



LOS ANGELES FASHION MARKET



FIDM ALUMNUS | ATTENDEE APPLICATION

>> To apply for an attendee badge, please send completed application & the following documents to FIDM Alumni Relations for qualification:

- Business Card printed with your name & company
- Photo I.D. (Driver's License, Passport, etc.)

>> California Market Center will send your Attendee confirmation upon approval by FIDM Alumni Relations.

FAX TO: 213.622.2384

FIDM ALUMNI RELATIONS:

bcliatt@fidm.edu
213.624.1200 x4531

LA FASHION MARKET INFORMATION:

attendeerelations@californiamarketcenter.com
213.630.3683

1. COMPANY INFO

Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Country: _____ Website: _____

Company Phone: { } { } _____ Fax: { } { } _____
Country Code Area Code Country Code Area Code

2. BUSINESS TYPE (check one box only)

- | | | | |
|---|--|---|--|
| <input type="radio"/> Department | <input type="radio"/> Mail Order (Consumer) | <input type="radio"/> Supplier (fabric, trim, pkging, etc.) | <input type="radio"/> Ad Sales/Marketing/Promotions/PR |
| <input type="radio"/> Discount/Off Price/Outlet | <input type="radio"/> Internet Retailer | <input type="radio"/> Exporter (U.S.-based) | <input type="radio"/> Financial Institution |
| <input type="radio"/> Boutique/Specialty | (must provide website above) | <input type="radio"/> Importer (Non - U.S. based) | <input type="radio"/> Technology |
| <input type="radio"/> Chain (6 or more) | <input type="radio"/> Home-Based Enterprise | <input type="radio"/> Wholesaler/Mfg/Jobber | <input type="radio"/> Broker/Agent/Sourcing |
| <input type="radio"/> Sporting Goods | <input type="radio"/> Resident Buying Office | <input type="radio"/> Licensing | <input type="radio"/> Premium/Corporate Incentives |
| <input type="radio"/> Resort/Pro Shop/Spa | <input type="radio"/> Distributor | | |

3. INDIVIDUAL INFO

First Name: _____

Last Name: _____

Direct Phone: { } { } _____ Ext: _____
Country Code Area Code

Fax: { } { } _____
Country Code Area Code

E-Mail Address: _____

Note: E-Mail is required to receive Express Registration [E-Ticket] notification for next Market.

4. JOB TITLE (check one box only)

- | | |
|---|---|
| <input type="radio"/> Owner | <input type="radio"/> Buyer |
| <input type="radio"/> Chairman | <input type="radio"/> Assistant Buyer |
| <input type="radio"/> CEO | <input type="radio"/> Designer |
| <input type="radio"/> President | <input type="radio"/> Store Manager/Sales |
| <input type="radio"/> Vice President | <input type="radio"/> Mfg Sales Rep |
| <input type="radio"/> GMM | <input type="radio"/> Director |
| <input type="radio"/> DMM | <input type="radio"/> Product Development |
| <input type="radio"/> Merchandise Manager | |

5. PRIMARY PRICE POINT (check one box only)

- Designer Bridge Better Moderate Budget

6. PRIMARY AREA OF RESPONSIBILITY (check one box only)

- | | |
|--|---|
| <input type="radio"/> Women's Purchasing | <input type="radio"/> Children's Purchasing |
| <input type="radio"/> Men's Purchasing | <input type="radio"/> Gift & Home Decor |

7. CHECK PRODUCT CATEGORIES YOU PURCHASE (check all that apply)

WOMEN'S

- Accessories
- Active/Fitness/Athletic
- Bridal/Prom
- Bridge Collections
- Casual/Weekend Wear
- Contemporary
- Denim
- Dresses/Special Occasion
- Footwear
- Handbags/Small Leather Goods
- Intimate Apparel/Loungewear
- Jewelry
- Junior
- Leather / Suede
- Maternity
- Missy/Updated Missy
- Off-Price
- Outerwear
- Private Label
- Resort/Spa/Cruise
- Special Sizes (Petite, Plus)
- Swimwear
- Young Contemporary

MEN'S

- Accessories/Furnishings
- Active/Fitness/Athletic
- Big Tall
- Board Sports
- Casual Wear
- Contemporary
- Denim
- Designer
- Footwear
- Leather/Suede
- Off-Price
- Outerwear
- Private Label
- Streetwear/Club/Urban
- Swimwear
- Tailored Clothing
- Traditional Men's
- Young Men's

CHILDREN'S

- Layette
- Infant
- Toddler
- Girls 4 - 6x
- Girls 7 - 14
- Boys 4 - 7
- Boys 8 - 20
- Accessories
- Denim
- Footwear
- Juvenile Products
- Licensed Products
- Off Price
- Preteen
- Private Label
- Special Occasion/Uniforms
- Swimwear

GIFT & HOME

- Aromatherapy/Personal Care
- Collectibles/Figurines
- Flowers/Foliage/Ribbons/Baskets
- Fine Cards/Books/Stationery/Pens
- Garden/Patio/Lawn
- General Gift
- Home Decor/Accessories
- Lamps/Lighting
- Seasonal/Holiday/Religious
- Tabletop/China/Crystal
- Toys/Games/Novelties