also be able to build relationships that have the capacity to expand your business.

The Event will focus on PC & CE Hardware, Peripherals, Accessories & Software, TV/Video Home Entertainment, Photo Processing & Equipment, Camera, Camcorders, Film & Memory, Electronic Toys & Games, along with Personal Electronics & Accessories. Vendors and Manufacturers will present new programs to retailers across all channels.

This event consists solely of 45 to 50+ category-specific, 1 on 1 meetings between retailers and vendors over the span of three (3) days. The private meetings are 20 minutes in length, and vendors meet exclusively with the retail buyers in their category to review new items, marketing initiatives and strategic direction. Each Vendor receives a private room, with meeting and display tables (Hotel Room without bed) for setting up and demonstrating products. Retailers then move from room to room every 20 minutes for each meeting. Group meals, evening refreshments and social events offer attendees additional networking opportunities.

Drive growth by building relationships outside of traditional CE retailers

- Mass • Drug • Grocery • Discounters
- Home Improvement • Office • Home stores, Photo stores
- Travel centers • Buying groups • Computer
- College bookstores • Online/Internet Resellers

Event categories

- CE Products and Accessories
- TV/Video Hardware and Accessories
- iPod, iPad, iPhone, Smart Phone, MP3 Hardware and Accessories
- Digital Cameras, Frames and Accessories
- Computer Products, PC Peripherals, Accessories and Software
- Toys, Gaming and Gaming Accessories
- Pre-recorded Media
- Automotive Electronics and accessories
- Service Related (Packaging, Fulfillment and Rebate Houses)

The focus of the ECRM/Levin Consulting Retail Electronics Summit Event will be on the presentation and review of new products, marketing initiatives and promotional opportunities in the following categories:

Personal Electronics & Accessories

Cell Phones
Cellular & Smart Phone Accessories
iPod/Mp3 Players & Accessories
Portable DVD Players
Music Systems for MP3
Speakers
Cases and Skins
Cables and Accessories
Headphones
Batteries
VoIP Products
Headphones

Computer Peripherals & Accessories

Hard Drives and Storage
Blank Media
Software, Printers
USB Drive and Flash Memory
Cables and Accessories
Ink and Toner
Media Storage
Input Devices
Networking Products
Computer Cases and Components
Webcams
Cleaners and Accessories
iPad, iPhone & Notebook Accessories
Surge/UPS Power Protection

TV/Video/Home Entertainment

LED & LCDTV
TV Mounts
Blu Ray & DVD Players
Home Theater
Audio/Video Cables
Game Systems/Accessories
Remote Controls
Phones/Phone Systems
Pre-recorded DVD's and Music
Digital Frames & Accessories
Cameras & Photo Equipment

You haven't experienced productive, until you've experienced the Electronics Retail Summit

- Consulting services prior to, during and after the Event
- KA pricing includes 2 Hotel sleeping rooms
- Vendors receive a private meeting room for the duration of the event to display and demo their products
 - There is no separate Display Booth as in conventional Trade Shows
- Additional networking opportunities via, group meals, cocktail receptions and other social events
- The pre-scheduled private meetings are 20 minutes in length, and are held behind closed doors in your private room
- Meeting technology via ECRM's secure website portal allows vendors to view retailer requirements prior to the event, create notes and generate purchase orders from within the meeting, and facilitate follow-up after the event.
- Ad-tracking database contains weekly ads from more than 100 retailers in 65 major US and Canadian markets and is FREE with every registration

Why you should attend?

- Increase sales by improving assortment and promotional planning process
- Increase sales and speed to market
- Reduce travel and sales expense
- Gain entry into new resellers and distributors
- Improve buyer efficiency by reducing or eliminating sales calls with suppliers throughout the year
- Increase exposure to new suppliers capable of supplying stores
- Increase speed to market by 2-3 months

Event Pricing

The price for the event is \$15,500 which includes:

- KA Consulting Services prior to, during and after the Event
- Two (2) attendee badges
- Two (2) sleeping rooms
- All Meals, receptions and social events
- One (1) private meeting room
- Ad-tracking database and web-based software tools
- Additional Event Badges are \$1,500 each for the event or \$500 per day and include meals and a sleeping room

For how to secure your space or for more information, please contact:

Bruce Koenigsberg

O - 425-282-0432 – C - 425-766-7253

bruce@bkaconsulting.com

ECRM/Levin Electronics & Photo Retail Summit Contract – Spring - 12 through KA for _____

March 25-28, 2012, Palms Resort & Casino, Las Vegas, NV

- _____ 1 on 1 meetings with Reseller Buyers (20 minutes long with 45 to 50+ Resellers) \$15,500
- _____ Includes two (2) attendee badges, two (2) Hotel sleeping rooms, one (1) meeting room & meals, Ad-tracking database and web-based software tools.

KA is an authorized sales agent for the ECRM/Levin Consulting Retail Events in the U.S. & Europe.

Your KA Event Package includes the following KA Consulting Services

- Phone call reviewing the Event Format and Agenda
- Phone calls regarding the Channels, Distributors, Service Providers and Resellers attending
- Phone calls to better understand your marketing initiatives to better prepare you for the event
- Critique of your 20 minute presentation to Resellers
 - Recommendations on how to conduct your 1 on 1 buyer meetings
- Daily recap of your 1 on 1 buyer meetings to respond to questions regarding follow up
- Introductions to Resellers, Distributors and Service providers at meals and social events
- Follow up phone calls after the Event

Product Category or Categories:

- ___ PC Hardware, Peripherals, Accessories & Software, ___ TV/Video Home Entertainment,
- ___ Photo Processing & Equipment ___ Camera, Camcorders, Film & Memory ___ Electronic Toys & Games
- ___ Personal Electronics & Accessories

Vendor Name:

Vendor Contact:

Address:

Vendor Phone:

EMAIL:

FAX:

Terms of Payment:

**40% deposit of \$6,000 is due 90 days prior to the Event
The entire balance of \$8,900 must be paid 60 days prior to the Event**

Please remit payments to:

Koenigsberg & Associates L.L.C,
981 Powell Avenue SW, STE 115, Renton, WA 98057
Phone: 425-282-0432 – Fax – 425-671-1780 – Cell – 425-766-7253, EIN # 91 – 1779945

Or via wire transfer:

U.S. Bank, 1295 NW Gilman Blvd., Issaquah, WA 98027 – USA, 425-391-0307
ACCOUNT NAME: Koenigsberg & Associates LLC
Acct: # 153592220104
Routing: # 125000105 - Swift code - USBKUS44IMT

Additional Conditions

Both parties mutually agree that in the interest of achieving positive results from the ECRM/Levin Electronics Retail Summit that a Vendor lead designate is assigned to the event to assist Koenigsberg & Associates, L.L.C. in receiving the required information as requested. This will enable us to properly assist in the entering of your featured models, part numbers and UPC Codes along with other collateral materials needed for the event. Additionally, timely and accurate follow up will be required to meet deadlines. The package cost includes the features as described above. All airfare, and computer related equipment rental (if needed and requested) are not included and are the responsibility of the Vendor and are to be paid by the Vendor. KA is not responsible for selecting which Retailers that you will be presenting to and does not guarantee 100% attendance for 1 on 1 reseller buyer meetings. Koenigsberg & Associates, L.L.C. is or may be conducting similar services for other companies while under this contract and all methods and practices of Koenigsberg & Associates, L.L.C. shall remain the property of Bruce Koenigsberg & Associates, L.L.C. The dollar amount for the package selected is due to KA regardless of vendor attendance at the event. Any legal fees paid by KA in association with non-payment will be the responsibility of the Vendor.

Please sign off and fax to 425-671-1780 or scan and email to bruce@bkaconsulting.com

Agreed to: Month _____ Day _____ Year _____

Vendor Representative Printed Name

Vendor Representative Signature