



march 26-28, 2012
at the california | market center

EXHIBITOR KIT

SHOW FACTS

DATES: March 26-28, 2012 | Spring/Summer 13

SHOW HOURS: Monday & Tuesday | 10a – 5p
Wednesday | 10a – 4p

LOCATION: California Market Center (CMC)
110 East Ninth Street
Los Angeles, California 90079
www.californiamarketcenter.com



HISTORY: The Los Angeles International Textile Show (LA TEXTILE) has been produced by the California Market Center (CMC) since 1993. The bi-annual Show continues to establish itself as the largest, most comprehensive marketplace on the West Coast for an international collection of premier textile, design & production resources.

THE CMC: California Market Center (CMC) is the premier hub for LA's fashion, textile and design communities. Showcasing thousands of style resources in 3 million square feet of showroom & studio space year-round, the CMC also produces over 18 fashion related trade events annually, including LA TEXTILE.

EXHIBITORS: Featuring over 200 select exhibitors, including textile, trim, surface design, color, trend, production, technology & sourcing companies for the fashion and interior design industries.

ATTENDEES: Each season is attended by over 3,000 visitors, including apparel designers and manufacturers, costume designers, manufacturers of footwear, kid's products, gifts, home furnishings, interior designers, fabric retailers, and sourcing & product development teams.

GLOBAL: Exhibitors and attendees visit from the U.S., Australia, Belgium, Brazil, Canada, Caribbean, China, France, Germany, Hong Kong, India, Italy, Japan, Korea, Mexico, Russia, South America, Switzerland, Taiwan, Turkey, UK, Vietnam and more.

PARTNERS: California Fashion Association (CFA), Fashion Business Inc (FBI), Fashion Group International (FGI), Fashion Institute of Design & Merchandising (FIDM), Lenzing, WGSN

THE VENUE: LA TEXTILE is presented in a stylish, boutique environment at the iconic California Market Center and is showcased in the heart of the Fashion District in Los Angeles, home to nearly 9,600 fashion-related companies. A refreshing alternative to corporate convention centers, the CMC offers exhibitors an intimate, full-service, non-union experience.

CONTACT: Oscar Rodriguez, LA TEXTILE Show Producer
213.630.3737 or 800.225.6278 x3737
orodriguez@californiamarketcenter.com

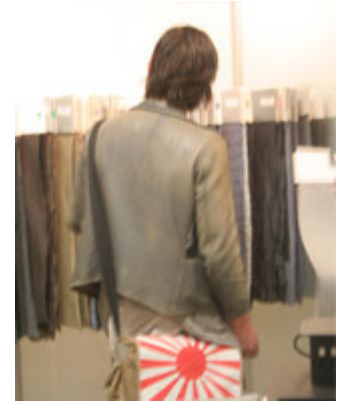
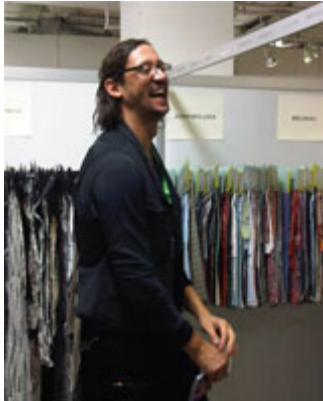
Website: www.californiamarketcenter.com/latexile

Blog: www.latextile.blogspot.com

Facebook: www.facebook.com/latexile

Twitter: www.twitter.com/latexile

THE AUDIENCE



"Among the designers and labels shopping the show were Karen Kane, Rami Kashou, Kevan Hall, The Battalion, Single, Christopher Collins, 7 For All Mankind, Thomi Lee, Splendid, Ella Moss, Marcello Soltan, Vince, BCBGMaxazria, Bebe, Disney Store, Michael Stars, PJ Salvage, Whitley Kros, William Rast, Trina Turk, Robert Rodriguez, Rory Beca, Forever 21, Fox Racing and Black Halo."

-Apparel News, May 24, 2011

OVER 3,000 CONTEMPORARY LABELS & KEY BRANDS SOURCE AT THE LA INT'L TEXTILE SHOW EACH SEASON

- Attendees include designer and apparel manufacturers, footwear, kids product, gift and home product manufacturers, fabric retailers, interior designers, and sourcing and product development teams
- Additionally, manufacturers from over 20 international countries and continents attend, including Australia, Canada, the Caribbean, China, Europe, Hong Kong, India, Japan, Korea, Mexico, Russia, South America, Taiwan, Turkey and the UK
- Over 70% of attendees manufacture designer, bridge and better apparel
- Over 75% of attendees are company owners and executive-level influencers
- 60% of exhibitors write new orders at every show

SAMPLING OF DESIGNERS & COMPANIES WHO ATTENDED OUR f/w 12/13 SHOW:

Myne, 7 for all Mankind, Splendid & Ella Moss, Rodarte, Vince, Whitley Kros, William Rast, Sanrio, Rock and Republic, Jigsaw, Wren, Trina Turk, Robert Rodriguez, Rory Beca, Estevan Ramos, Joe's Jeans, Rocket Dog, Whitney Eve by Whitney Port, Lauren Conrad for Kohls, LAMade, American Apparel, Black Halo, Burning Torch, Bebe, Alo Sportswear, Bella, Fox Racing, ABS by Allen Schwartz, Adriano Goldschmied, BCBGMAXAZRIA, Pac Sun, David Meister, Disney Store, Dollimou, Forever 21, Fredericks of Hollywood, Guess, Harajuku, Heidi Merrick, Honeydew Intimates, Jessica McClintock, Joie, Karen Kane, Michael Stars, PJ Salvage, Rebelette, and many more

THE EXHIBITORS



TESTIMONIALS

"LA TEXTILE at the CMC is a must. The Show continues the tradition as the premiere resource for fabrications/trims, trend forecasting and production needs. As a vendor with an international clientele, JM International Group is committed to exhibiting at this bi-annual event. It continues to prove itself as the ideal venue for servicing loyal clients and meeting potential new companies. LA TEXTILE allows us to directly hear about our customer's needs and exposes us to the high demands of a global market in a quality environment." -John Marshall, JM International Group

"This Show is and continues to be an incredible venue for us. We have built and grown our client list exponentially through the years." -Steve Hirsch of Preview Textile Group

"I have not missed one show for 12 or 13 years—maybe more. It's a good Show overall." -Danny Pourrahmani of Textile Secrets International (TSI)

"I've seen many key womenswear, childrens, uniforms and westernwear mens shirting customers this Show. It's guaranteed I will be back next Show." -longtime exhibitor Ron Kaufman of Robert Kaufman Fabrics

"This Show has been very busy for us. We met with lots of stores from around the country including LL Bean Signature." -first time exhibitor Manuel Pires of Teviz-Textil, Portugal



THE SHOW FLOOR

Exhibit Space Location is determined by Show Management based on the exhibiting company's primary product category and pricing structure as listed on the EXHIBITOR PROFILE. Exhibit Floor areas are merchandised in the following style categories:

- **LUXE** - silk, lace, embroidery, fluid, luxurious, fabrics for upmarket contemporary design
- **TAILORED** - structured, wool, linen, cottons, suitings, shirtings
- **CASUAL** - relaxed, knits, color wovens, denim, eco-friendly & organic fibers
- **INNOVATION** - sport, technical, performance, synthetic, and functional fibers
- **DÉCOR** - fabrics and trims for interior and decorative design
- **TRIMS** - ornamental accessories, components, labels and notions
- **DESIGN & DIRECTION** - textile and surface design studios, color and trend forecasting, design technology
- **LENZING INNOVATION PAVILION** - for exhibitors who are part of the premier network of Lenzing affiliates

BEYOND BOOTH SPACE: THE EXHIBITOR AMENITIES

- Full service exhibit space package includes: hardwall booth, furniture, lighting, and booth set up
- Complimentary loading dock usage, storage, drayage and cartload service
- Pre-Show outreach to your designer wish list by our Attendee Relations team
- Complimentary exhibitor spotlight opportunities in e-newsletters, on website, blog & social media promotions, etc.
- Complimentary promotion of your fabrics in main lobby Trend Gallery display
- Main Lobby branding opportunities
- Discounted hotel accommodations exclusively for exhibitors and free hotel / Show shuttle service
- Complimentary business center with free Internet usage, faxing and copying
- Exhibitor Show Lounge spots with complimentary coffee, snacks and refreshments

EXHIBIT SPACE OPTIONS

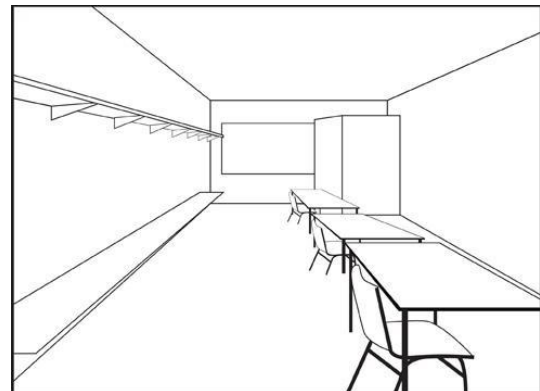
BOOTH PACKAGE

- hardwall booth with laminated white panels
- 3 panel-mounted racks or two free-standing garment racks
- 5 overhead track lights
- 2 sets of 5'x12" white shelves (optional)
- 1 6'x23" folding table
- 1 5'x18" folding table
- 3 chairs
- booth i.d. sign
- non-union labor, drayage, booth set-up
- housekeeping & porter service
- wi-fi internet access complimentary
- electricity (by request)



SHOWROOM PACKAGE

- glass-front showroom
 - electricity and outlets
 - wall to wall carpeting
 - dressing room / private office
 - desk and chair
 - fluorescent ceiling lighting
 - optional track lighting (additional cost)
 - showroom i.d. sign
 - non-union labor, drayage and showroom set-up
 - housekeeping & porter service
- | <u>showroom size</u> | <u>tables</u> | <u>chairs</u> | <u>hanging rack</u> |
|----------------------|---------------|---------------|---------------------|
| up to 650 sq ft | 2 tables | 6 chairs | up to 24ft of rack |
| 651-800 sq ft | 3 tables | 9 chairs | up to 36ft of rack |
| 851 -1500 sq ft | 4 tables | 12 chairs | up to 48ft of rack |



EXHIBITOR MARKETING PROFILE | March 26-28, 2012

For Exhibit Floor placement and promotion of your company and collections in Show marketing & press efforts, including the Show's online & print Directory Book, e-Newsletters, Blog, Social Media, and Press outreach, etc. Thank you in advance for providing accurate, current information about your company & the products to be exhibited.

1 EXHIBITOR/AGENT INFORMATION (For Directory Book listing. No fee.) Check here if same as Exhibitor Application Contact Information.

Exhibitor/Agent Company Name _____
 Address _____
 City _____ State _____ Zip Code _____
 Province _____ Country _____
 Phone _____ E-mail Address _____
 Exhibitor/Agent Company Website _____

2 EXHIBIT SPACE SIGN NAME (No fee) _____

3 DO YOU WANT US TO CREATE A SHOW E-VITE FOR YOU TO E-MAIL TO YOUR ACCOUNTS? (No fee) yes, please! no thanks!

4 REQUIRED - PRODUCT INFORMATION FOR COMPANIES REPRESENTED

Company/Brand Name Represented _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Country of Origin: _____
 Price Range: _____
 Specialty Markets**: _____
 Is this collection certified Organic/Eco-Friendly? _____

Company/Brand Name Represented _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Country of Origin: _____
 Price Range: _____
 Specialty Markets**: _____
 Is this collection certified Organic/Eco-Friendly? _____

Company/Brand Name Represented _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Country of Origin: _____
 Price Range: _____
 Specialty Markets**: _____
 Is this collection certified Organic/Eco-Friendly? _____

Company/Brand Name Represented _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Country of Origin: _____
 Price Range: _____
 Specialty Markets**: _____
 Is this collection certified Organic/Eco-Friendly? _____

(Please use separate sheet for additional lines represented.)

5 LET US PROMOTE YOU ACCURATELY TO PRESS & INDUSTRY (No fee)

E-mail JPG images (or PDF catalog) of your new products for promotional consideration on the LA TEXTILE website, blog, e-newsletters, press outreach, etc. Include brief description of collection highlights, company bio & website address. E-mail to: ybeltran@californiamarketcenter.com.

Or, authorize us to pull images, product & company info from your website: yes, please!

6 FAX THIS COMPLETED FORM WITH APPLICATION TO 213.630.3972

*PRIMARY PRODUCT/SERVICE CATEGORY CODES	
[bd]	Beads / Sequins
[bl]	Blanks
[bw]	Bottom Weights
[cl]	Color Wovens / Shirtings
[co]	Cotton & Cotton Blends
[dm]	Denim
[em]	Embroidery / Embellished / Beaded Fabric
[fa]	Fasteners / Buttons / Buckles / Zippers
[fr]	Fur / Faux Fur
[in]	Interior / Decorative Textiles
[jq]	Jacquards
[kn]	Knits
[lb]	Labels / Badges / Stickers
[lc]	Lace
[le]	Leather / Suede
[lg]	Linings / Interlinings
[ln]	Linen / Linen Blends
[mf]	Manufacturing/Full Package Services
[or]	Organic / Eco-Friendly
[pb]	Publications: Trade & Consumer
[pg]	Printing / Silk Screening / Sublimation
[po]	Promotional Organization
[pr]	Prints
[rb]	Ribbons
[sl]	Silk / Silky Aspects
[st]	Stretch
[su]	Suitings
[tc]	Technical / Functional Fabrics
[tm]	Trims / Appliques / Decorative Accessories
[tn]	Trend Services
[ts]	Technology/Software
[tx]	Textile Design / Creative Studios
[vl]	Velvet / Velour
[wl]	Wool / Other Fibers
[yn]	Yarns / Fibers

**SPECIALTY MARKETS	
[ac]	Activewear
[ax]	Accessories
[br]	Bridal / Special Occasion / Cocktail
[ch]	Childrenswear
[co]	Contemporary / Luxury Collections
[cs]	Casual Sportswear, Separates
[hf]	Home Furnishings / Interior Design
[in]	Intimates/Loungewear
[mn]	Menswear
[sw]	Swimwear
[tl]	Tailored, Suits, Career, Uniforms
[wo]	Womenswear

Priority Placement Deadline: **January 13, 2012**

Final Application Deadline: **February 3, 2012**



Please complete all areas of this application & with payment information fax to 213.630.3972.

1 EXHIBITOR CONTACT INFORMATION (For Show Office communications only).

Exhibiting Company Name _____
 Show Contact Name _____
 Street Address _____
 City _____ State _____ Zip Code _____
 Province _____ Country _____
 Phone _____ Fax _____
 E-mail Address _____
 Company Website _____

2 SELECT AN EXHIBIT SPACE PACKAGE

March 2012 Show only

- booths: showrooms:
 \$2250 | 10x10 \$2541 | 350-450 sq ft
 \$3010 | 10x20 \$3100 | 451-650 sq ft
 \$3375 | 10x30 \$3715 | 651-999 sq ft
 \$4100 | 20x20 \$4417 | 1000+ sq ft

March 2012 + Fall 2012 Combined Show Package

- booths: showrooms:
 \$4500 | 10x10 \$5082 | 350-450 sq ft
 \$6020 | 10x20 \$6200 | 451-650 sq ft
 \$6750 | 10x30 \$7430 | 651-999 sq ft
 \$8200 | 20x20 \$8834 | 1000+ sq ft

3 PREMIUM LOCATION REQUEST | Additional \$300 fee

Check here to request a premium exhibit space.
 NOTE: accommodation of request is not guaranteed and is based on availability, which is limited. Premium locations are an additional \$300. Applicants who do not request a premium location will not be considered for these spaces. The additional \$300 will be charged ONLY if exhibitor is assigned the premium space.

4 SPECIAL REQUESTS

Indicate any special requests here, including names of other exhibiting companies you prefer not to be located near. Although we will try our best, fulfillment of these requests are not guaranteed.

5 SHOW FEES

Exhibit Space Package \$ _____
 Facility Fee (\$75 per Show) \$ _____
 Prime Location (if applicable) - \$300 \$ _____
 Security Deposit (refundable) - \$200* \$ _____
 Key Deposit (refundable) - \$300** \$ _____
 Late Application Fee \$100 (after Feb. 3, 2012) \$ _____
 TOTAL FEES \$ _____

*Deposit refunds applied as credit to next Show unless written request for refund is received.

**Applies to Showroom Exhibitors only.

6 PAYMENT

Applications that do not include payment will not be assigned an exhibit space. To pay by check, indicate below and fax this form separately to 213.630.3972.

CREDIT CARD | payable to CMC Events Inc. Fax this form with Credit Card information to 213.630.3972.

VISA / MC / AMEX _____

EXP DATE _____ CARDHOLDER NAME _____

CHECK WILL BE MAILED | Make check payable to CMC Events Inc. Please issue a separate check for the \$200 security deposit. Please mail checks to the attention of Oscar Rodriguez, California Market Center, 110 East Ninth St Suite A727, Los Angeles, CA 90079

WIRE TRANSFER – to arrange for a wire transfer, please contact Oscar Rodriguez at 213.630.3737 or orodriguez@californiamarketcenter.com . Please note there is a \$50 wire transfer fee.

7 AGREEMENT Application is hereby made by the undersigned for display space in the Los Angeles International Textile Show (LA TEXTILE) at the California Market Center (The CMC) March 26-28, 2012 Mon-Tue 10a-5p & Wed 10a-4p. It is understood that upon acceptance of this application and receipt of the non-refundable payment, this application shall become a contract between the undersigned and the CMC. Exhibitor agrees to abide by the terms of this Agreement and Contract Terms, Rules & Regulations on the following page of this Agreement.

Signature _____ Date _____

CONTRACT TERMS & CONDITIONS



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 less 15% 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

TREND FORUM PARTICIPATION GUIDELINES



The Trend Forum display is located prominently in the Show's Main Lobby and is an ideal opportunity to spotlight samples of your product. There is no fee to participate. Samples will be displayed on tables and/or incorporated into creative displays designed to illustrate the season's key trends.

DEADLINE: WE MUST RECEIVE YOUR SAMPLES BY FRIDAY, FEBRUARY 24, 2012

Samples must be received by our office no later than Friday, February 24, 2012 for inclusion in the display. No exceptions.

SAMPLE REQUIREMENTS

- **Type of samples requested & selected:** We will select and display samples that MOST reflect the Trends described by WGSN on the following pages. Please keep these trends in mind in selecting the samples you will send to us.
- **Quantities requested & displayed:** We will represent every company that sends samples in the Trend forum; HOWEVER, due to the overwhelming amount of samples we receive, we CANNOT include every sample you send. Please send a variety of **at least 12 individual textile swatches or trim samples** for us to select from. Additionally, please keep in mind that we cannot return any unused samples.

Size of samples requested: Minimum fabric swatch size required is 12"x12" - HOWEVER, **larger fabric cuts are ideal for inclusion in a creative display**. Please email jriggs@californiamarketcenter.com if you have any further questions.

PARTICIPATION AGREEMENT

- There is no fee to participate in these displays.
- We cannot guarantee use of all samples being submitted for the finished display.
- Selection, application & location of samples within the show's displays is at the discretion of our stylists.
- Removing or exchanging samples after final installation will not be permitted.
- Samples submitted become property of the California Market Center, producers of the LA Textile Show.
- Samples will not be returned.

LABELING YOUR SAMPLES

Please label every individual textile or trim sample with both of the following:

- BRAND NAME being represented by the swatch or trim item
- EXHIBITING COMPANY or AGENT NAME as listed in the Show Directory (if different from Brand name)
- Samples in the completed Trend Forum will each have a label that includes the name(s) you provide on the swatch and the booth/showroom #. Booth/showroom information will be completed by the Trend Forum staff.
- Product style #s or additional company information will not be included on these labels.

SAMPLE SHIPPING INSTRUCTIONS

- Samples must be shipped at exhibitor's expense. We cannot reimburse shipping fees.
- Ship directly to:
LA Textile Show Trend Gallery
ATTN: Jacki Riggs
California Market Center
110 East 9th Street Suite A727
Los Angeles CA 90079

TREND GALLERY QUESTIONS

Jacki Riggs: jriggs@californiamarketcenter.com | 213.630.1701

EXHIBITOR BADGES ORDER FORM

**FAX THIS FORM TO 213.630.3972 BEFORE
February 3, 2012**

Badges are required to be worn during show time as identification by all exhibiting personnel. Badges will in your Exhibitor Welcome Kit (at your booth) when you arrive to set up. To request badges after the deadline, please visit the Exhibitor Service Desk (Floor 13 | at B-Side entrance).

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

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____
- 11) _____
- 12) _____
- 13) _____
- 14) _____
- 15) _____

EXHIBITOR:

Tradeshow Contact Name _____

Exhibiting Company Name _____

Phone _____ Fax _____

Email _____

DESIGNER OUTREACH WISHLIST



Help us identify the design teams you wish to see at LA TEXTILE. Our Attendee Relations team will personally contact and outreach to each design team.

FAX TO 213.630.3972

company name _____
city/state _____
design contact _____
phone number _____

company name _____
city/state _____
design contact _____
phone number _____

company name _____
city/state _____
design contact _____
phone number _____

company name _____
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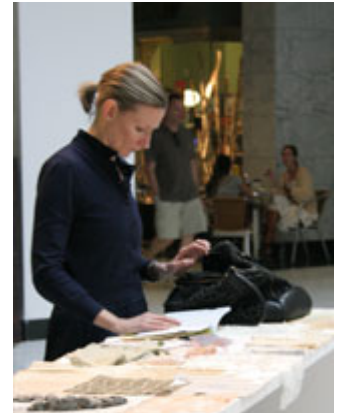
EXHIBITOR COMPANY NAME _____ CONTACT NAME _____
PHONE _____ EMAIL ADDRESS _____

ARTWORK DEADLINE: February 3, 2012

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

RATES

	1 SHOW	2 SHOWS
Full Page (mid-book)	\$700	\$1300
Inside Back Cover	\$1000	\$1800
Full page (page 1)	\$1200	\$2200
Inside Front Cover	\$1200	\$2200
Back Cover	\$2000	\$3600



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

Format: Full page, 5 1/2 w "x 7 1/2 h" (Live Area 5 "x 7 "). 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.

COMPLETE & FAX THIS FORM TO 213.630.3754

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

PAYMENT

CREDIT CARD: Payable to CMC Events Inc. Please indicate card number here.

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

Cardholder Name: _____

CHECKS: Make payable to CMC Events Inc. Note: \$50 processing fee for returned checks. Attach to this form and mail, attention to:

Maral Baboosian, California Market Center, 110 E. 9th St. Suite B271, Los Angeles, CA 90079

QUESTIONS

Maral Baboosian, LA TEXTILE Directory Book Advertising: 213.630.3647 or mbaboosian@californiamarketcenter.com

TREND GALLERY

Our acclaimed Trend Gallery is located in the main lobby, displaying highlights of select exhibitor fabric & trim samples to illustrate the season's key trends provided by our trend partner.

DIRECTORY BOOK

Featuring contact information for all exhibitors, the Show Guide is sold year-round by the CMC to industry professionals who utilize it as an invaluable resource book for fabrics, trims and design services.

SHOW GUIDE ADVERTISING

Advertising in the Show Guide perused by industry professionals year-round places attention directly on your company.

SPONSORSHIP & EXHIBITOR PROMOTIONS

See your company name splashed throughout the CMC's main lobby, attendee registration, and Show floor areas as a Show sponsor or advertiser and generate traffic to your booth.

E-NEWSLETTER CAMPAIGN

LA TEXTILE's database list features thousands of returning and new attendees who receive frequent, interactive emails and graphic reminders regarding the Show via email.

DIRECT MAIL CAMPAIGN

Designed to speak to an audience of cutting-edge designers and apparel manufacturers, the LA TEXTILE's series of creative announcements and invitations are mailed to thousands of style makers.

COMPLIMENTARY EXHIBITOR E-VITE

We customize special eco-friendly e-vites on behalf of your company to assist you in promoting your participation at the Show.

ADVERTISING

Print ads and web banners trumpeting the Show regularly canvas major fashion trade publications and websites.

LA TEXTILE BLOG & SOCIAL MEDIA

Let us highlight & promote your company to our industry audience on the LA TEXTILE Blog, Facebook & Twitter.

ATTENDEE RELATIONS TEAM

Our in-house Attendee Relations team works full-time researching, contacting and personally visiting potential attendees from a targeted list of over 2,000 fashion industry players.

ONSITE MARKETING PROMOTIONS

We incorporate a variety of onsite promotions such as hosting exclusive fashion industry events, providing visual swatch reports highlighting select exhibitors, complimentary tote bags, interactive lounge spots and more!

