

FURNITURE Today[®]

&

Home Accents Today

The Buyers Guide, an Online and Print Directory

Licensors

Don't miss your opportunity to be included in this comprehensive buyers guide, presented jointly by Furniture|Today and Home Accents Today. This upcoming supplement, *The Buyers Guide*, will combine the editorial talents of both publications to provide product overviews on each major product category within the Furniture and Home Accent industries. In addition, we will also provide a directory of sources in each category that retailers can consult throughout the year. **There is no charge for listing your company in *The Buyers Guide*.** Logos, bold listings, enhanced online listings with company descriptions and more may be purchased for a nominal fee. See page 3 for promotional opportunities. **Return your completed form by:**

June 1, 2005

On the back of this page, indicate the vendor(s) that offer your licensed designs in each product category and return all pages to:

Furniture|Today & Home Accents Today, The Buyers Guide

P.O. Box 2754, High Point, NC 27261 OR FAX: 336-605-1143 / 888-290-9989

AUTHORIZATION

This Authorization Form **MUST** be completed if you want to be included in the Furniture|Today and Home Accents Today upcoming supplement, *The Buyers Guide**. **You should keep a copy for your records. See page 3 for promotional opportunities.** Note: Licensing Agents should complete page 2 for each licensee or provide a list of licensees, vendors and product categories.

Please print or type (Remember, our accuracy depends on your legibility)

Licensors or Licensing Agent _____

Address _____

City _____ State _____ Zip _____ Country _____

Phone _____ Toll-free phone _____

Fax _____ Toll-free fax _____

Web address _____

e-mail address** (to be printed in the directory) _____

For our records and if we have questions:

Contact person _____ **Title** _____

Your e-mail address (This e-mail will not be printed in the directory) _____

- check here if you would like to receive promotional information by fax, at the number(s) you provided above
- check here if you would like to receive promotional information by **email, at the email address you provided above

You hereby authorize Furniture|Today and Home Accents Today to publish listings indicated on this form in the upcoming supplement *The Buyers Guide*

Authorization Signature _____ Date _____

*The editors at Furniture|Today and Home Accents Today may condense any data received to fit print guidelines.

Furniture|Today & Home Accents Today, 2005 Buyers Guide to Licensed Programs

Name of Licensor/Licensing Program _____

Agent handling program, *if different* _____

Note: Licensing Agents should complete page 2 for each licensee or provide a list of licensees, vendors and product categories.

Please indicate what vendor provides product in each category you license. Complete a separate sheet for each program.

Product category	Vendor supplying product to retailers	Vendor contact person, phone number	Vendor headquarters city, state, country
FURNITURE			
Accent furniture			
Bedding (Mattresses & Springs)			
Case goods			
Upholstery			
AREA RUGS			
LAMPS & LIGHTING			
OTHER DECORATIVE ACCESSORIES			
Candles, home fragrance, personal care			
Collectibles			
Decorative accessories			
Garden decoratives			
Holiday, seasonal decoratives			
Permanent botanicals			
Soft goods, textiles			
Tabletop			
Wall Decor			

Return your **SIGNED** form by **June 1, 2005** to:

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By mail
P. O. Box 2754
High Point, NC 27261

By courier
7025 Albert Pick Road, Suite 200
Greensboro, NC 27409

By fax
336-605-1143 or
888-290-9989

Questions? Call Daphne Garland-McLean at 336-605-1096 or e-mail at dgmclean@reedbusiness.com

Promotional Opportunities

Promotional Opportunities

In addition to our printed directory, an online directory of sources has been launched to better serve our customers. To take advantage of the print and/or online opportunities available, please complete the information listed below. Note: All fees associated are for an annual investment.

Company name _____

COMBO PREMIER PACKAGE: Print & Online...The Best Of Both.

Print:

- Company Logo and Company Listing in the Alphabetical Contact Section
- Bold Company Listing in Your Product Category Section

On Line:

- Color Logo ● Hyperlink to your website ● 1 Online Product Category Listing
- Complete Company Contact Information ● 120 Character Description

Total Package Price: **\$650** _____

PRINT DIRECTORY ADVERTISING ONLY:

Bold Listing in Your Product Category Section **\$150** _____

Company Logo and Company Listing in the Alphabetical Contact Section **\$350** _____

ONLINE DIRECTORY ADVERTISING ONLY:

- **Color Logo**
- **Hyperlink** to your company website
- **Company Contact Information**
- **120 Character Company Description**
- **1 Online Product Category Listing**

\$250 _____

TOTAL DUE _____

ADDITIONAL ONLINE OPPORTUNITIES (for more online options, see page 4)

(Note: To take advantage of the online opportunities listed below, you must have selected an online package from above)

Sponsored Listings...appear at the top of your selected alphabetical or product category listing
\$100 per month per list

**For more information regarding a sponsored listing, please contact Karen Hancock at 336/605-1047 or Spencer Whittle at 336/605-1027*

Customized Web Forms... **\$500**

We'll customize a web form that asks pertinent questions of your customers and send it directly to your email inbox.

**For more information regarding a customized web form, please contact Karen Hancock at 336/605-1047 or Spencer Whittle at 336/605-1027*

Contact our staff for more information on how we can help you succeed in print and online.

(See Contact List on page 5)

Check enclosed Charge to my Mastercard Visa Amex Number _____

Expires _____ Authorization Name (please print) _____

Authorization Signature _____

Your email address for verification _____

Note: Submit all logos, forms and monies by **June 1, 2005**

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&

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The Buyers Guide, an Online and Print Directory

Online Description

Print or type (*Remember, our accuracy depends on your legibility*)

Company name: _____

120-character
description: _____

ADDITIONAL ONLINE OPTIONS

Microsite:

Microsite: \$2000

We will build you a 3-page Microsite that launches when customers click on your information.

You can show your products, discuss trends, and/or market your company via our highly-trafficked web sites. We can also host your online catalog (additional fee to build a dynamic catalog, if desired).

**For more information regarding a Microsite, please contact Karen Hancock at 336/605-1047 or Spencer Whittle at 336/605-1027*

Add-on Options:

- **Need more exposure? We can host your commercials, product demos, etc. for more exposure**
- **Need a new website? We can build it!**
- **Need help in building your internet presence? We can help you!**

Contact our staff for more information on how we can help you succeed online.

(See Contact List on page 5)

Note:

- ⇒ **Submit your logo and form by June 1, 2005.**
- ⇒ **Email is the best way to send your logo. Digital Images must have a resolution of 300 DPI. Acceptable formats are .jpg, .tif or .eps. Email to dgmclean@reedbusiness.com.**
- ⇒ **Camera-ready art is also acceptable.**

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For Logos, Bold Listings, or Online Opportunities, contact...

Spencer Whittle: 336-605-1027, swhittle@reedbusiness.com

Karen Hancock: 336-605-1047, khancock@reedbusiness.com

To Advertise in the Print Directory, contact...

Home Accents Today, Publisher: Janice Lassiter at 336-605-1026,
e-mail: jlassiter@reedbusiness.com

or

Furniture|Today, Regional Sales Managers:

● **Publisher:** Joe Carroll (336/605-1033)

DE, IN, KY, MD, OH, PA, DC, WV, Northern VA, Western Canada: **Robin Martinez** (336/605-1024)

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Reserve your space today!