



admissions policy

Admittance to LA FASHION MARKET, FOCUS Tradeshow & TRANSIT Tradeshow at the California Market Center (CMC) is open & free to **qualified buyers*** and press only. Online pre-registration is not available. Please register on-site to receive your badge, required for entry into showrooms, tradeshows, events & buyer hospitality. Registration Hours: Tue-Fri, 8:30a-6p | location: CMC Lobby. †**Guest Fee: \$20**

QUALIFIED BUYER TYPES INCLUDE:

- Department Store
- Discount/Off Price/Outlet Store
- Boutique/Specialty Store
- Chain Stores (6 or more)
- Sporting Goods Store
- Resort/Pro Shop/Spa Boutiques
- Mail Order (Consumer) Catalogs
- Internet Retailer (must provide proof of website)
- Home-Based Enterprise
- Resident Buying Office
- Distributor
- Exporter (U.S.-based)

RETURNING BUYERS

If you have registered and attended L.A. Fashion Market &/or its tradeshows in the past two years, you will receive an EXPRESS PASS via e-mail with EXPRESS CHECK-IN instructions. If you are not a CMC e-mail subscriber, simply present your business card and photo identification at any Registration counter. †**Guest Fee will be charged to any person not presenting these credentials.**

NEW ATTENDEES

If you are a ***qualified buyer as described above** and have never registered and attended Market (or haven't done so in the past two years), present the following 5 items at a Registration counter: 1) Registration Form; 2) your business card printed in your name & your company's name; 3) your photo identification; 4) and any two of the following:

- Business card printed with your name and current retail operation
- Business License (Business Tax Certificate)
- Resale Certificate in Company Name
- Lease Agreement or Letter of Intent (From a bank, attorney, or on company letterhead)

Each additional attendee for your company will need to present:

1. Photo I.D.
2. One (1) of the following:
 - Personalized Business Card
 - Payroll Stub
 - Company Credit Card in attendee's name

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PRESS

All members of the press are required to check-in on arrival in the Buyers Lounge, Suite B271 (2nd floor, B-wing). Contact press@californiamarketcenter.com to pre-register and include: your name, title, media outlet and complete contact information or register on-site in the Buyers Lounge by presenting your business card and photo identification. Freelance journalists may substitute a card with either an editorial credit/byline or published masthead.

†GUEST POLICY

Visitors not presenting the credentials mentioned above are considered Guests and are subject to a **\$20 non-refundable fee**. Spouses and children under 12 are an exception. Guests must be accompanied by a registered Buyer with badge. Visit the Registration counter for a Visitor badge.

INDUSTRY GUESTS

Industry professionals not presenting credentials as qualified buyers and press are **subject to \$20 Guest fee**. This list includes:

- Ad Sales/Marketing/Promotions/PR
- Financial Institutions
- Technology
- Broker/Agent/Sourcing
- Premium/Corporate Incentives
- Supplier (fabric, trim, pkging, etc.)
- Importer (Non - U.S. based)
- Wholesaler/Mfg/Jobber
- Licensing

NON-EXHIBITING DESIGNERS & MANUFACTURERS

Non-exhibiting designers & manufacturers whose product is currently not represented at the CMC must be pre-authorized to visit Market. Contact exhibit@californiamarketcenter.com to request authorization. Requests must be received at least two (2) weeks prior to the event. Or contact our Leasing office to schedule an appointment during Market: leasing@californiamarketcenter.com or 213.630.3695.

INSTRUCTORS & THEIR STUDENTS

Trade events are strictly open to qualified buyers and press only. However, if your class would like to visit the CMC between Markets, please contact Jacki Riggs at 213.630.1701 or jriggs@californiamarketcenter.com for a tour. \$10 per person fee applies.

CHILDREN

Children are welcomed at the CMC if under the supervision of a registered Buyer at all times. Children 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.