



FOCUS

[APPAREL & ACCESSORIES SHOW]

FRI, SAT & SUN | Oct 16-18, 2009

FEATURED AT L.A.FASHIONMARKET
IN THE CALIFORNIA MARKET CENTER PENTHOUSE

california | market center
on 9th & Main // www.californiamarketcenter.com



"FOCUS was a part of the Market showcasing edgy, street friendly labels – think Urban Outfitters and Nylon Magazine mashed up into one indie designer casserole."

- Erica Walker | Fabunfunded.com

- about**
 - FOCUS is the burgeoning, new trade event in Los Angeles featuring clothing and accessories in an intimate, boutique downtown loft setting. Bridging the gap between emerging designers and established brands, FOCUS brings together a fresh mix of contemporary collections for both men and women.
- when**
 - October 16-18, 2009 | **FRIDAY – SUNDAY** | 9a-5p
 - FOCUS is held along with TRANSIT | The LA Shoe Show during the Los Angeles Fashion Market. October 09's edition of FOCUS is held concurrently with LA Fashion Market.
- where**
 - Penthouse | Floor 13A
 - California Market Center (CMC)
110 East 9th Street. Los Angeles CA 90079
- contact**
 - Oscar Rodriguez, Show Coordinator | 213.630.3737, orodriguez@californiamarketcenter.com
 - Chelsea Matthews, Senior Tradeshow Manager | 213.630.3638, cmatthews@californiamarketcenter.com

sampling of previous exhibitors:

3sixteen | Agent Katalyst | Anna Campbell | amykathryn | BGN Paris | Blue Platypus | Cameron Hawaii | Cardboard Robot | Chillers Clothing | Chulette | ETSU | Grnappletree | Instant People Designs | James Le Roy | Jenny & Jimbob | Kate Preschutti | Katorey Swimwear | LaBosh Handbags | Maggie Barry | Make Love Not Trash | Micha Design | Mon Bijou | Oyukaa | Polymath | Rubyzaar | Sabre Vision | Saffie California | Sanna Lee Originals | Sequoia Paris | Shona Joy | SOH | Soldat Tailoring | Tea Stain | THREADselect | Tretorn

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, Bluefly.com, Big Drop NYC, Cache, Century 21, Saks Fifth Avenue, Local Joe, Plenty, and many more...

exhibitor amenities

Rates start at **\$900**. Includes:

- 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
- E-blasts
- 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 deadlines & policies

Priority Deadline: September 11, 2009

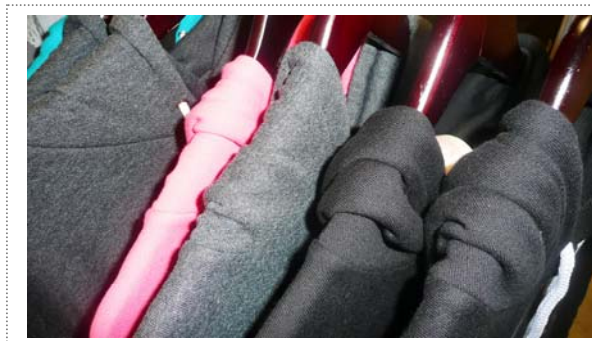
- Applications with payments received by **September 11th** will be given priority booth consideration.

Application Deadline: September 25, 2009

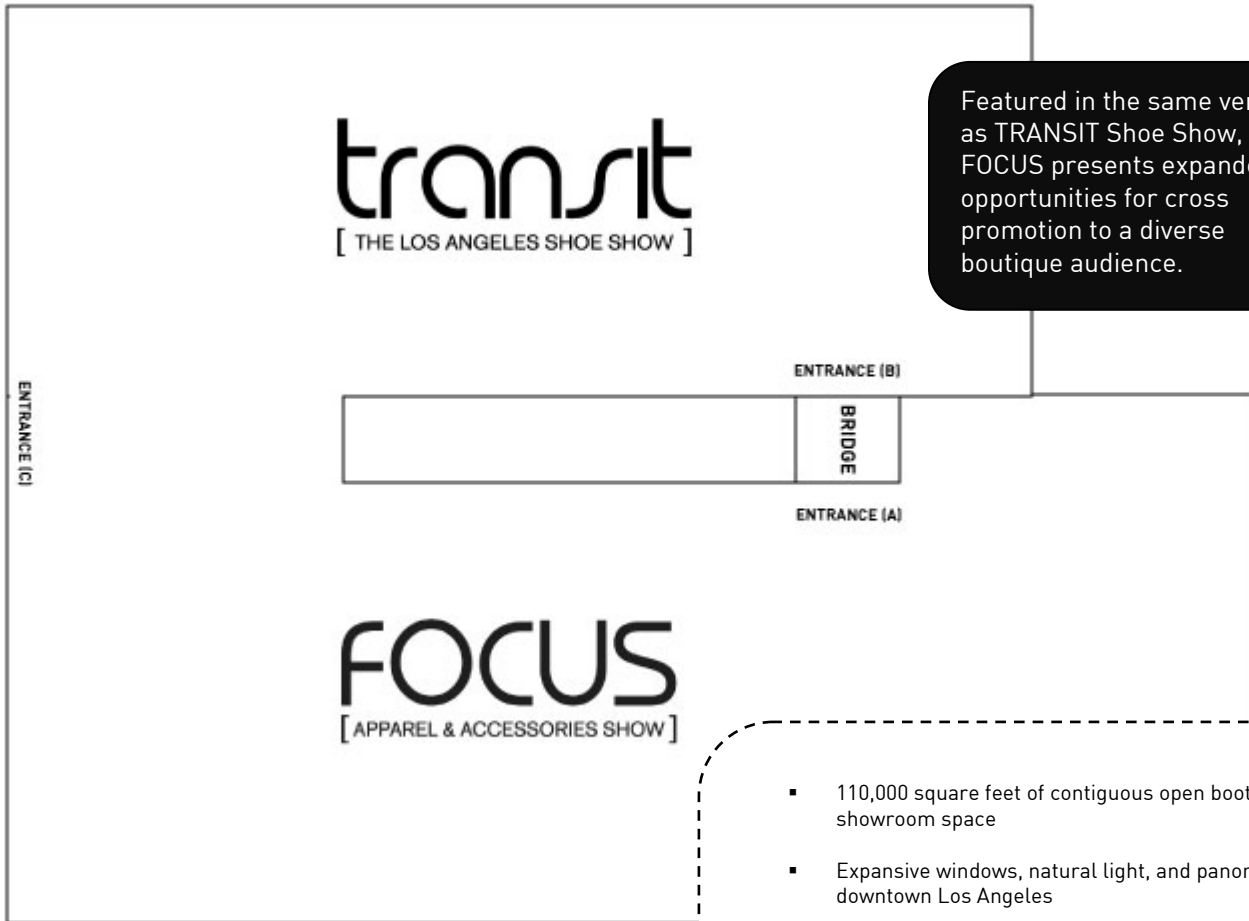
- \$100 late fee applies to applications and payments postmarked after **Sept 25th**
- Exhibitor information for applications received after **Sept 25th** will not be printed in the directory book, just a show addendum.

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.



THE PENTHOUSE ON FLOOR 13 | CALIFORNIA MARKET CENTER (CMC)



Featured in the same venue as TRANSIT Shoe Show, FOCUS presents expanded opportunities for cross promotion to a diverse boutique audience.

- 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 six week telemarketing campaign.

vip retailer telemarketing

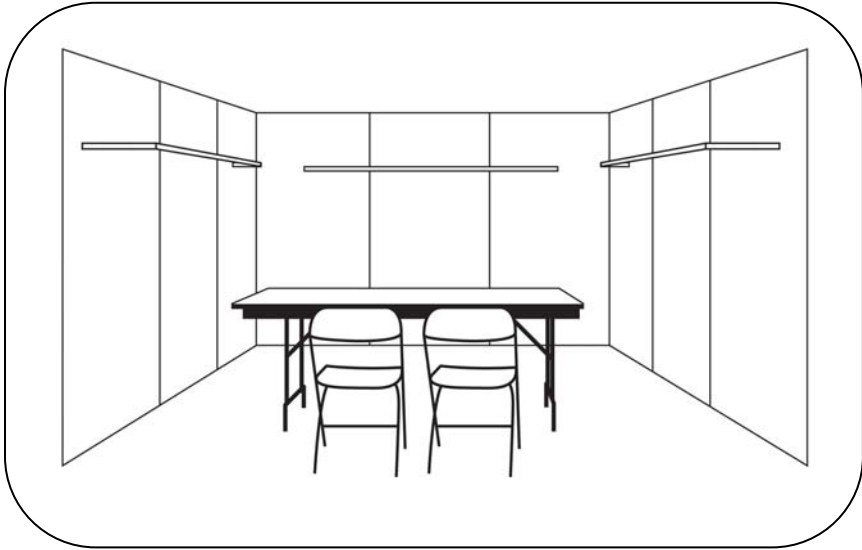
Provide a wish list of stores you want to see shopping FOCUS and our Retailer Relations team will endeavor to deliver these stores to the event.

on-site 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 the CMC and downtown-area hotels, complimentary breakfast, and more.



(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
- **NEW! 3 validated parking ticket (one per show day) - \$72 value!**
- 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.

***PLEASE NOTE: We do NOT provide table linens or covers.

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 post show for damages. Security deposit refunds will be applied as a credit towards exhibitor's next show unless Show Management receives a written request 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.

priority placement deadline | September 11, 2009
application & payment deadline | September 25, 2009

Please complete all fields on this application. Website address, line sheets, and/or catalog featuring current images of your samples are required for review of your line by show management.

PLEASE NOTE: FOCUS is a juried show. All new applicants MUST submit photos or a line sheet to be considered for placement in the show. You will be contacted by Show Management with your approval status within ten business days of sending in your application. Thank you!

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.]

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 jpg if website is unavailable

:: BRAND CATEGORY

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

:: 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]

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

5 EXHIBIT SPACE | REGULAR & DISCOUNTED OPTIONS

OCT '09 ONLY

- \$900 | 10x10
- \$1600 | 10x20
- \$2500 | 10x30

OCT '09 + JAN '10 | Save 10%

- \$1620 | 10x10
- \$2880 | 10x20
- \$4500 | 10x30

OCT '09 + JAN '10 + MARCH '10 | Save 15%

- \$2295 | 10x10
- \$4080 | 10x20
- \$6375 | 10x30

6 PREMIUM LOCATION | \$200

Check here to be considered for a premium location. Additional \$200 fee applies upon assignment of premium location. Note: If you have signed up for multiple shows please note that you will be charged \$200 for each show that you are an a prime location. Premium assignment is not guaranteed.

7 CASH & CARRY | \$30

Check here if you would like to offer Cash & Carry to buyers. This will allow you to sell product same day to buyers interested in testing your product in their store immediately, or even to take for themselves!

**you will be highlighted in the show guide with a \$ next to your company listing, as well as a \$ decal on your booth i.d. sign to call out to buyers you are offering this option of purchasing.*

8 FEES

exhibit space fee	\$ _____
\$75 facility fee* per show	\$ _____
\$200 security deposit (credited towards next show)	\$ _____
<small>*if you are a previous exhibitor, we will credit your \$200 from the last show, unless you requested this be returned to you.</small>	
\$200 premium booth fee per show (charged only if assigned)	\$ _____
\$25 (optional) product photo feature	\$ _____
\$30 (optional) cash and carry	\$ _____
\$100 late fee (applications received after 9/25/09)	\$ _____
TOTAL	\$ _____

*facility fees are contributed toward show amenities & overall operational expenses

9 PAYMENT

- CHECK** payable to: cmc events inc. please send a separate check for your security deposit.
- WIRE TRANSFER** – to arrange for a wire transfer, please contact Oscar Rodriguez at orodriguez@californiamarketcenter.com
- CREDIT CARD | AMEX, MASTERCARD, VISA.** payable to cmc events inc.

card #: _____ exp date: _____

cardholder name: _____

10 AGREEMENT

Exhibitor agrees to abide by show hours policy and will attend exhibit space 9a-5p | Fri-Sun | October 16-18, 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 _____

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 _____

Store _____
 Contact Name _____
 City/State _____
 Phone _____
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Store _____
 Contact Name _____
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EXHIBITOR INFO
 Contact Name _____
 Company Name _____
 Phone _____
 Email _____
Thank you for your time!

RATES | 1X 4-Color

- Full Page (mid-book) \$250
- Full page (page 1) \$600
- Full page (last page) \$600

ARTWORK DEADLINE:

September 25, 2009

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

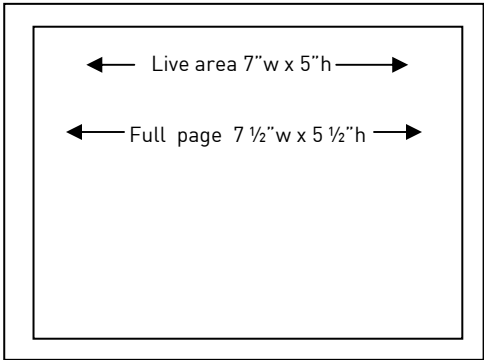
TERMS

- 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, 7 1/2 w " x 5 1/2 h" (Live Area 7 " x 5 ").
 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.

┌ Allow 1/4" extra for bleed ads ┐



TO RESERVE YOUR AD: Fax this form with credit card information to 213-630-3754. 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: Tradeshow, 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: 213.630.3754 | contact: maral baboomian at 213.630.3647 or mbaboomian@californiamarketcenter.com

displayed October 16-18 | during la fashion market spring '10

SUBMISSION DEADLINE: Sept. 25, 2009

Spotlight your brand's samples in a merchandise display case or as part of the FOCUS sample showcase during LA Fashion Market. It's the only 3-D opportunity to promote your product in the main lobby and a great way to drive retailers and press directly to your FOCUS exhibit space.

GUIDELINES

- Please choose items that are on trend for the Spring '10 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 FOCUS booth after 4pm, Sunday, October 18th.
- Label every sample with your line name and FOCUS 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 shipping costs.



BRAND-EXCLUSIVE DISPLAY CASE: \$400 / 6 SAMPLES

TO SUBMIT YOUR SAMPLES: Fax this form with credit card information to 213-630-3754. If paying by check, please fax form and mail check separately. Samples will not be considered without payment.

- \$400 | 6 sample merchandise display exclusively featuring your brand
- \$100 | 1 sample (ie one full outfit) inclusion in FOCUS sample showcase

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



FOCUS SHOWCASE: \$100 / SAMPLE

PAYMENT*:

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

Credit Card - AMEX, Visa or MasterCard: Payable to CMC Events Inc.
 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.

SEND SAMPLES TO

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

FAX TO: 213.630.3754 QUESTIONS: Contact Maral Baboomian at 213.630.3647 or mbaboomian@californiamarketcenter.com

