

LOS ANGELES MAJORS MARKET



TEMPORARY SHOWROOM RENTAL CONTRACT

april 12-14, 2010 | fall '10 | mon-wed | 9a-6p

where major stores meet major labels.

Connecting retail's heavy-hitters to the industry's top power-brands, the CMC's LA Majors Market is the premier trade event for mass merchandisers. Thousands of department and chain store buyers from across the globe converge upon the LA Majors Market to write high-volume business.

This is an appointment-oriented Market. We do not recommend showroom rental without pre-scheduled retailer appointments. Temporary exhibitors for the Market are featured throughout the CMC in private, customized showrooms that are fully furnished and equipped for your convenience.

DATES April 12-14, 2010 | Mon-Wed

HOURS 9a-6p | Daily

LOCATION California Market Center
110 East Ninth Street
Los Angeles CA, 90079

CONTACT Brad Jeremich
bjeremich@californiamarketcenter.com
tel 213.630.3631
fax 213.630.3972

california | market center

LA MAJORS MARKET IS A CMC EVENT | 110 E 9TH ST SUITE A727, LOS ANGELES CA 90079 | WWW.CALIFORNIAMARKETCENTER.COM

IMPORTANT! NEW SHOWROOM ASSIGNMENT PROCEDURE & BOOKING DEADLINES

1. SAME OCTOBER '09 TRADESHOW SHOWROOM | DEADLINE: FEBRUARY 5, 2010

Applies only to October '09 exhibitors and to CMC tradeshow showrooms located on 13A & 3C. Does NOT apply to showrooms located on CMC's permanent leasing floors. 13A & 3C showrooms are immediately available to the SAME exhibitors who rented them in October '09 and will be confirmed starting February 5. **13A & 3C showrooms NOT reserved by February 5 will be made available to applicants on a first-come first-served basis, in the order that applications are received. FULL PAYMENT IS REQUIRED FOR A BOOKING CONFIRMATION.**

2. SAME OCTOBER '09 LEASABLE SHOWROOM | DEADLINE: MARCH 12, 2010

Applies only to October '09 exhibitors and to vacant CMC tenant showrooms located on permanent leasing floors (any floor not located on 13A & 3C). Leasable showrooms that remain vacant until March 12 will be made available to the SAME exhibitors who rented them in October '09 and will be confirmed starting March, 12. **Any vacant leasable showroom not reserved by the March 12 will be made available to applicants on a first-come first-served basis, in the order that applications are received. FULL PAYMENT IS REQUIRED FOR A BOOKING CONFIRMATION.**

3. NEW LEASABLE SHOWROOMS & RELOCATIONS | BOOKING BEGINS MARCH 12, 2010

All vacant leasable showrooms that are unreserved by March 12 will be made available to returning exhibitors and new applicants on a FIRST-COME FIRST-SERVED BASIS, IN THE ORDER THAT APPLICATIONS ARE RECEIVED. **FULL PAYMENT IS REQUIRED FOR A BOOKING CONFIRMATION.**

ADDITIONAL NEW POLICIES:

- **APPLICATION DEADLINE: March 26, 2010**
A \$150 Late Fee applies to applications postmarked after March 26, 2010.
- **ALL SHOWROOMS ARE RENTED AS-IS**
Any showroom rented for the LA Majors Market is rented AS IS. The CMC will NOT make any repairs to a showroom for the purpose of temporary rental. At the request of an applicant, showrooms with damage may be rented AS IS, without any discount.

\$1000 SECURITY DEPOSIT

Unless authorized by Show Management, exhibit space décor must be temporary and all displays must be freestanding. Nothing may be painted or affixed to exhibit space walls, columns, or windows, including fixtures, stickers, pins, nails, hooks, or double-sided tape. Exhibit spaces will be inspected Thursday April 15 for damages. Security deposit refunds will be applied as a credit towards exhibitor's next show unless a written request is received by Show Management for a cash refund.

\$300 SHOWROOM KEY DEPOSIT & KEY POLICY

\$300 Showroom Key Deposit is required and will be forfeited for any keys not received as per the following instructions: Return keys only to Exhibitor Service Desk (Floor 13) no later than Wednesday, April 14, 9a-6p. **SECURITY DESK & SUITE A727 WILL NOT ACCEPT KEYS.** Deposits will be applied as a credit towards your next show unless a written request is emailed to Brad Jeremich at bjeremich@californiamarketcenter.com.

TEMPORARY SHOWROOM RENTAL PACKAGE - Rates begin at \$5,375 for a 350 sq ft showroom, in addition to \$100 Facility Fee (non-refundable | contributes to the market's operational expenses) | Showrooms are located throughout the CMC.

Showrooms include

- Private, custom showroom (Note: Every temporary showroom is different. Please contact Show Management if you have questions about the appearance and built-in amenities for your showroom)
- Two (2) Keys
- Showroom Size
- Tables
- Chairs
- Wastebaskets
- Garment Rack
- Electricity and outlets
- One (1) showroom I.D. sign
- Housekeeping, porter service, and drayage
- Inclusion in directory listings

<u>Showroom Size</u>	<u>Tables</u>	<u>Chairs</u>	<u>Wastebaskets</u>	<u>Garment Rack</u>
Up to 650 sq ft	2 tables	6 chairs	1 wastebasket	equivalent to 2 racks
651sq ft - 850 sq ft	3 tables	9 chairs	2 wastebaskets	equivalent to 3 racks
851 sq ft - 1500sq ft	4 tables	12 chairs	3 wastebaskets	equivalent to 4 racks
1501sq ft - 2000sq ft	5 tables	15 chairs	4 wastebaskets	equivalent to 5 racks
Over 2000 sq ft	6 tables	18 chairs	5 wastebaskets	equivalent to 6 racks

Most rooms have built-in bars for hanging merchandise. Showrooms without built-in bars will receive upright garment racks.

Note: Additional furniture & equipment available for rental - please see Exhibitor Manual.

RETAILER APPOINTMENTS

Exhibiting without appointments with participating buyers and buying offices is not recommended. To connect with a participating buying office, please contact:

- Barbara Fields Buying Office | 213.627.6474
- Directives West | 213.627.5921
- Dillard's Buying Office/Left Coast Style | 213.628.0882
- The Doneger Group | 213.627.8358

EXHIBITOR MOVE-IN DATES*

- Saturday | April 10 | 9a-5p
- Sunday | April 11 | 9a-5p

*Note: Showroom move-in is NOT permitted prior to Move-In Dates. To visit showroom for decorating purposes prior to move-in, please contact show management for an appointment.



DEADLINES:

- Same 13A & 3C Tradeshow Showroom | Feb. 5, 2010
- Same Vacant Leasable Showroom | March 12, 2010
- Application Deadline: March 26, 2010 | \$150 Late Fee applies

NOTE: ALL SHOWROOMS RENTED AS IS. FULL PAYMENT IS REQUIRED WITH CONTRACT FOR A BOOKING CONFIRMATION.

PLEASE PRINT CLEARLY AND COMPLETE ALL SECTIONS. INCLUDE PAYMENT AND FAX TO 213.630.3972 OR FAX CONTRACT AND MAIL CHECKS TO: LA MAJORS MARKET, CALIFORNIA MARKET CENTER, 110 EAST NINTH STREET SUITE A727, LOS ANGELES, CALIFORNIA, 90079.

exhibiting company information

Exhibiting Company Name _____
 Contact Name _____
 Street Address _____
 City _____
 State _____ Zip/Postal Code _____
 Phone _____
 Fax _____
 E-mail Address _____

brand names for directory & signage [Please write clearly exact text to be printed in directory listings and on your complimentary exhibit space I.D. sign - standard black & white text on white board. Note: label names only. We will not print location or product descriptions.]

showroom preference

SAME SHOWROOM RENTED IN OCTOBER '09
Note: 13A & 13C showrooms available Feb 5. Any other floors available March 12.

Suite # _____ square feet | Note rates below

NEW APPLICANTS OR RETURNING EXHIBITORS REQUESTING RELOCATION

Please indicate your showroom size preference.

<input type="checkbox"/> 350 - 450 sq ft.....\$5,375	<input type="checkbox"/> 1000 - 1500 sq ft.....\$8,885
<input type="checkbox"/> 451 - 650 sq ft.....\$6,110	<input type="checkbox"/> 1501 - 2000 sq ft.....\$10,640
<input type="checkbox"/> 651 - 850 sq ft.....\$6,840	<input type="checkbox"/> Over 2,000 sq ft.....\$10,640 + \$4.50/sq ft
<input type="checkbox"/> 851 - 999 sq ft.....\$7,570	

FURNITURE REQUEST

- Yes, we request CMC-provided furniture & equipment.
- No, we will provide our own furniture & equipment.

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|--|--|---|
| <p>WOMEN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Accessories <input type="checkbox"/> Active / Fitness / Athletic <input type="checkbox"/> Casual / Weekend Wear <input type="checkbox"/> Resort / Spa / Cruise <input type="checkbox"/> Swimwear <input type="checkbox"/> Junior <input type="checkbox"/> Young Contemporary <input type="checkbox"/> Prom / Special Occasion <input type="checkbox"/> Dresses <input type="checkbox"/> Special Sizes (Petite, Plus) <input type="checkbox"/> Outerwear <input type="checkbox"/> Intimate Apparel / Loungewear <input type="checkbox"/> Missy / Updated missy <input type="checkbox"/> Private Label <input type="checkbox"/> Denim | <p>MEN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Young Men's <input type="checkbox"/> Streetwear <input type="checkbox"/> Urban <input type="checkbox"/> Skate <input type="checkbox"/> Surf <input type="checkbox"/> Private Label <input type="checkbox"/> Denim | <p>CHILDREN</p> <ul style="list-style-type: none"> <input type="checkbox"/> Layette <input type="checkbox"/> Infant <input type="checkbox"/> Toddler <input type="checkbox"/> Girls 4-6X <input type="checkbox"/> Girls 7 - 16 <input type="checkbox"/> Boys 4 - 7 <input type="checkbox"/> Boys 8 - 20 <input type="checkbox"/> Accessories <input type="checkbox"/> Denim <input type="checkbox"/> Juvenile Products <input type="checkbox"/> Licensed Products <input type="checkbox"/> Gifts / Toys <input type="checkbox"/> Swimwear <input type="checkbox"/> Preteen <input type="checkbox"/> Private Label |
|--|--|---|

fees

Showroom Rental Fee	\$ _____	
Facility Fee	\$100	Non-refundable
\$300 Showroom Key Deposit	\$300	Applied as credit to next show unless we receive a refund request
\$1000 Security Deposit	\$1000	Applied as credit to next show unless we receive a refund request
\$150 Late Fee	\$ _____	For applications & payments received after 3/26/10
Additional Day Rental	\$ _____	\$750 fee for additional day showroom rental
Wire Transfer Fee	\$ _____	\$50 fee applies to wire transfers
Subtotal	\$ _____	
credit last show (if applicable)	- \$ _____	Credit from last show's Security &/or Key Deposits
TOTAL DUE*	\$ _____	FULL PAYMENT REQUIRED FOR BOOKING CONFIRMATION

payment FULL PAYMENT IS REQUIRED FOR A BOOKING CONFIRMATION. PLEASE ISSUE A SEPARATE CHECK FOR DEPOSITS.

- CHECK** - PAYABLE TO: CMC EVENTS INC. MAIL TO: LA MAJORS MARKET, CALIFORNIA MARKET CENTER, 110 EAST NINTH STREET SUITE A727, LOS ANGELES, CALIFORNIA, 90079
- WIRE TRANSFER** - \$50 INTERNATIONAL FEE. TO ARRANGE FOR A WIRE TRANSFER, PLEASE EMAIL BJEREMICH@CALIFORNIAMARKETCENTER.COM
- CREDIT CARD** - PAYABLE TO CMC EVENTS INC.

AMEX / MASTERCARD / VISA CARD #: _____ EXPIRATION DATE: _____

CARDHOLDER NAME: _____

agreement

Application is hereby made by the undersigned for display space at LA MAJORS MARKET. 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 application and the Terms And Conditions included in this application. Please read all of the Terms And Conditions included in this application. Your signature below conclusively establishes you have done so and will abide to our Terms and Conditions.

AUTHORIZED SIGNATURE _____ DATE _____

FAX TO 213.630.3972 | CONTACT: Brad Jeremich | tel 213.630.3631 | bjeremich@californiamarketcenter.com

1. Temporary Lease Agreement

A. This application represents a request for temporary space only in a venue promoted by California Market Center as a trade event and does not entitle the applicant to space until authorized and/or approved by show management. Show management reserves the right to refuse any and/or all applications. If an application is approved and an exhibit space assignment confirmation is sent to the approved applicant (hereafter referred to as "Exhibitor"), this application will serve as a binding contract by and between exhibitor and the California Market Center. The term of this contract shall be during the applicable show dates as specified herein.

C. This contract shall bind show management to provide event venue, exhibit space, and event promotion only. Applicant shall utilize exhibit space for meeting with previously scheduled visitor appointments and shall not hold show management liable for the quality or amount of visitors.

D. Show dates, show locations and merchandise categories are solely at show management's discretion and are subject to change or cancellation at any time.

2. Space Assignments

A. Applicants shall submit with the exhibit space application required payment due at that time based on desired location fees outlined on exhibit space application by deadlines stated on exhibit space application 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.

B. 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. Show management does not guarantee accommodation of type of space requested by the applicant and will reserve the right to assign space to the applicant at its own discretion. Show Management does not guarantee any specific location to the applicant and reserves the right to re-assign space to assure show continuity.

C. Space assignments or notification of application status shall be indicated on the confirmation sent to each exhibitor who submitted an exhibit space application. However, show management reserves the right to rearrange exhibitors or adjust the floor plan at the sole discretion of show management. Exhibitors will be notified of any such changes prior to show date.

D. 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.

3. Refunds and Cancellation Policy

Exhibitor may cancel or withdraw from the show by providing 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. Applicant shall not hold show management liable for the quality or amount of business experienced at the show and therefore will not be refunded any fees by show management due to quality or amount of business experienced at the show.

4. Show Hours Policy

Exhibits and merchandise 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 and will subject exhibitor to a \$100 fine in addition to loss of priority consideration related to exhibit space assignment for the next show. In the event of a no-show after one hour of the show's commencement, show management has the right to use said space to suit its own convenience without any refund or credit to the absentee exhibitor.

5. Directory Listing Errors And/Or Omissions

A. All information for Directory Book is taken from the exhibit space application. Any changes or additions to Directory information must be received by show management prior to Directory Deadline noted on exhibit space application.

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.

6. Security Deposit & Decorating Restrictions

A. A refundable security deposit shall be included in overall show fees and will be forfeited should any part of exhibit space receive damage by usage from contracted exhibitor or exhibitor's employees, associates, decorators, and/or subcontractors.

B. ALL displays must be freestanding. 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.

C. 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.

D. 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 unless authorized by show management.

E. Show Management reserves the right to restrict the use of glaring or irregular lighting and sound effects.

F. All display material must conform to fire regulations. If unsure about hazardous materials, contact show office for information.

G. Show management will provide each booth/suite with a company sign. No other signs are permitted outside your allotted space without permission from show management.

7. Exhibit Personnel

A. 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.

B. Show management reserves the right to move or remove from the show or the California Market Center premises any exhibitor and/or its representatives or associates or exhibit at the sole discretion of show management without any refund or credit to exhibitor.

8. Promoting/Advertising

Exhibitor shall not distribute or permit distribution of advertising or promotional materials, souvenirs or literature outside of contracted exhibit space. Modeling or soliciting is strictly prohibited outside of contracted exhibit space.

9. Sharing Exhibit Space

Sharing of exhibit space is 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 exhibit space assignment permanently.

10. 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 & its shareholders, officers, employees, agents, servants, & representatives from personal injury, property damage or other damages or injuries whatsoever suffered by exhibitor &/or its employees, invitees, guests or any person arising from or in any way related to exhibitor's use of exhibit space, & California Market Center shall be exempt for all risk or liability in connection with same.