

FOCUS



EXHIBITOR MANUAL

**june 6-9, 2008 | fri-mon | 9a-5p | cmc penthouse (floor 13)
featured during los angeles fashion market**

california | market center

DATES: June 6-9, 2008 | During LA Fashion Market | Fall II/Holiday '08
HOURS: Friday-Monday | 9a-5p
LOCATION: CMC Penthouse event space (Floor 13) | adjacent to TRANSIT | LA Shoe Show
California Market Center
110 East Ninth Street
Los Angeles CA, 90079

EXHIBITOR SET-UP DATE

- Thursday, June 5 | 9a-5p

SHOW HOURS POLICY

- Show Hours are Friday-Monday, 9a-5p. Show Management strictly enforces the Show Hours policy and will apply a **\$250 fine** to any exhibitor who arrives after the show begins each morning or who closes or leaves before the show ends each day.

HOTEL ACCOMMODATIONS | SPECIAL EXHIBITOR RATES

- For special rates on Host Hotels, please contact CMC Travel at 213.630.3628 or cmctravel@californiamarketcenter.com. Or visit us at www.californiamarketcenter.com/accommodations. Complimentary shuttle service is available between downtown-area Host Hotels and the CMC.

PROMOTIONAL OPPORTUNITIES FOR EXHIBITORS

- Show Sponsorship: For maximum brand exposure during FOCUS and the LA Fashion Market, please refer to the pages included in this Manual for a list of sponsorship opportunities.
- Lobby Advertising: Please refer to the pages included in this Manual for a list of lobby advertising opportunities designed to promote your brand in the CMC lobby during FOCUS and the LA Fashion Market.
- Complimentary Postcard Invitations: Each exhibitor will receive 50 complimentary invitation postcards by request.
- Attendee and Exhibitor Relations: Customers included in account lists provided to Show Management will be personally contacted by our attendee relations and telemarketing team. Contact Show Management for information.

>>PENTHOUSE BOOTHS

Include:

- Hardwall booth with laminated panels (Note: booth height - 6.5')
- Five overhead track lights
- Two 3' panel-mounted bars for hanging merchandise or three 5'x12" shelves
- One 6'x24" folding tables for display
- Three chairs
- One Booth I.D. sign

Additional equipment available for rental. Please use Equipment Rental Form.

Hanging bars have rods 1" in diameter. Not suitable for European-style hangers.

Additional track lights are not permitted due to wattage capacity.

DECORATING RESTRICTIONS

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.

Your \$200 Security Deposit will be forfeited for any damages to exhibit space and/or equipment.



Display your collections in style.

Decorate your booths and upgrade your curb appeal at FOCUS.

FOCUS exhibitors receive 15% off all exhibit furniture and display equipment at Classic Party Rentals.

>> options include



Descanso Table | 4x4 originally \$60.00 ea
Descanso Bench | 2 x4 originally \$60.00 a pair w/ cushions*
*while supplies last



Moderna Chair | off-white
originally \$5.00 ea



Chiavari Chair | 7 colors
originally \$10.80-\$12.80* ea w/cushion
*price varies depending on color

**15% DISCOUNT
FOR FOCUS
EXHIBITORS**

>> flooring options

Carpet | 12 colors | originally \$2.40 / sq ft
Astroturf | 7 colors | originally \$1 / sq ft

>> FIND MORE FURNITURE STYLES AND DISPLAY PRODUCTS AT WWW.CLASSICPARTYRENTALS.COM

To order, contact: Bryan Phelps
310-202-0011 x145
bphelps@classicpartyrentals.com



EXTRA EQUIPMENT & FURNITURE | RENTAL FORM

To order extra equipment beyond the quantities provided in your rental package, please place your rental order via this form. Due to the number of exhibitors, quantities are limited. If possible, we highly advise you to bring your own equipment should you anticipate you will need beyond the standard quantities provided in your exhibit space rental package.

FAX TO: 213.630.3972

Item	Quantity	Rate	Total
<input type="checkbox"/> 5'x18" Folding Tables	_____	\$30 each	_____
<input type="checkbox"/> 6'x24" Folding Tables	_____	\$30 each	_____
<input type="checkbox"/> Folding Chairs	_____	\$25 each	_____
<input type="checkbox"/> 3' Panel-mounted Garment Rack - 1" bar (Not suitable for European-style hangers)	_____	\$40 each	_____
<input type="checkbox"/> 3' Free-Standing Garment Racks	_____	\$75 each	_____
<input type="checkbox"/> 5'x12" Shelves	_____	\$30 each	_____

Additional track lights are not permitted due to wattage capacity.

Total \$ _____

PAYMENT:

Credit Card Payment: Payable to CMC Events Inc. An additional 3% fee will apply.

Visa or MasterCard only: Card #: _____
Expiration Date: _____
Cardholder Name: _____

Check Enclosed – made payable to CMC Events Inc.

EXHIBITOR:

Exhibit Space # _____

Tradeshow Contact Name _____

Exhibiting Company Name _____

Phone _____ Fax _____

Email _____

Authorizing Signature _____

Date _____

california | market center

june 6-9, 2008 | la fashion market fall II/holiday '08 edition

NET RATES PER ISSUE | 1X 4-Color

- Full page \$ 500
- Full page (page 1) \$ 1,200
- Back cover \$ 2,500
- Inside Front cover \$ 1,200
- Inside Back cover \$ 1,000

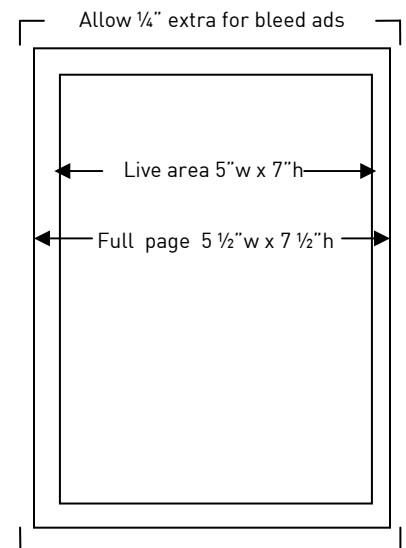
ADVERTISING DEADLINE:
May 2, 2008
No cancellations after deadline.
Contract fees are non-refundable.

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 Baboornian at 213.630.3647 or mbaboornian@californiamarketcenter.com

Maximize exposure for your brands by taking advantage of these high-profile advertising and sponsorship opportunities available for FOCUS during LA Fashion Market.

>> PROMOTIONAL OPPORTUNITIES

▪ **opening night party***

Be the exclusive sponsor for LA Fashion Market's opening night party for maximum promotion of your brand. Guests are treated to cocktails, hors d'oeuvres and live music. Benefits to this sponsorship include: your company name and logo on the party invitation, press releases, Directory Book, and on all signage. CMC staff to handle set-up.

cost: \$7000 | includes free full-page Directory Book ad



▪ **official show bag**

Feature your company's logo on the official show bag. Show bags are distributed to buyers and press at registration and are an ideal opportunity to have your logo transported everywhere. Bags must feature both sponsor and official show logos.

cost: \$4000 | rate includes 15"x16" flat cotton tote bags

▪ **attendee continental breakfast**

Capture the attention of attendees by sponsoring FOCUS' official attendee breakfast. Includes: signage with company logo and sponsorship credit, company logo on cups and other paper products, opportunity for distribution of promotional and give-away materials, and credit in the Directory Book.

cost: \$2000 duration of market or \$500 per day

▪ **lanyards***

Lanyards are the neck cords used by all attendees for their FOCUS show badges - be the exclusive sponsor for this great marketing tool. Imprinted with your logo, show lanyards will be distributed to every attendee. Sponsor to provide lanyards which must feature both sponsor and CMC logos.

cost: \$2000 | minimum 10,000 lanyards

▪ **bottled water**

Take advantage of this highly visible branding opportunity and have your company's logo featured on water bottles given out to attendees and carried around throughout FOCUS and the LA Fashion Market. Sponsor to provide bottles featuring sponsor logo.

cost: \$1500

▪ **coffee bar**

The FOCUS coffee bar is a premium traffic driver. Attendees are always enthusiastic about a complimentary cup of gourmet coffee. Benefits of this sponsorship include your company name and logo surrounding the station. Sponsor to choose main lobby or FOCUS exhibit floor. Coffee vendor to handle set-up.

cost: \$1500 per day

▪ **promotional show bag inserts**

Ensure your company's marketing messages are received by attendees when you have your promotional materials inserted into complimentary FOCUS show bags handed to every registered attendee.

cost: \$1500

>> FOCUS | SIGNAGE OPPORTUNITIES

▪ **floor decals***

Lead attendees directly to your FOCUS exhibit space with a trail of floor decals that start from either the A, B, or C elevator bank and ends in front of your door.

cost: \$6500 | includes printing & installation, plus free full-page Directory Book ad

▪ **double-sided lobby banner***



Make your company the main attraction in the lobby by hanging your double-sided banner prominently in the center of it during LA Fashion Market featuring FOCUS.

cost: \$6000 | includes printing, installation, and full-page Directory Book ad

▪ **large column wrap in main lobby***



Increase your exposure in our high-traffic lobby by wrapping a column with your company's image for LA Fashion Market featuring FOCUS.

cost: \$5000 | includes printing, installation, and full-page Directory Book ad

▪ **elevator wrap***



Wrap your company's image on an A, B, or C-wing elevator door and leave a lasting impression with every attendee that heads upstairs for FOCUS.

cost: \$7000 for A-wing or B-wing elevator bank (4 doors total) or \$9000 for C-wing elevator bank (6 doors total) | includes printing, installation, and full-page Directory Book ad

▪ **door decals | main entrance**



Feature your company's image at CMC's main entrance with eye-level window decals and see your brand hit every visitor that opens those 9th Street doors for FOCUS and LA Fashion Market.

cost: \$6000 | 9 interior/exterior doors total | includes printing, installation, and full-page Directory Book ad

▪ **overhead signage | main entrance**



CMC's main entrance is the optimal location for exposing your brand to the bustle of daily activity in CMC's Front Patio and through the building's front doors during LA Fashion Market featuring FOCUS.

cost: \$5000 | 5 overhead panels total | includes printing, installation, and full-page Directory Book ad

▪ **la fashion market directory book advertising**



Spotlight your brands with the visual impact of a full-page, color advertisement in the resource book handed to every buyer shopping LA Fashion Market featuring FOCUS.

page options	rate
Full page	\$500
Full page (page 1)	\$1,200
Back cover	\$2,500
Inside Front cover	\$1,200
Inside Back cover	\$1,000

▪ **media wall advertising**



Take advantage of our introductory price for advertising on our brand new media wall seen prominently as every visitor walks through our main lobby during LA Fashion Market featuring FOCUS.

media options	rate
Fashion Show Reel	\$2500 (5 minutes maximum)
5 second Logo/Ad	\$500
10 second Logo/Ad	\$800

*Denotes sponsor exclusivity

Fees do not include production and installation costs unless noted.

All items are subject to final creative approval by CMC.

Contact: Karli Heineman | 213.630.3659 or
kheineman@californiamarketcenter.com

SHIPPING INSTRUCTIONS

- **Help Us Track Your Freight:** Please complete and fax the attached Freight Tracking Form so we can expect your shipment and organize it in our storage until you check in for the show.
- **Label Every Individual Box And Package:**
[exhibiting company name] [showroom or booth #]
FOCUS
California Market Center c/o George Guzman
Penthouse, Floor 13
110 East Ninth Street
Los Angeles, CA 90079
- **Check In To Receive Your Freight:** For security purposes, your storage will not be delivered to your exhibit space until you check-in.
- **No Saturday Or Sunday Deliveries:** We cannot be responsible for deliveries arriving on those days.
- **Freight Restrictions:** Please make arrangements to meet your designated freight company in the Main Street Loading Dock to receive your over-sized or heavy freight. Please provide your own manpower for transporting over-sized or heavy freight to your Exhibit Space and back to your freight carrier. Over-sized or heavy freight includes freight too large or heavy for one CMC staff member to carry on a handcart.

LOADING DOCK & PORTER ASSISTANCE

- **Where To Unload Your Merchandise Or Request Porter Assistance:** If you need assistance with transporting your samples to your exhibit space or if you are arriving by van or truck, you must use the Main Street Loading Dock. This entrance is right next to the parking garage entrance located near the corner of Main Street & Olympic Boulevard. Request assistance from CMC personnel in the dock area. B-Freight elevators in the dock area are available for direct access to the Penthouse. Assistance will be available on a first-come first-served basis. Please also supply your own manpower if you are bringing in heavy or over-sized equipment and displays.
- **Loading Dock Hours:** Loading Dock hours are 8a-5p on Thursday, June 5. Loading Dock will be open 5pm - 8pm for breakdown on Monday, June 9.

MOVING IN | CHECKING IN

- **Move In Dates:** Thursday, June 5 | 9a-5p
- **Where To Check In:** Exhibitor Service Desk (Floor 13 | between A and B elevator banks).
- **What To Check In For:** Check in to request extra badges, to request your freight, and receive any other type of exhibitor assistance.

MOVING OUT

- **Move Out:** Breakdown begins no earlier than 5pm, Monday, June 9: See the Exhibitor Service Desk to sign up for porter service beginning at 4:30pm.
- **Arrange Your Shipment Before You Leave:** We will not be responsible for storing, shipping, or ensuring courier pick-up of your freight. FedEx is in our Main Lobby (800.463.3339). Arrange for other couriers to pick-up your shipment at your exhibit space prior to the show's end.
- **Your Closing Invoice:** Invoices for any charges incurred during show time, including equipment rentals, Internet service, etc., will be processed after market and a receipt will be mailed to you.



FREIGHT TRACKING FORM

To ensure organized reception and storage of your freight, please arrange shipment to arrive at CMC no later than June 5. Shipments will be stored in a secure CMC storage facility and delivered to your exhibit space after you check in.

**PLEASE SHIP YOUR FREIGHT TO ARRIVE
NO LATER THAN JUNE 5, 2008.**
**FAX THIS FORM TO OUR RECEIVING
DOCK AT 213.630.6952.**

Company Name on Boxes: _____

Exhibit Space Number: _____

Shipping Method (UPS, FedEx, etc.): _____

Quantity of Boxes: _____

List tracking numbers for each package : _____

Estimated Time of Freight Arrival: _____

EXHIBITOR:

Exhibit Space # _____

Tradeshow Contact Name _____

Exhibiting Company Name _____

Phone _____ Fax _____

Email _____

Authorizing Signature Date

For questions about your shipped freight, please contact George Guzman, Operations Supervisor, at 213.630.3848 or gguzman@californiamarketcenter.com



EXHIBITOR BADGES | ORDER FORM

Badges are required to be worn during show time as identification by all exhibiting personnel. Badges will be mailed to you within two weeks of the show if your form is received prior to the deadline.* To request badges after the deadline, please visit the Exhibitor Service Desk (Floor 13 | between A and B elevator banks).

**TO HAVE YOUR BADGES MAILED TO YOU
PRIOR TO THE SHOW*, FAX THIS FORM TO
213.630.3972 BEFORE MAY 19, 2008**

*International Exhibitors, please pick up your badges when you check in.

Please list all personnel attending your exhibit space during the show. Please print clearly.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

EXHIBITOR:

Exhibit Space # _____

Tradeshow Contact Name _____

Exhibiting Company Name _____

Phone _____ Fax _____

Email _____

Authorizing Signature Date

california | market center

GRIDS, MANNEQUINS & DISPLAY EQUIPMENT

Acme Display	213-765-1888
Alan Waldstein	323-655-6907
Gilbert Aragon	213-479-1290

STEAMER RENTAL

Acme Display	213-765-1888
Gilbert Aragon	213-479-1290

DECORATORS

Alan Waldstein	323-655-6907
Debbie Cabrera	818-981-8918
Gilbert Aragon	213-479-1290
Michelle Teele	310-529-4360

FREIGHT SERVICE

FedEx	800-463-3339
Yellow Exhibit Services	800-610-6500
UPS	800-742-5877

BUSINESS SERVICES

Extra Secretary	213-627-5930
Kinko's Downtown	213-892-1700
Office Depot Downtown	213-741-0576
Staples Downtown	213-746-6330

HARDWARE SUPPLIES

Home Depot Hollywood	323-461-3303
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FLORAL & PLANTS

CJ Matsumoto	310-287-1880
Creative Plants	714-695-0123
Landscape Images	949-454-0123

Please be advised that some companies suggested above are independent contractors and are merely suggestions for your convenience.

Angelique Cafe | corner island on 9th & Main (across from CMC) | 213.623.8698
Authentic French cuisine featuring salads, sandwiches, quiche, meat dishes, and croque monsieurs.

Anson's | corner of 9th & Broadway (one block west of CMC) | 213.891.0858
Assorted sandwiches, soups, salads, pasta and chicken dishes.

Bakery Nosh | CMC Suite B203 | 213.622.6245
Assortment of fresh jumbo bagels, doughnuts, danish, and other breads & pastries, located right off the second floor B-elevator.

Carl's Jr. | corner of Olympic & Main (across from CMC) | 213.746.7767
Popular fast-food burger chain featuring hamburgers, french fries, chicken sandwiches, breakfast, and beer!

Fashion Bistro | CMC Lobby | 213.624.2424
Gourmet and kosher brie & smoked turkey sandwiches, waldorf salads, cheeses, fresh-baked breads, located across from L'Express Gourmet Coffee in the center of our Lobby.

Jason's Wine & Spirits | CMC A-Lobby | 213.485.9463
A variety of fine wines, liquors, beverages, pates, cheese, crackers, cookies, imported candy bars, and snack & gourmet foods, located right outside our 9th Street entrance.

L'Express Gourmet Coffee | CMC Lobby | 213.488.1042
Coffee, tea & espresso bar, biscotti, gourmet baked goods, and ice blended mochas. Located in the center of our Lobby.

Mart Cafe | CMC Food Court | 213.623.5812
Healthy, made-to-order sandwiches, salads, juices, wheat grass shots, smoothies, frozen yogurt, fruit, Japanese and Korean foods.

Mrs. Fields Cookies | CMC Food Court | 213.622.5561
A variety of yummy cookies, muffins, brownies, coffee, milk & other beverages.

New Moon | corner of 9th & Main (across from CMC) | 213.624.0186
Gourmet Chinese. Popular dishes include their Chinese Chicken Salad, Chloe's Shrimp, Shelby's Chicken, Garlicky Green Beans, and more.

Presto Pizza | CMC Food Court | 213.623.1593
A variety of pizzas, calzones, pastas, chicken, soups, sandwiches, and salad bar.

Tacomole | CMC Food Court | 213.689.1370
Fish tacos, quesadillas, burritos, tostada salads, enchiladas, chips & salsa.

Trilussa | CMC C-Lobby | 213.622.6862
Fine Italian dining featuring great salads, pastas, panini, chicken dishes, and a full bar. Located in our C-Lobby next to the Olympic Blvd entrance.

Trimana | CMC Food Court | 213.623.1985
Sandwich & burger grill, pitas, veggie wraps, salads, soups, french fries & breakfast food.

Yen Sushi | CMC A-Lobby | 213.622.9747
Fresh and eclectic sushi and Japanese cuisine.