



LA FASHION, GIFT & HOME MARKET

ADMISSIONS POLICY

Attending the LA Fashion Market, Transit LA Shoe Show, and the CMC Gift & Home Market is open to credentialed buyers and press only. All buyers visiting market are required to register and present an attendee badge for entrance into Market. Registration counters are located in CMC's Main Lobby, open 8:30a-6p daily. There is no fee to attend.

WHAT TYPE OF BUSINESS QUALIFIES YOU AS A BUYER?

- 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)

CREDENTIALS REQUIRED FOR REGISTRATION AS A NEW BUYER

Buyers who have never registered or who have not attended Market within the past two years are required to complete a registration form (available on-site) at any Registration counter and present the following credentials.

1. Photo I.D. (Driver's License, Identification Card, Passport)
2. Two (2) 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

RETURNING BUYERS

Buyers who have registered for Market within the past two years can visit any Registration counter and obtain an Attendee badge by presenting a personalized Business Card and Photo I.D.

PRESS

To pre-register, please contact Karli Heineman at kheineman@californiamarketcenter.com and include: your name, title, media outlet and complete contact information. Members of the press may also register on-site at the Buyers Lounge in B271. To register on-site, please bring a business card. Freelance journalists may substitute a card with either an editorial credit/byline or published masthead. All media are required to check-in on arrival at the Buyers Lounge in B271.

EXHIBITORS

Please contact the Show Management office for your Exhibitor badges: 213.630.3696 | exhibit@californiamarketcenter.com

NON-BUYERS

Industry professionals not qualifying as Buyers (see above) are welcome to visit the CMC during non-Market days only. 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

MANUFACTURERS

Non-exhibiting manufacturers whose product is currently not represented at the CMC must be pre-authorized to visit Market. Contact attendeeservices@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 AND STUDENTS

Trade events are strictly open to qualified Retailers and Press only. However, if your class would like to visit the CMC during a non-Market period, please contact Public Relations at kheineman@californiamarketcenter.com for a tour.

GUESTS OF REGISTERED BUYERS

Registered Buyers are allowed to bring a maximum of two (2) guests. Please request a guest pass at the general Registration counter.

CHILDREN

Children are welcomed at the CMC if under the supervision of a registered buyer at all times. There is no age limit.

PETS

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

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110 East 9th Street Suite A727, Los Angeles CA 90079 | www.californiamarketcenter.com
Registration: 213.630.3683 | attendeeservices@californiamarketcenter.com