

**PARTICIPATION FORM**

**Order Deadline: April 18, 2011 • Estimated Delivery Date: May 13, 2011**

|                       |                                     |  |   |
|-----------------------|-------------------------------------|--|---|
| Customer Name         |                                     |  |   |
| Customer Address      |                                     |  |   |
| City                  | State                               | Zip  |   |
| Contact Person        |                                     |  |   |
| Email Address         |                                     |  |   |
| Telephone             | Fax                                 |  |   |
| <b>Price Version:</b> | <input type="checkbox"/> Aggressive | <input type="checkbox"/> Standard              | <input type="checkbox"/> Enhanced <input type="checkbox"/> Custom Pricing |
| <b>Ship Books:</b>    | <input type="checkbox"/> To Store   | <input type="checkbox"/> See Distribution Form |   |
| <b>Logo:</b>          | <input type="checkbox"/> On File    | <input type="checkbox"/> Logo with Changes     | <input type="checkbox"/> Direct Mail                                      |

Please checkmark which Brand do you currently carry in your store, this will enable us to assist you with building your Brand.

- |   |  |                                       |                                    |
|---|--|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Hearts on Fire | <input type="checkbox"/> Verragio      | <input type="checkbox"/> David Yurman | <input type="checkbox"/> Lorenzo   |
| <input type="checkbox"/> Tacori         | <input type="checkbox"/> Gabriel & Co. | <input type="checkbox"/> Mikimoto     | <input type="checkbox"/> Rolex     |
| <input type="checkbox"/> SimonG         | <input type="checkbox"/> Pandora       | <input type="checkbox"/> Elle         | <input type="checkbox"/> Tag Heuer |
| <input type="checkbox"/> A. Jaffe       | <input type="checkbox"/> Benchmark     | <input type="checkbox"/> Chamilia     | <input type="checkbox"/> Breitling |

**& many more brands...**

**36-page Bridal Book**

Minimum Print: 500, 750, 1000+

Quantity

Total

- |                             |              |  |  |
|-----------------------------|--------------|--|--|
| (a) Bridal Book (with logo) | \$ 1.15 each |  |  |
| (b) Black Plate (logo)      | \$ 295       |  |  |
| (c) Blank (no logo)         | \$ 1.15 each |  |  |

**Custom Page Options**

- |                 |                                  |             |  |
|-----------------|----------------------------------|-------------|--|
| Design & Layout | (a) Design & Art Work (Per Page) | \$ 200      |  |
| Printer Charges | (b) Option 1 (Pg 28,29,32,33)    | \$ 900 each |  |
|                 | (c) Option 2 (Pg 27,30,31,34)    |             |  |
| Custom Pricing  | (d) Call Ashi for information    |             |  |
| Inside Delivery | (Optional)                       | \$75        |  |

**Custom Books & Brochure  
available!**

**Call ASHI for quotation.**

**Total Printing Charges**

**Total Initial Purchase Amount**

**Total Net Book Charges**

Please review all changes that you have requested on your flyer before approving the final proof from our graphic department. Ashi Diamonds is not responsible for any typographical or printing errors after you have approved and initialed the final proof. Ashi Diamonds assumes no liabilities for any delays in delivery of the flyers.

Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

**DISTRIBUTION FORM**

**Order Deadline: April 18, 2011 • Estimated Delivery Date: May 13, 2011**

Bill to \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person \_\_\_\_\_

Email Address \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

**SHIP TO:**

|     |  |                         |
|-----|--|-------------------------|
| (A) |  | Quantity:               |
|     | Bulk Rate Permit # <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify: |                         |
|     | Special Fold? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify:      |                         |
|     | Pack in Small box? <input type="checkbox"/> Yes <input type="checkbox"/> No                  | Special<br>Instructions |
|     | Pack on Pallet? <input type="checkbox"/> Yes <input type="checkbox"/> No                     |                         |

|     |  |                         |
|-----|--|-------------------------|
| (B) |  | Quantity:               |
|     | Bulk Rate Permit # <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify: |                         |
|     | Special Fold? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify:      |                         |
|     | Pack in Small box? <input type="checkbox"/> Yes <input type="checkbox"/> No                  | Special<br>Instructions |
|     | Pack on Pallet? <input type="checkbox"/> Yes <input type="checkbox"/> No                     |                         |

|     |  |                         |
|-----|--|-------------------------|
| (C) |  | Quantity:               |
|     | Bulk Rate Permit # <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify: |                         |
|     | Special Fold? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, specify:      |                         |
|     | Pack in Small box? <input type="checkbox"/> Yes <input type="checkbox"/> No                  | Special<br>Instructions |
|     | Pack on Pallet? <input type="checkbox"/> Yes <input type="checkbox"/> No                     |                         |

Total Number of Distribution Points \_\_\_\_\_ Total Quantity \_\_\_\_\_

Jeweler's Signature \_\_\_\_\_

Date \_\_\_\_\_

Salesman's Signature \_\_\_\_\_

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Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

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|                  |       |     |
|------------------|-------|-----|
| Customer Name    |       |     |
| Customer Address |       |     |
| City             | State | Zip |
| Contact Person   |       |     |
| Email Address    |       |     |
| Telephone        | Fax   |     |

|   |                                   | Quantity    | Total |
|---|-----------------------------------|-------------|-------|
| <b>POSTERS</b><br>(24" x 30")                             | FREE Poster                       | 1           | ...   |
|   | with Ashi Artwork                 | \$50 each   |       |
|   | with Ashi Artwork + Logo          | \$75 each   |       |
|   | Customized                        | \$150 each  |       |
| <b>DURATRANS</b><br>(30" x 40")                           | With Ash Artwork                  | \$75 each   |       |
|   | With Ashi Artwork + Logo          | \$100 each  |       |
|   | Customized                        | \$175 each  |       |
| <b>POP KITS</b><br>(1 Counter Card,<br>3 Easels, 6 Tents) | Free POP Kit Set                  | 1           | ...   |
|   | POP Kit with Ashi Artwork         | \$30 each   |       |
|   | POP Kit with Ashi Artwork + Logo  | \$50 each   |       |
| <b>DEMOGRAPHIC NAMES</b>                                  | FREE Demographic Names (1,000)    | 1           | ...   |
|   | Additional Demographic Names      | \$0.10 each |       |
| <b>DIGITAL IMAGES DVD</b>                                 | FREE DVD w/ Advertising Artwork   | 1           | ...   |
|   | Additional DVD                    | \$10 each   |       |
| <b>TV COMMERCIALS</b>                                     | DVD                               |             |       |
|   | FREE TV Commercial DVD            | 1           | ...   |
|   | Additional TV Commercial DVD      | \$10 each   |       |
|   | BETA CAM                          |             |       |
|   | FREE TV Commercial Beta Cam       | 1           | ...   |
|   | Additional TV Commercial Beta Cam | \$25 each   |       |
| <b>Total Marketing Materials Charges</b>                  |                                   |             |       |

Remarks: ASHI

Remarks: Salesman

Authorized Signature

Date