



# transit

the los angeles shoe show

AUGUST 10 & 11, 2008 | OCTOBER 18-20, 2008  
EXHIBITOR APPLICATION

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"transit is one of the hottest tradeshows in our industry!" -laura williams, faryrobin

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transit is the platform connecting style-conscious footwear lines to boutiques and better retailers in los angeles. hosted at the cmc during l.a. fashion market five times a year.

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next show: august 10 & 11, 2008 (special 2-day show)  
hours: 9a-5p | sunday-monday  
location: california market center (cmc)  
penthouse exhibition space | floor 13B  
110 east 9th street. los angeles ca 90079



contact: Brad Jeremich | 213.630.3631 or [bjeremich@californiamarketcenter.com](mailto:bjeremich@californiamarketcenter.com)

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**california | market center**  
110 east ninth street suite a727. los angeles ca 90079 | [www.californiamarketcenter.com](http://www.californiamarketcenter.com)



"TRANSIT has helped Jessica Simpson footwear become one of the hottest brands currently on the market!" –Marcy Florance, Jessica Simpson Footwear

### PRIORITY CONTRACT & PAYMENT DEADLINE: JULY 4, 2008

- Applications with payments received by **July 4** will be given priority booth consideration.
- \$100 Late Fee applies to applications and payments postmarked after **July 4**.

### SHOW HOURS POLICY

- A **\$250** Show Hours Penalty Fee will apply to exhibitors whose exhibit spaces are not set-up or attended to by opening time each morning, or who leave or vacate exhibit space prior to end of Show Hours.

### NEW! EXHIBIT SPACE PACKAGE OPTIONS

#### 1. book august 10 & 11, 2008 only

\$900 | 10x10 booth  
\$1600 | 10x20 booth  
\$2500 | 10x30 booth  
\$1600 | designer showroom

#### 2. book august 10 & 11, 2008 + october 18-20, 2008 for a discounted rate

\$1500 | 10x10 booth  
\$2560 | 10x20 booth  
\$4000 | 10x30 booth  
\$2560 | designer showroom

### PENTHOUSE BOOTH PACKAGE

- Hardwall booth with laminated panels (Note: booth height - 6.5')
- 5 overhead track lights\*
- 3 5'x12" shelves
- 3 6'x24" folding tables for display
- 1 5'x18" folding table for writing
- 3 chairs
- Booth I.D. sign

Note: Extra furniture is limited and availability is not guaranteed. Exhibitors are encouraged to bring whatever is needed beyond the standard set-up.

\*Additional track lights are not permitted due to wattage capacity.

### PENTHOUSE SHOWROOM PACKAGE

- Glass-front showrooms
- 1 Key
- Electricity and outlets
- Wall-to-wall carpeting
- 3 tables
- Desk
- Shelving
- 3 chairs
- Fluorescent ceiling lighting
- Optional track lighting
- Showroom I.D. sign

### EXHIBIT SPACE LOCATION ASSIGNMENT

- **Merchandising and Location Assignments**  
Exhibitors will be assigned to a specific Show Floor area based on the type of merchandise to be exhibited. Exact booth placement is made by the sole discretion of Show Management. Although show management will attempt to fulfill specific location requests when feasible for the overall exhibit floor plan, accommodation of individual requests is not guaranteed.
- **Premium Corner Spaces**  
Premium corner spaces are limited and not guaranteed. Please place your request on application. Important decorating note: Exhibitors selected for premium corner spaces are required to decorate their highly visible location.

### EXHIBITOR MARKETING & SPONSORSHIP OPPORTUNITIES AT LA FASHION MARKET FEATURING TRANSIT

- Become a show sponsor and gain maximum brand exposure at TRANSIT. Opportunities include sponsoring the Lounge area, hospitality, lanyards, water bottles, refreshments, cocktail hour, etc. Please see Exhibitor Manual for details.

### EXHIBITOR MANUAL

- For detailed booth and set-up information | Available online at [www.californiamarketcenter.com](http://www.californiamarketcenter.com).

**EXHIBITOR**

\*\$100 late fee applies for applications received after this deadline.

**1. contact info**

\_\_\_\_\_

contact name

\_\_\_\_\_

contact address

\_\_\_\_\_

city / state/ postal code

\_\_\_\_\_

contact tel \_\_\_\_\_ fax \_\_\_\_\_

\_\_\_\_\_

contact email

**2. exhibiting company info**

\_\_\_\_\_

company name

\_\_\_\_\_

company address

\_\_\_\_\_

city / state/ postal code

\_\_\_\_\_

company tel \_\_\_\_\_ fax \_\_\_\_\_

\_\_\_\_\_

company email

**3. brand website address:**

http://www. \_\_\_\_\_

**4. brand name(s)** [for directory book listings and exhibit space sign]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**5. brand category** [select one]

- |  |  |                                   |
|--|--|-----------------------------------|
| <input type="radio"/> designer collections   | <input type="radio"/> young contemporary | <input type="radio"/> streetwear  |
| <input type="radio"/> contemporary           | <input type="radio"/> junior             | <input type="radio"/> athletic    |
| <input type="radio"/> women's better/updated | <input type="radio"/> affordable trends  | <input type="radio"/> children's  |
| <input type="radio"/> comfort                | <input type="radio"/> men's              | <input type="radio"/> accessories |

**6. brand wholesale price range** [select one]

- |                                  |                                   |                                   |
|----------------------------------|-----------------------------------|-----------------------------------|
| <input type="radio"/> under \$30 | <input type="radio"/> \$60-\$99   | <input type="radio"/> \$150-\$199 |
| <input type="radio"/> \$30-\$59  | <input type="radio"/> \$100-\$149 | <input type="radio"/> \$200 +     |

**7. exhibitor badges** [for mailing to you prior to show]

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**EXHIBIT SPACE OPTIONS**

**8. TWO EXHIBIT SPACE PACKAGE OPTIONS:**

Please select one.

**a) august 10 & 11, 2008 only**

- \$900 | 10x10 booth
- \$1600 | 10x20 booth
- \$2500 | 10x30 booth
- \$1600 | designer showroom

**b) discounted august 10 & 11, 2008 + october 18-20, 2008 package**

- \$1500 | 10x10 booth
- \$2560 | 10x20 booth
- \$4000 | 10x30 booth
- \$2560 | designer showroom

**premium location | \$300**

Check here to be considered for a premium location. Not guaranteed. Availability limited. Assignment made at sole discretion of show management.

**location preferences**

- i prefer same booth location as previous show
- i prefer a new location
- i have a special request: \_\_\_\_\_

**using your own furnishings?**

please check here if you will NOT be using our folding tables, folding chairs, and shelves for your exhibit space.

**PAYMENT**

**9. fees**

exhibit space fee	\$ _____
\$300 premium booth fee [charged only if assigned]	\$ _____
directory ad fee	\$ _____
lobby sample display	\$ _____
\$100 late fee [applications received after July 4]	\$ _____
3% credit card or \$50 wire transfer fee	\$ _____
<b>total</b>	\$ _____

**10. payment**

**check** payable to: CMC Events Inc.

**wire transfer** - \$50 international fee. payable to: bank of the west | swift code # bwstus66 | account # 736013004 | routing number #121100782

**visa or mastercard** payable to CMC Events Inc. 3% processing fee applies.

card #: \_\_\_\_\_ exp date: \_\_\_\_\_

cardholder: \_\_\_\_\_

**11. agreement**

application is hereby made by the undersigned for display space at transit | the la shoe show. 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 \_\_\_\_\_

**12. promote your participation at transit!**  yes, send me free show postcards for mailing to my customers.

FAX TO 213.630.3972

**california | market center**

attn: Brad Jeremich | 110 east ninth street suite a727. los angeles ca 90079 | www.californiamarketcenter.com | t 213.630.3631 | f 213.630.3972 | 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.

**RATES | 1X 4-Color**

	Aug '08	Aug '08 + Oct '08
▪ Full page	\$ 500	\$900
▪ Inside Back cover	\$ 1,000	\$1,800
▪ Full page (page 1)	\$ 1,200	\$2,200
▪ Inside Front cover	\$ 1,200	\$2,200
▪ Back cover	\$ 1,500	\$2,700

**ARTWORK DEADLINES:**  
**July 25, 2008**  
**September 26, 2008**

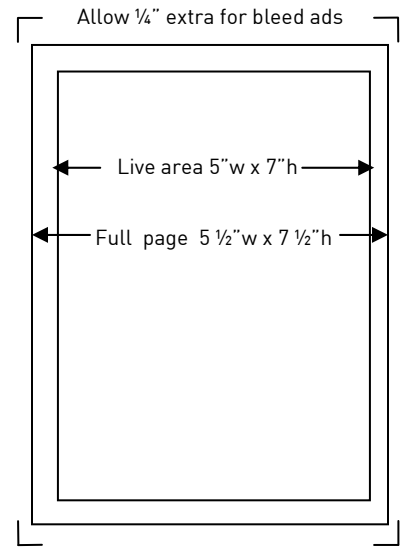
No cancellations after artwork deadline.  
 Contract fees are non-refundable.

**TERMS**

- Advertiser is liable for the advertising space whether or not artwork is submitted. Also, if artwork is deemed unsuitable for publication, advertiser is liable for ad space reserved, or if the artwork was submitted after deadline.
- California Market Center has final approval on all content and appearance of all advertisements.
- Rates are for CMC tenants & exhibitors. Reservations will be accepted from advertisers that are non-tenants/non-exhibitors at a 20% premium and only if the advertiser's goods are not competitive to the merchandise in the building.

**ARTWORK OPTIONS:**

- **Supply your own camera-ready artwork**  
 Format: Full page, 5 1/2 w "x 7 1/2 h" (Live Area 5 "x7 ").  
 Bleed: Add 1/4 inch all the way around. Advertiser must furnish camera-ready artwork by the deadline. Camera-ready means the artwork is in the exact position and size that is to be printed. Electronic submissions: PC or Mac platform, in Quark, Illustrator or Photoshop; minimum 300 dpi with all fonts embedded and associated artwork included. Electronic files should be in tiff or eps format on a Zip disk or CD-ROM, and must be accompanied by a printed proof.
- **CMC Graphic Design Service**  
 Don't have access to a graphic designer for your ad? Ask us about our in-house graphic design service.



**TO RESERVE YOUR AD:** Fax this form with credit card information to 213-630-3972. If paying by check, please fax form and mail check separately. Ads will not be reserved without payment.

Contact Name \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Mailing Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-Mail \_\_\_\_\_

**PAYMENT:**

- Checks: Make payable to CMC Events Inc. Note: \$50 processing fee for returned checks. Attach to this form & mail to: California Market Center, 110 E. 9th St. Suite A727, Los Angeles, CA 90079
- Credit Card: Payable to CMC Events Inc. Please indicate card number here. 3% Processing Fee applies.  
 Visa or MasterCard only - Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Cardholder Name: \_\_\_\_\_

**FAX TO: 213.630.3972 QUESTIONS: Contact Maral Baboosian at 213.630.3647 or mbaboosian@californiamarketcenter.com**

**SUBMISSION DEADLINE: July 28, 2008**

**displayed august 8-11, 2008 | during la fashion market**

Displaying your samples in the TRANSIT sample showcase during LA Fashion Market is the only 3-D opportunity to promote your product in the main lobby. It's a great way to drive retailers and press directly to your TRANSIT exhibit space.

**GUIDELINES**

- Please choose items that are on trend for the Holiday/Resort '08 fashion season.
- Please send at least four samples for our stylist to choose from.
- We do not guarantee our stylist will select any of your samples.
- No products may be removed during the display for any reason.
- Our stylist will return samples to your TRANSIT booth after 4pm, Monday, August 11.
- Label every sample with your line name and TRANSIT booth number.
- Although CMC Security will do everything possible to protect lobby display samples, please note that CMC will not be responsible in case of any lost, damaged, or stolen samples.
- CMC will not reimburse for any shipment costs.



**SUBMISSION DEADLINE -**

For consideration, all samples must be received in our office no later than July 28, 2008.

**RATE:** \$50 per 2 samples

**TO SUBMIT YOUR SAMPLES:** Fax this form with credit card information to 213-630-3972. If paying by check, please fax form and mail check separately. Samples will not be considered without payment.

**SEND SAMPLES TO**

Attn: Maral Baboosian  
California Market Center  
110 E 9th St Suite A727  
Los Angeles CA 90079

Contact Name \_\_\_\_\_  
Company Name \_\_\_\_\_  
Mailing Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
E-Mail \_\_\_\_\_

**PAYMENT\*:**

**Checks:** Make payable to CMC Events Inc. Note: \$50 processing fee for returned checks. Attach to this form & mail to: California Market Center, 110 E. 9th St. Suite A727, Los Angeles, CA 90079

**Credit Card:** Payable to CMC Events Inc. Please indicate card number here. 3% Processing Fee applies. Visa or MasterCard only - Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
Cardholder Name: \_\_\_\_\_

\*If your samples are not selected your credit card will not be charged and check payments will be returned or refunded.

**FAX TO: 213.630.3972 QUESTIONS: Contact Maral Baboosian at 213.630.3647 or mbaboosian@californiamarketcenter.com**