

FOCUS

**the new! penthouse booth show for apparel
and accessories during la fashion market**



exhibitor application

june 6-9, 2008 | fall II/holiday '08 | fri-mon | 9a-5p | penthouse (floor 13)

Spotlight your brands at FOCUS, the new booth show for styleworthy lines in Los Angeles. FOCUS is featured in the Penthouse during LA Fashion Market | June 6-9, 2008 at the California Market Center (CMC). Showcasing temporary exhibitors for women's apparel and accessories, FOCUS is the refreshing, new style resource buyers have been waiting for.

june 6-9 | fall II/holiday '08

august 8-11 | holiday/resort '08

october 17-20 | spring '09

- Conveniently located in the same venue as TRANSIT | The LA Shoe Show.
- Furnished, hardwall booth packages begin at \$900.
- Complimentary invitation postcards for mailing to your customers are available, in addition to a variety of exhibitor advertising and sponsorship opportunities.
- CMC's aggressive marketing campaign to retailers and press includes telemarketing, advertisements in major apparel trade publications, direct mail, e-blasts, press communications.

california | market center



PRIORITY CONTRACT & PAYMENT DEADLINE: MAY 2, 2008

- Applications with payments received by **May 2** will be given priority booth consideration.
- \$100 Late Fee applies to applications and payments postmarked after **May 2**.
- Exhibitor information for applications received after **May 2** will not be printed in the directory book.

SHOW HOURS POLICY

- A \$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.

BOOTH PACKAGE - Rates: from \$900 to \$2800 | The exhibit floor is located in the CMC Penthouse event space, Floor 13, featuring an open booth layout.

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 table
- Three chairs
- One booth I.D. sign
- One wastebasket

Note: Additional track lights are not permitted due to wattage capacity. Additional furniture & equipment available for rental - please see Exhibitor Manual.

\$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, June 9 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.
- **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 FOCUS

- Become a show sponsor and gain maximum brand exposure at FOCUS. 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/focus.

PLEASE PRINT CLEARLY AND COMPLETE ALL SECTIONS. INCLUDE PAYMENT AND ATTACH LINE SHEETS, CATALOG, OR PRESS KITS. FAX TO 213.630.3972 OR MAIL TO: FOCUS, CALIFORNIA MARKET CENTER, 110 EAST NINTH STREET SUITE A727, LOS ANGELES, CALIFORNIA, 90079.

contact information [WHO WE WILL CONTACT AND SEND ALL INFO TO]

COMPANY NAME _____

STREET ADDRESS _____

CITY / STATE/ ZIP OR POSTAL CODE _____

TELEPHONE _____ FAX _____

E-MAIL _____

exhibiting company information [COMPANY YOU REPRESENT]

CONTACT NAME _____ TITLE _____

STREET ADDRESS _____

CITY / STATE/ ZIP OR POSTAL CODE _____

TELEPHONE _____ 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.]

exhibitor badges [BADGES REQUIRED TO BE WORN BY EXHIBITORS. LIST YOUR EXHIBITING REPS HERE. WE'LL MAIL BADGES TO YOU PRIOR TO THE SHOW.]

free postcards | promote to your customers

YES, PLEASE SEND ME 50 COMPLIMENTARY SHOW INVITATION POSTCARDS FOR MAILING TO MY CUSTOMERS.

fees

EXHIBIT SPACE FEE	\$ _____	
\$200 SECURITY DEPOSIT	\$ 200	[DEPOSIT APPLIED AS CREDIT TO NEXT SHOW UNLESS WE RECEIVE A REFUND REQUEST]
DIRECTORY AD FEE	\$ _____	
\$100 LATE FEE	\$ _____	[FOR APPLICATIONS AND PAYMENTS RECEIVED AFTER 5/2/08]
CREDIT CARD OR WIRE TRANSFER FEE	\$ _____	[3% PROCESSING FEE APPLIES TO CREDIT CARDS \$50 FEE APPLIES TO WIRE TRANSFERS]
TOTAL	\$ _____	[TOTAL PAYMENT REQUIRED PRIOR TO SPACE ASSIGNMENT]

payment [FULL PAYMENT IS REQUIRED WITH APPLICATION FOR RESERVATION OF YOUR BOOTH]

- CHECK** - PAYABLE TO: CMC EVENTS INC. MAIL TO: FOCUS, CALIFORNIA MARKET CENTER, 110 EAST NINTH STREET SUITE A727, LOS ANGELES, CALIFORNIA, 90079
- WIRE TRANSFER** - \$50 INTERNATIONAL FEE. PAYABLE TO: BANK OF THE WEST | SWIFT CODE # BWSTUS66 | ACCOUNT # 736013004 | ROUTING NUMBER #121100782
- CREDIT CARD** - VISA OR MASTERCARD ONLY. PAYABLE TO CMC EVENTS INC. 3% PROCESSING FEE APPLIES.

CARD #: _____ EXPIRATION DATE: _____

CARDHOLDER NAME: _____

acceptance of exhibitor terms and conditions

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. Please read all Exhibitor Terms and Conditions included on page 4 of this application. Your signature below conclusively establishes you have read said Terms and Conditions and agree to abide by and exhibit based upon said Terms and Conditions.

AUTHORIZED SIGNATURE _____ DATE _____

merchandise info [THIS WILL DETERMINE YOUR MERCHANDISE AREA ON THE SHOW FLOOR. EXACT BOOTH LOCATION IS MADE AT SOLE DISCRETION OF SHOW MANAGEMENT.]

1) SELECT MERCHANDISE CATEGORY THAT BEST SUMMARIZES YOUR COLLECTION:

- Accessories | Jewelry | Handbags
- Better | Updated women's collections
- Contemporary | Premium, designer, high-end
- Young Contemporary | Junior | Streetwear
- Intimate Apparel | Loungewear | Sleepwear
- Green | Organic, eco-friendly apparel and lifestyle product
- Lifestyle | Gifts, novelty, decorative accessories
- Pets | Fashion and accessories
- Other: _____

2) PRICE POINT RANGE

- Budget | Under \$20 wholesale
- Moderate | \$20-\$30 wholesale
- Better | \$31-\$50 wholesale
- Bridge | \$51-\$150 wholesale
- Designer | \$151-\$500 wholesale
- Couture | over \$500 wholesale

3) PROVIDE PRODUCT IMAGES & INFORMATION FOR SHOW MANAGEMENT'S REVIEW

- BRAND WEBSITE: _____
- ATTACH LINE SHEETS/CATALOG with wholesale prices or PRESS KITS

booth packages*

- \$900 | STANDARD 10X10 BOOTH
- \$1600 | STANDARD 10X20 BOOTH
- \$2500 | STANDARD 10X30 BOOTH
- \$1200 | PREMIUM 10X10 BOOTH**
- \$1900 | PREMIUM 10X20 BOOTH**
- \$2800 | PREMIUM 10X30 BOOTH**

*All exhibit space packages include: Hardwall panel booth, 1 folding table, 3 chairs, 2 panel-mounted hanging bars or 3 shelves, and 5 spotlights, in addition to booth i.d. sign, porter service, drayage, housekeeping, directory listing, and promotional postcards.

**Premium booth availability is limited. Premium assignment is not guaranteed and is made by sole discretion of Show Management.

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.

B. 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.

C. 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 \$250 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.

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

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

NET RATES PER ISSUE | 1X 4-Color

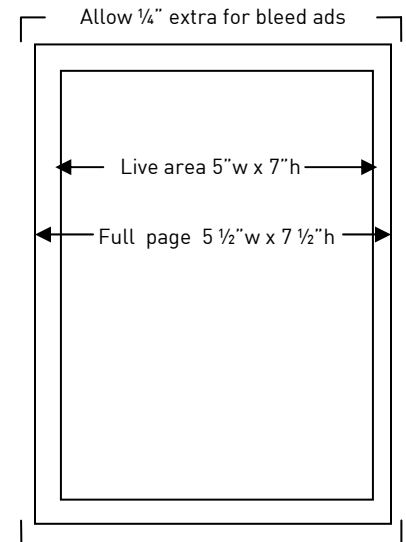
- Full page \$ 500
- Full page (page 1) \$ 1,200
- Back cover \$ 2,500
- Inside Front cover \$ 1,200
- Inside Back cover \$ 1,000

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 213.630.972. 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