

october 23 - 24, 2005 · spring '06 fashion market

Show Hours

Show Hours for the LA Shoe Show are 9:00am - 6:00pm Sunday and Monday, October 23 - 24, 2005.

Show Hours Policy

A \$100 fine will be charged to any exhibitor arriving after 9am for the Show or who leaves the Show prior to 6pm on Show days. We have every right to reassign an exhibit space that is not set-up after 9:00am without a refund to the absentee exhibitor. Please plan your travel accordingly.

Show Location

The LA Shoe Show is located in the California Market Center's 13th Floor Penthouse. Booths are located within the Penthouse Pavilion. Penthouse showrooms are located adjacent to the Penthouse booth pavilion on the 13th floor.

Exhibit Space Rental Packages

All exhibit space rental packages include exhibit space, tables, chairs, shelves, signage, lighting, porter service, housekeeping, directory listing, postcards, and hardwall panel booth or glass showroom.

- 10' x 10' Penthouse Pavilion Booth (\$700)
- 10' x 20' Penthouse Pavilion Booth (\$1200)
- 350 - 749 sq ft Penthouse Showroom (\$1200)
- 750+ sq ft Penthouse Showroom (\$1400)

Sharing Policy

Sharing exhibit space is strictly prohibited unless approved by the Show Management.

October 3 Application Deadline To Avoid Late Fees

A \$100 Late Fee will apply to applications received and postmarked after October 3.

October 3 Print Deadline - LA Fashion Market & Shoe Show Guide

Exhibitor information for applications received after this date will not be included in the primary Market Guide book, but will be added to a separate addendum.

Assigning Of Locations

When we assign locations, Show management's ultimate goal is to create a compelling market, filled with trend-relevant product that has been merchandised in a clearly defined floorplan, easily accessible to buyers. We will assign locations based on the following considerations:

- Space availability (i.e. availability of space in an applicant's particular product & price point category)
- Product & price point category (i.e. type of footwear and wholesale price points shown by an applicant)
- An exhibitor's individual product lines (i.e. quality, uniqueness, trendiness, branding, etc.)
- An exhibitor's previous space presentation (i.e. the attractiveness of an exhibitor's booth)

These criteria will allow us to place your lines in a location we feel is appropriate and reflects the overall best interest for our exhibitors. A note to returning exhibitors: Because exhibitors and product lines change at every show, we must adjust the floorplan accordingly. No one exhibitor is exempt from relocation:

- We reserve the right to change an exhibitor's booth location from one show to the next if the vision for the floor plan requires it. We do not guarantee same space locations to any exhibitor.
- We cannot guarantee corner or "main aisle" booths to any exhibitor, regardless of how long an exhibitor has been assigned to a particular location in the past.

Notification

We will begin to notify applicants **VIA E-MAIL or FAX starting Monday, October 3** regarding application status or exhibit space assignment. Please do not assume a space has been reserved for you if you have not received a confirmation from us within two weeks prior to show time.

Booth Set-Up Date: Saturday October 23, 9:00am - 5:00pm only - no exceptions!

Pavilion and showrooms will be open for exhibitors to set-up their exhibit space on Saturday, October 22, between 9am-5pm. **SET-UP WILL NOT BE PERMITTED SUNDAY MORNING OF THE SHOW.** Pavilion will open for exhibitors each morning at 8:30am. Park temporarily in the Main Street Loading Dock for unloading samples or for porter assistance. Take the freight elevator directly to the 13th Floor Pavilion. Please park in the California Market Center Parking Garage if assistance is not needed. Take parking elevators to Main Lobby. Then take building elevators to 13th Floor.

Equipment Included In Your Rental

- Each booth set-up is pre-constructed with ivory-colored hard-wall panels (40" w x 8'4" h each panel) and brushed metal components.
- Each showroom includes custom showroom with glass facade, lockable door, carpeting, and fluorescent lighting.
- Furniture: Each space contains a standard set-up of tables with one single-tier table-top wooden display shelf for each table, and chairs. Extra shelves are not available. We recommend you bring your own extra furniture and display shelves as our quantities are limited.
- Lighting: Each pavilion booth space contains one track above each booth with 5 spotlights maximum capacity, and one floodlamp mounted onto a booth corner. For technical reasons, we cannot provide extra lighting. Each showroom contains fluorescent ceiling lighting.
- Electrical outlets are located throughout the Pavilion. Each showroom contains electrical outlets. CMC does not supply extension cords.

Complimentary Signage

One complimentary standard identification sign will be posted above the entrance of your exhibit space. Requests for additional signs or for signs made after your original request has already been printed will be charged \$50 per sign. We encourage you to bring your own decorative signage!

Exhibitor Badges

Identification badges are required to be worn during Market. Please provide your exhibitor personnel names on the application. Pick up badges Sunday morning before the show at the 13th Floor Service Desk located closest to the Pavilion's C-building entrance.

Important Instructions To be considered for exhibit space, please submit your completed application, payment, and product materials. be advised that submitting this application to us does not guarantee you an exhibit space. Please complete all fields and type or print clearly - CMC is not responsible for omitted or illegible information.

Application Deadline To Avoid Late Fees: October 3 \$100 late fee applies to applications received after this date.

Market Guide - Print Deadline: October 3 Applications received after this date not included in primary LA Fashion Market Guide.

Step 1: Exhibitor Information This information will be used as primary contact for all show communication and will be printed as the exhibitor listing in the show directory. If this is not the contact information you want listed, please indicate alternative information on the backside of this application.

Contact Name _____

Company Represented _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Label Names For Show Directory

Personnel Names For Exhibitor Badges

_____	_____
_____	_____
_____	_____
_____	_____

Step 2: Merchandise Information Locations will be assigned by Show management based on the merchandise you will exhibit. Please represent your merchandise accurately.

Wholesale Prices: Under \$30 \$30 - \$59 \$60 - \$99 \$100 - \$149 Over \$150

Categories: 1) Junior Kids Men Unisex Women

2) Casual Comfort Contemporary Dress/Career Dress/Evening Streetwear/Edgy Urban

3) Athletic Boots Flats Heels & Wedges Sandals

OR please describe: _____

Product Images: Please attach catalog, line sheets, or pictures of your product to the application or provide website address here:

http://www. _____

Step 3: Exhibit Space Preference

Show management will attempt to honor preference, however, availability is not guaranteed. Rates include facility fee.

10' x 10' Booth (\$700) 10' x 20' Booth (\$1200) 350 - 749 sq ft Showroom (\$1200) 750 sq ft Showroom (\$1400)

BOOTH SIGN: YES, I would like one complimentary sign NO THANKS, I will provide my own signage

If yes, please indicate how you would like your 9"h x 44"w standard black & white sign to read. \$50 charge for changes requested after sign is printed or for requests per additional sign:

FURNITURE: YES, I would like a complimentary basic furniture set-up NO THANKS, I will provide my own furniture

Step 4: Payment Terms

Exhibit Space Fee \$ _____ (due in full with contract)

\$100 Late Fee \$ _____ (for applications received after October 3)

TOTAL \$ _____

CHECKS: Please make payable to "California Market Center". Note: \$50 processing fee for returned checks. Attach to application and mail to: LA Shoe Show, California Market Center, 110 E. 9th St. Suite A727, Los Angeles, CA 90079

CREDIT CARDS: Please indicate card number here (please do not write "on file") and fax application to 213.630.3972.

Visa or MasterCard Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

ANNOUNCEMENT POSTCARDS: YES, I would like exhibitor postcards NO, I would not like exhibitor postcards

Step 5: Contract & Agreement Application is hereby made by the undersigned for display space in the LA Shoe Show. It is understood upon acceptance of this application and receipt of the non-refundable payment, this application shall become a contract between the undersigned and California Market Center. Exhibitor agrees to abide by the terms of this Agreement and the Contract Terms, Rules & Regulations on the backside of this Agreement. Please read all of the Contract Terms, Rules & Regulations including Cancellation & Refund Policy prior to signing this Agreement. Your signature below conclusively establishes you have done so.

Signature _____ Date _____

contract terms, rules & regulations

1. EXHIBIT SPACE ASSIGNMENT AND FEES

- A. Show Management reserves the right to reject applications and exhibits in order to accommodate what Show Management perceives as the best interest of the Show. Show Management reserves the right to re-assign space to assure show continuity.
- B. Exhibitors shall submit with the Rental Agreement required payment due at that time based on desired location fees outlined on Rental Agreement by deadlines stated on Rental Agreement to assure space reservation. In the event that the Exhibitor fails to pay any or all of such invoiced costs and fees in a timely manner, at its sole and exclusive discretion, Show Management may reassign the exhibit space to another Exhibitor.
- C. The method of determining space assignment shall be established by Show Management and may be changed from time to time without notice to exhibitors in order to accommodate what Show Management perceives as the best interest of the Show. No rights or privileges are created for any exhibitor as a result of previous space assignments or years of participation in the Show.
- D. Space assignments shall be indicated on the Confirmation sent to each Exhibitor who submitted a Rental Agreement. However, Show Management reserves the right to rearrange exhibitors or adjust the floor plan for the best interest of the Show. Exhibitors will be notified of any such changes prior to Show date.
- E. Exhibitors shall NOT sell, transfer, assign, or sublet allotted space to a third party to occupy whole or portion of allotted space without the written consent of Show Management.

2. CANCELLATION POLICY & REFUNDS

- A. Any exhibitor may cancel or withdraw from the show by providing a 30 days written notice prior to show date. Show fees will then be refunded. If cancellations are made without the 30 days notice, entire payment will be forfeited. In the event of cancellations or no-show within two hours after the show opens, show management has the right to use said space to suit its own convenience without any rebate to the canceled exhibitor.
- B. Show Management shall not refund or provide a credit for any fees paid by contracted exhibitor for any reason except for cancellations meeting the Cancellation Policy.

3. DISPLAY REGULATIONS

- A. No displays are permitted in the halls or outside of contracted exhibit space. All exhibitors should arrange displays so they utilize only the showroom(s)/booth(s) contracted for, and in such a manner as to recognize the rights of the other exhibitors and show visitors.
- B. Exhibitor must refrain from any additions, repairs or alterations of any kind or nature whatsoever to the licensed premises or other areas of the California Market Center.
- C. ALL displays must be free-standing. Nothing may be affixed to the walls or drapes, which includes pins, nails and hooks. Exhibitor will be financially responsible to repair any damages to the licensed premises or other areas of California Market Center caused by any misuse or neglect by you, your employees, customers, visitors or guests.
- D. Show Management reserves the right to restrict the use of glaring or irregular lighting and sound effects.
- E. All display material must conform with fire regulations. If unsure about hazardous materials, contact Show Office for information.
- F. Show Management will provide each booth/suite with a company sign. No other signs are permitted outside your allotted space.

4. LISTING ERRORS

- A. All information for Directory Book is taken from the Rental Agreement. Any changes or additions to Directory information must be received by Show Office prior to Directory Deadline noted on Rental Agreement.
- B. Exhibitor agrees that in the event any listings, advertising or any other information in any Show publication does not appear or contains errors or omissions due to the fault of Show Management or otherwise, California Market Center shall not be liable to Exhibitor for any damages which Exhibitor might incur as a result of errors or omissions.

5. EXHIBIT PERSONNEL

Attendants, models and other employees must confine their activities to contracted exhibit space. Exhibitors and their personnel are restricted from entering into exhibit space of another exhibitor without permission from that exhibitor. At no time may anyone enter an exhibit space which is not staffed.

6. PROMOTING/ADVERTISING

- A. Exhibitor shall not distribute or permit distribution of advertising or promotional materials, souvenirs or literature outside of contracted exhibit space.
- B. Modeling or soliciting is strictly prohibited outside of contracted exhibit space.
- C. All matters and questions not covered by the general information; rules and regulations are subject to the decision of Show Management.

7. SHARING EXHIBIT SPACE

Sharing of exhibit space is strictly prohibited. Any deviation from this rule must have the written approval of Show Management. A sharing fee of \$200 will apply to each exhibitor sharing space. In the event an exhibitor is recognized as sharing exhibit space without approval of Show Management, exhibitor will lose any exhibit space assignment permanently.

8. INDEMNITY

Exhibitor agrees to indemnify, hold harmless and to insure California Market Center from and against any and all loss, damage, the claim of damage, liability or expense arising out of or resulting from any theft, loss, injury or claim or injury of any nature whatsoever to either persons or property upon said premises during the term thereof, or arising from any accident or any other occurrence causing injury to any person or property whomsoever or whatsoever and due to fire or directly or indirectly to the condition of, or to the use, misuse or disuse by you or by any person or persons holding under or using the same license as you, otherwise, of the demised premises or any part thereof, or any appurtenances or equipment thereof or therein, or arising out of any failure of you in any respect to comply with any of the requirements or provisions of the agreement. You shall be liable for any damage to the building of which the demised are a part, by reason of damage to persons or property caused by moving your property in and out of the building; or by installation or removal of furniture, or caused by careless, negligent, or improper conduct of you, your servants, employees, agents, visitors, or licensees. Except for California Market Center's gross negligence or willful misconduct, exhibitor hereby releases California Market Center and its shareholders, officers, employees, agents, servants, and representatives from personal injury, property damage or other damages or injuries whatsoever suffered by exhibitor and/or its employees, invitees, guests or any person arising from or in any way related to exhibitor's use of exhibit space, and California Market Center shall be exempt for all risk or liability in connection with same.

9. SHOW HOURS

Exhibits must remain completely intact and the exhibit space staffed during all scheduled show hours. Late arrival or early breakdown is not permitted without previous permission from Show Management. Exhibitors arriving late or leaving early are subject to a \$100 fine and will lose priority of space for the next show. In the event of a no-show within one hour after the show opens, show management has the right to use said space to suit its own convenience without any rebate to the canceled exhibitor

10. NO SMOKING

Smoking is not allowed in the California Market Center. Please use the exterior common areas.