



# attending markets & trade shows at the california market center

## REGISTRATION & ADMISSIONS POLICIES

CMC-hosted Markets & Trade Shows are open to retailers and press only. Attendee Badges are required for entrance into showrooms and show areas. Registration counters are located in CMC's Main Lobby, 9a-6p daily, during Market. There is no fee to attend.

### what type of business qualifies you as a retailer?

- 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 at the Registration counter) and present it to Registration with the the following credentials.

1. Photo I.D. (Driver's License, Identification Card, Passport)
2. Business card printed with your name and current retail operation
3. One (1) of the following:
  - 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 photo identification.

### press

To pre-register, please contact Deborah Levine ([dlevine@californiamarketcenter.com](mailto:dlevine@californiamarketcenter.com)) and include: your name, title, media outlet and complete contact information. Members of the press may also register on-site at the Registration counter in the Main Lobby. 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 Registration counter.

### exhibitors

Please contact the Show Management office for your Exhibitor badges: 213.630.3696 | [exhibit@californiamarketcenter.com](mailto: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 our Show Management at [exhibit@californiamarketcenter.com](mailto: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](mailto:leasing@californiamarketcenter.com) or 213.630.3695.

### instructors and students

Trade events are strictly open to qualified Retailers and Press only. However, if your college/university class would like to visit the CMC during a non-Market period, please contact Public Relations at [dlevine@californiamarketcenter.com](mailto:dlevine@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 any 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.