

# CMC // LA FASHION MARKET ADMISSIONS POLICY

Admittance to Markets and Tradeshows produced and hosted by the CMC (California Market Center) is open and free to qualified fashion and/or gift wholesale buyers and press only. Note, these specific events are not open to the general public. Registration is required for entry into all market-place showrooms, tradeshow exhibit areas, and special events. Registration is located in the CMC Lobby during Market hours.

## QUALIFIED WHOLESALE- BUYER TYPES

Wholesale buyers for any of the following types of companies are invited to the CMC Showrooms and Tradeshow floors during Market.

Department // Discount/ Off Price/Outlet // Boutique/ Specialty // Chain (6 or more locations) // Sporting Goods/ Active // Lifestyle // Gift/Home // Resort/Pro-Shop/Spa // Mail Order // Internet Retailer

**PLEASE, FOLLOW THE INSTRUCTIONS BELOW AS A RETURNING/ NEW BUYER TO REGISTER FOR MARKET:**

## RETURNING BUYER AND EXPRESS REGISTRATION

If you have registered and attended a Market at the CMC in the past two years, your information should be included in our database and you do qualify for Express Registration. Simply present your Photo ID at the Express Registration window. Please note, we can not register you if you do not present a Photo ID and update your email address (if you have not attended the past two Markets)

## NEW BUYER REGISTRATION

If you are a qualified buyer as described above and have never registered or attended Market (or haven't done so in the past two years) at the CMC, present the following items at Registration. 1) Registration Form, 2) Photo I.D., 3) Two of the following:

- a. Business License (Business Tax Certificate)
- b. Resale Certificate in Company Name
- c. Business Card (Buyer name, current retail operation)
- d. Copy of Canceled Company Payroll Check or Pay Stub
- e. VALID Employee Email Address
- f. Credit Card (Including both buyers name, and business name)

Each additional NEW buyer for your company will need to present Photo I.D. and One of the following:

- a. Business Card
  - b. Payroll Stub (old)
  - c. VALID Employee Email Address
  - d. Credit Card (Including both buyers name, and business name)
- \*Please note, all employees attending Market require separate emails

## PRESS AND BLOGGERS

All requests to attend as Press at Market will be reviewed by our PR office. Please email proof of your publication/ blog and you affiliation to publication/ blog to: [yvette@cmcdtla.com](mailto:yvette@cmcdtla.com). Once approved, please visit the Buyers Lounge in Suite (B271) during Market for your badge.

## GUEST POLICY

Guests of Registered Buyers who cannot present a Photo I.D. and/ or proof of wholesale- buying and company affiliation will be subject to a \$20 non-refundable fee. Spouses and children under 12 are an exception.

## INSTRUCTORS AND STUDENTS

Market events are strictly open to qualified wholesale buyers and press only. Please contact our PR office to inquire about access to CMC showrooms between Markets: [yvette@cmcdtla.com](mailto:yvette@cmcdtla.com)

## KIDS

Kids are welcomed at the CMC if under the supervision of a Registered Buyer at all times. Kids aged 13 and over are subject to a \$20 guest fee.

## PETS

With the exception of service animals (e.g. guide dogs), pets are not permitted at the CMC.

**THE CMC RESERVES THE RIGHT TO DENY ADMITTANCE TO ANY INDIVIDUAL DEEMED INAPPROPRIATE FOR ITS MARKETS, AND TRADE-EVENTS**