

JANUARY 17-19, 2009
WITH LA FASHION MARKET
CALIFORNIA MARKET CENTER

EXHIBIT AT LA'S NEWEST SOURCE FOR
CONTEMPORARY APPAREL & ACCESSORIES FROM
EMERGING DESIGNERS & ARTIST-DRIVEN BRANDS



EXHIBITOR SALES KIT

EXHIBIT. CONNECT. EXPERIENCE. GROW.

California Market Center (CMC) is excited to partner with FIDM Alumni Association to showcase the top emerging talent in fashion at FOCUS Tradeshow during LA Fashion Market.



WHAT

FOCUS Tradeshow is the burgeoning, new resource for fashion and lifestyle brands in Los Angeles. Selected lines are a creative and style conscious mix of product and genre from emerging labels and established lines.

Emerging Designers @ FOCUS gives select FIDM Alumni the opportunity to present collections to the boutique market at an affordable rate.

Connect with potential buyers. Network with established exhibitors. Gain essential marketplace experience. Build your brand.

WHERE

FOCUS is held in conjunction with LA Fashion Market at the California Market Center (CMC), the West Coast hub of the fashion industry. The CMC is home to thousands of fashion and lifestyle brands in hundreds of showrooms open year-round, and host to over 18 trade events annually.

WHY EXHIBIT

Thousands of trendsetting retailers shop LA Fashion Market five buying seasons a year to restock their floors with the hottest new finds. FOCUS is the bright, new show spotlighting these lines.

WHO EXHIBITS

Brands include women's contemporary & young contemporary, better women's & updated collections, men's contemporary & streetwear, premium denim, eco-friendly collections, artist-driven lines, jewelry, handbags, beauty, home, novelty, and more.

HOW TO EXHIBIT

To apply for Emerging Designer exhibit space as a FIDM alumnus, please send application to FIDM Alumni Relations for qualification. California Market Center will send you an exhibit space confirmation upon approval by FIDM Alumni Relations.

- Fax completed application to FIDM Alumni Relations at 213.622.2384
- For questions contact Bill Cliatt, FIDM Alumni Relations | bcliatt@fidm.edu | 213.624.1200 x4531



- when**
- January 17-19, 2009 | Saturday-Monday | 9a-5p
 - FOCUS is held concurrently with TRANSIT | The LA Shoe Show during the Los Angeles Fashion Market. January 09's edition of FOCUS also overlaps with CMC Gift & Home Market for LA gift show week.
- where**
- Penthouse | Floor 13A
 - California Market Center (CMC) | 110 East 9th Street. Los Angeles CA 90079
- contact**
- Oscar Rodriguez, Show Coordinator | 213.630.3737 or orodriguez@californiamarketcenter.com
 - Chelsea Matthews, Senior Tradeshow Manager | 213.630.3638 or cmatthews@californiamarketcenter.com

sampling of previous exhibitors:

grnappletree, 3sixteen, Tretorn, Cameron Hawaii, Sabre Vision, BGN Paris, Blue Platypus, Chinese Laundry Wash | Denim, Instant People Designs, Maggie Barry Co, Make Love Not Trash | Handbags & Accessories, Soldat Tailoring, Tea Stain, and many more

retailers

The recent LA Fashion Market featuring FOCUS was shopped by Electric Ladyland, 42 Saint, B Real, Graphic Traffic, Metropark, Nordstrom, Miss Trendy, Revolve Clothing, Scout 3, Diane Merrick, Fred Segal, H. Lorenzo, Kitson On Robertson, Ron Herman, Ross Stores, XTC On Melrose, Yellow Dog, Balboa Bay Club, Backspace, Macy's West Federated, Shoe Biz, Alta, Therapy, Blue Bee, 818 Freight, Pink Tangerine, Boogie's Diner, PE 101, The Garment District, Soho, E Street Denim Co, Zappos.com, MGM Mirage, Wynn Las Vegas, Bluefly.com, Big Drop NYC, Cache, Century 21, Saks Fifth Avenue, Local Joe, Plenty, Blue Elephant, Tootsies, Cake Boutique, Chalk Garden, Louie Permelia, Butch Blum, and many more...

emerging designer booth package | exclusively for FIDM alumni

- Hardwall booth, track lights, racks or shelves, tables, chairs, signage
- CMC non-union, in-house event staff
- No union fees
- No drayage fees
- Exhibitor booth set-up at will
- No restrictions or fees for food vendors brought in by exhibitor
- No fees for storage
- Self move-out / No fees for porter assistance
- No surcharge for entertainment brought in by exhibitors
- No fees for housekeeping
- No fees for security
- Discounted hotel & airfare rates, and free hotel/CMC shuttle service

marketing support:

- Trade advertisements (online and print)
- 6-8 weeks of telemarketing
- Local retail visits to key accounts
- VIP outreach to your retailer wish list by our Retailer Relations team
- Direct mail
- Eblasts
- JPG show invitation for you to e-mail to your buyers

buyer perks

- Exclusive LA Fashion Market events
- Complimentary buyer hospitality
- Free buyer parking
- Buyer giveaways

important exhibitor policies

Show Hours Policy

- \$250 show hours penalty fee will apply to exhibitors whose exhibit spaces are not set-up or attended to by 9a each morning, or who leave or vacate exhibit space prior to end of show hours.
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THE PENTHOUSE ON FLOOR 13 | CALIFORNIA MARKET CENTER (CMC)



Featured in the same venue as TRANSIT, and in January 09, with the CMC Gift & Home Market Temporaries, FOCUS presents expanded opportunities for cross promotion to a diverse boutique audience.

FOCUS is featured in the California Market Center (CMC) Penthouse, 13th Floor A-wing.

Located in the heart of the downtown fashion district, the CMC is home to over 1000 showrooms and thousands of lines, ranging from kids to contemporary. At the forefront of fashion, the CMC provides a showcase for established brands as well as new and innovative designers, making it a primary destination for buyers, press and tastemakers from around the globe.

A creative & refreshing alternative to overwhelming convention halls, The Penthouse sets up an intimate, boutique environment for exhibitor & attendee interaction.

- 110,000 square feet of contiguous open booth and glass showroom space
- Expansive windows, natural light, and panoramic views of downtown Los Angeles
- Polished concrete floors, white ceilings, walls, booths, and an airy downtown loft vibe
- Lounges, refreshments, and restrooms on the exhibit floor
- Direct passenger elevator access to the Penthouse from lobby registration areas

Our Marketing, Public Relations, and Retailer Relations teams work around the clock to promote the show and help deliver the retailers you want to see. Our aggressive campaigns include regular e-mail blasts, direct mail, telemarketing, and retail store visits, in addition to ads and editorial in leading trade publications.

e-mail & fax blasts

Our retailer database list features thousands of returning and new stores who receive frequent, interactive e-mails and graphic reminders regarding FOCUS via e-mail and fax.

printed mail

Designed to speak to an audience of directional boutiques and better retailers, the show's artistic invitations are mailed to thousands of retailers.

complimentary exhibitor e-invitation

In keeping with our green initiatives, we've created a JPG invitation for you to e-mail to your buyers to assist you in promoting your participation at FOCUS.

advertising

Print ads and web banners announcing FOCUS regularly canvas major trade publications and websites.

retailer relations team

The CMC's in-house Retailer Relations team works full-time visiting stores and connecting with them during our 6-week telemarketing campaign.

vip retailer telemarketing

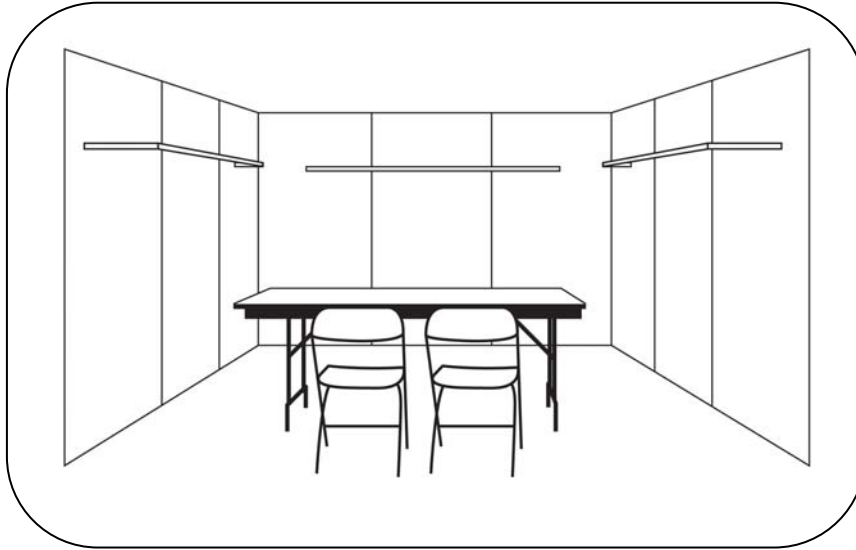
Provide a wish list of stores you want to see shopping FOCUS and our Retailer Relations team will endeavor to deliver these stores to the event.

onsite marketing promotions & buyer services

LA FASHION MARKET, featuring FOCUS, incorporates a variety of onsite promotions designed to create an enjoyable experience for buyers and exhibitors, as well as to drive buyers to the exhibit floor. Promotions include: complimentary lounge spots with refreshments, giveaways, special merchandise displays, and more. Buyer Perks include free parking with proof of purchase, free shuttle service between between the CMC and downtown-area hotels, complimentary breakfast, and more.

The image shows a sample e-blast for the FOCUS TRADESHOW. At the top, there are four small images of fashion items: a pink dress (BON), a green bag (Rough Roses), a necklace (Joanna Laura Constantine), and a grey jacket (Soldat Tailoring). Below these is the main title 'FOCUS TRADESHOW' in large, bold, black letters, with 'Apparel & Accessories Collections' in a smaller, italicized font underneath. Below that, it says 'featuring TRANSMISSION' in a white box. The dates and times are listed as 'october 17-20, 2008 | fri-mon | 9a-5p'. Below this, it says 'SPOTLIGHTING OVER 80 EMERGING LINES & ESTABLISHED BRANDS DURING LOS ANGELES FASHION MARKET'. At the bottom, there are three links: 'EXHIBITOR LIST', 'LA FASHION MARKET', and 'REGISTRATION'. Below the links, it says 'Located in the California Market Center (CMC) Penthouse on Floor 13A'. At the very bottom, there are four small images of people: a man in a white shirt (grippierre), a woman with sunglasses (Sacre), a man in a white jacket (Swarren), and a woman on a bicycle (Tetorn). Below the images, there is contact information for California Market Center: '110 east ninth street, los angeles ca 90079 | www.californiamarketcenter.com | 213.630.3693 | attendeeservices@californiamarketcenter.com'.

sample e-blast to retailers



penthouse booth

includes

- *booth with 3 hard panel walls (height - 6.5')
- **five overhead track lights
- two 3' panel-mounted racks for hanging merchandise or three 5'x12" shelves
- one 6'x24" folding table
- three chairs
- one booth i.d. sign
- one wastebasket
- wi-fi internet access
- electricity (by request)

*For maximum exhibit floor visibility, corner booths will have only 2 walls.

**Additional track lights are not permitted due to wattage capacity. Additional furniture & equipment available for rental - please see exhibitor manual.

please note:

\$200 SECURITY DEPOSIT & DECORATING POLICY

- 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 Monday, January 19 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.

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.

1 EXHIBITOR INFO [used for directory listings & all show communications. please email orodriguez@californiamarketcenter.com if directory listing is different than your company contact information. please complete all fields on this application and print clearly.]

company _____ contact name _____
 street address _____
 city _____ state _____ postal code _____ country _____
 tel _____ fax _____ e-mail _____

2 BRAND INFO

:: WEBSITE ADDRESS* - http://www. _____

*Please email line sheets, catalog, or product jpgs if website is unavailable

:: BRAND CATEGORY (select one)

- accessories | jewelry | handbags
- street contemporary
- other: _____
- contemporary
- young contemporary
- green | organic, eco-friendly

:: WHOLESALE PRICE RANGE (select one)

- budget | under \$20 wholesale
- moderate | \$20-\$30 wholesale
- better | \$31-\$50 wholesale
- bridge | \$51-\$150 wholesale
- designer | \$151-\$500 wholesale
- couture | over \$500 wholesale +

:: BRAND NAMES [list your label names for printing in the Market directory book & on your complimentary booth i.d. sign - standard white text on gray board.]

:: REP NAMES [badges required to be worn by exhibiting reps. please list your badge request here. we'll mail badges to you prior to the show.]

3 (OPTIONAL) PRODUCT PHOTO FEATURE

:: FOR DIRECTORY LISTING & SELECT PROMOTIONAL MATERIALS: \$25 INSERTION FEE

Please email one to three jpg images featuring samples of your products to orodriguez@californiamarketcenter.com. Selected image will be published next to your company listing in the show's directory book and may be selected for inclusion in show promotional materials such as e-blasts and retailer hot sheets. Featured product images increase visibility for your brand and increases the opportunity for buyers to visit your booth.

Professional photographs featuring product samples only. No logos.



4 FIDM ALUMNUS booth options & rates

- 10x10 booth | \$600 | (regularly \$900)
- 10x20 booth | \$1200 | (regularly 1600)
- 10x30 booth | \$1800 (regularly \$2500)

5 FEES

exhibit space fee	\$ _____
\$200 security deposit (credited towards next show)	\$200.00
\$300 premium booth fee (charged only if assigned)	\$ _____
\$25 (optional) product photo feature	\$ _____
\$100 late fee (applications received after 12/19/08)	\$ _____
\$50 wire transfer fee	\$ _____
TOTAL	\$ _____

6 PAYMENT

- CHECK** payable to: cmc events inc. please send a separate check for your security deposit.
- WIRE TRANSFER** - \$50 international fee. payable to: bank of the west | swift code # bwstus66 | account # 736013004 | routing number #121100782
- CREDIT CARD | AMEX, MASTERCARD, VISA.** payable to cmc events inc.
 card #: _____ exp date: _____
 cardholder name: _____

7 AGREEMENT | Exhibitor agrees to abide by show hours policy and will attend exhibit space 9a-5p | Sat-Mon | January 17-19, 2009. application is hereby made by the undersigned for display space at FOCUS. 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 _____

8 COMPLIMENTARY E-INVITATION FOR YOUR BUYERS | Check here to receive a JPG e-vite we create for you to e-mail to your buyers.

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.

Help us identify the retailers you wish to see at FOCUS. Our Retailer Relations team will personally contact and invite each store. Please provide us with as much information as possible for each company.

FAX TO 213.630.3972

Store _____
Contact Name _____
City/State _____
Phone _____
Email _____

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EXHIBITOR INFO
Contact Name _____
Company Name _____
Phone _____
Email _____
Thank you for your time!

RATES | 1X 4-Color

JAN 09

- Full page \$ 500
- Inside Back cover \$ 800
- Full page (page 1) \$ 1,000
- Inside Front cover \$ 1,000
- Back cover \$ 1,200

ARTWORK DEADLINE:

JANUARY 2, 2009

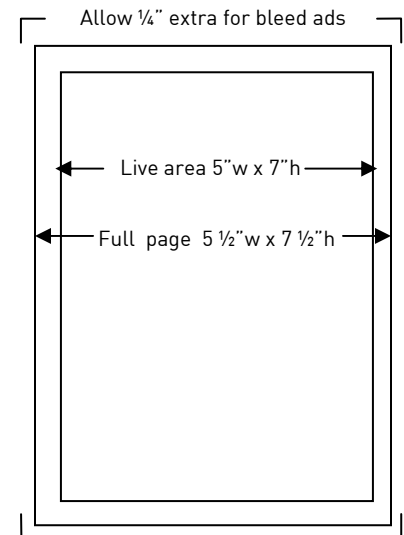
No cancellations after artwork deadline.
Contract fees are non-refundable.

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

- **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.



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: **Attn: Tradeshows, 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.

AMEX, Visa or Mastercard - Credit Card #: _____ Exp. Date: _____

Cardholder Name: _____

>> fax to: 213.630.3972 | contact: oscar rodriguez at 213.630.3737 or orodriguez@californiamarketcenter.com

california | market center

110 east ninth street suite a727. los angeles ca 90079 | www.californiamarketcenter.com