

SELECT

THE NEW CONTEMPORARY TRADESHOW

.....
EXHIBITOR
APPLICATION
.....

MARCH 12-14, 2012 · FALL 2012
FASHION THEATER · CALIFORNIA MARKET CENTER

SELECT

CONTEMPORARY TRADESHOW

MARCH 12, 13 & 14, 2012 | FALL 2012 COLLECTIONS

SELECT is the exclusive, juried exhibition of contemporary brands for the West Coast marketplace. Launched in January of 2011, SELECT has already become the essential platform connecting handpicked, upmarket brands with discerning buyers at LA Fashion Market. SELECT is dedicated to presenting a carefully curated showcase of brands that share an affinity for producing collections reflecting only the highest standards of quality and progressive design.

SELECT is presented to buyers in a sophisticated Fashion Theater format in the Main Lobby of the California Market Center (The CMC).

Sampling of regular exhibitors includes Magaschoni, Deepa Gurnani, Sam Edelman, Bella Luxx, Streets Ahead, Azaara, Inge Christopher, Whiting & Davis, Minnie Rose, Boutique 9, Voom by Joy Han, Remi & Reid, Monserat de Lucca, and Beagle House NY, just to name a few.

2012 SHOW DATES

January 16-18 | Summer 12
March 12-14 | Fall 12
June 11-13 | Fall II/Holiday 12
August 6-8 | Holiday/Resort 12
October 15-17 | Spring 13

VENUE

Fashion Theater, Main Lobby
California Market Center (The CMC)
110 East 9th Street (at Main Street)
Los Angeles CA 90079
californiamarketcenter.com/select

SHOW HOURS

Monday-Tuesday, 9a-6p
Wednesday, 9a-4p

APPLICATION DEADLINE: FEBRUARY 25, 1:00PM PST

SCREENING PROCESS: Applicants will be accepted based on design sensibility, pricing structure, and contribution to SELECT's mission. Visuals of product MUST be submitted with application (catalog, lookbook, current website with updated product images, line sheets, etc).

PAYMENT: 100% payment of show fees must accompany application for consideration. Payments will be processed upon acceptance of your application.

BOOTH PLACEMENT: All accepted applicants will be notified of booth location beginning the week of February 20.

EXHIBITOR GUIDE: Upon acceptance of your application, each Company will receive an EXHIBITOR GUIDE containing detailed exhibit space set-up information, rental forms, shipping information, etc.

CONTACT

Joanne Lee: 213.630.3669 • jlee@californiamarketcenter.com
For more info, visit: californiamarketcenter.com/select

SELECT

TESTIMONIALS

"This October's Market was the best show I ever had in the last 6 years I have been doing shows at the CMC." -Marcia Moran, **Marcia Moran Jewelry**

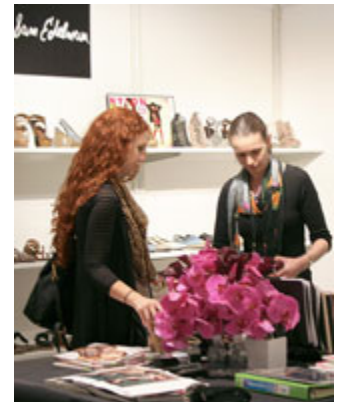
"We have done exceptionally well this show. Participating in SELECT gives us the opportunity to meet and interact with West Coast stores" – Lisa Mitchell, **Sam Edelman**

"We have a strong East Coast presence, and want to strengthen our national network. We felt it only natural to spearhead new West Coast relationships by showing our collection here at SELECT, which has proven to be beneficial by all the foot traffic and buzz we have received being here." - Joel Quiles, **ADAM by Adam Lippes**

"The traffic and new connections we are making here have been fantastic. We have had a lot of new buyers come through who have been excited about the new lines we are introducing to the U.S" – Melanie Flood, **Mellie J Showroom**

"SELECT was a great place to make contacts and raise brand awareness," – Jackie Fraser-Swan, **Emerson (California Apparel News, October 21, 2011)**

"I hoped to break even. I did in the first three hours of the show. I also got reorders and new contacts" – Merci Borden, Owner of **Merci Marie (California Apparel News, October 21, 2011)**



SAMPLING OF RETAILERS SPOTTED AT SELECT

Revolve, Bloomingdales, Macys, Nordstrom, Kitson, Wendy Foster, Hautelook.com, Metro Park, Modcloth, Nasty Gal, Ambiance, Cusp, H. Lorenzo, Johns (Tokyo), Kai Lani (Tokyo), Kenex (Sapporo-Shi), Libertine (Vancouver), Moule (Vancouver), The Ritz Carlton Marina Del Rey, Philippe Derey, Tootsies, Piperlime, Betsy & Tracy, Bettina Duncan at Fred Segal, Boulmiche, Faze Co Ltd (Tokyo), Forever 21, Firefly, Harari, Hard Rock Hotel & Casino, JMR Chalk Garden, Janor Imports (Montreal), JW Marriot Desert, Ketchum Dry Goods, KSL Resorts, La Petite Tresor, M. Frederic & Co, Marshall Retail Group, Polkadots & Moonbeams, Sanei Intl (Tokyo), The Denim Bar, Un Deux Trois, Zappos and many more...

company information

Please complete all portions of this 2-page Application & Company Profile for screening & accurate promotion of your collection in our Show Marketing and Show Directory Book. Visuals of your collection and full payment must accompany application for consideration. Payment to be processed upon application acceptance. Fax to 213.630.3708. Remit checks to address below.

Corporate Name _____

Collection Name(s) _____

Street Address _____

City _____ State _____ Zip Code _____

Phone _____ Fax _____

Company Website _____

Principals of Company _____

Tradeshow Contact _____ Phone _____

E-mail _____

Years in Business: _____

Approximate worldwide sales volume: _____

In which other Exhibitions/Trade Shows will your company be participating in for the upcoming season?

In which other Exhibitions/Trade Shows has your company participated in during past seasons?

exhibit space options

Please select your booth size preference:

6x10 booth: \$3,720 10x10 booth: \$6,200 Alternative booth size requested (please specify): _____

exhibit space payment

Total Amount Due: \$ _____ (100% of exhibit space fees must be included for application consideration, to be processed upon acceptance of your application.)

CHECK AMOUNT: \$ _____

Make checks payable to: "CMC Events Inc."
Remit to: Select Tradeshow, California Market Center
110 E. Ninth Street, Suite A727, Los Angeles CA 90079.

CHARGE MY CREDIT CARD (3% handling fee applies)
AMEX | MASTERCARD | VISA: Payable to CMC Events, Inc.

Card #: _____ Exp Date: _____

Cardholder Name: _____

Cardholder's Signature: _____

FAX TO 213.630.3708

directory contact information

The following information is required for application screening, as well as promotion of your collection in our Marketing and Show Directory Book.

Collection Name(s) _____

Address (if different from corporate address) _____

City _____ State _____ Zip Code _____

Brand Website _____

Designer Name _____

Will the Designer be present at each Show? _____

Sales Contact _____ Phone _____

Sales E-mail _____

Press Contact _____ Phone _____

Press E-mail _____

visuals of your collection

Visuals of product MUST be submitted with application. Submit brand Catalog, Look Book, JPG Images, Line Sheets or provide current website address featuring updated product images. Please e-mail PDFs of these materials to jlee@californiamarketcenter.com or mail along with application to payment address.

Brand Website Address _____

product information

Please list only those categories that are represented in the collections you will exhibit at SELECT:

- | | | | | |
|---|---|--|--|--------------------------------|
| <input type="radio"/> Accessories | <input type="radio"/> Contemporary Collection | <input type="radio"/> Footwear | <input type="radio"/> Plus Size | <input type="radio"/> Suedes |
| <input type="radio"/> Activewear | <input type="radio"/> Contemporary Knitwear | <input type="radio"/> Gloves | <input type="radio"/> Private Label | <input type="radio"/> Sweaters |
| <input type="radio"/> Bags | <input type="radio"/> Coordinates | <input type="radio"/> Handbags | <input type="radio"/> Resortwear | <input type="radio"/> Tops |
| <input type="radio"/> Beachwear | <input type="radio"/> Day Dresses | <input type="radio"/> Hats/Millinery | <input type="radio"/> Sandals | <input type="radio"/> Totes |
| <input type="radio"/> Belts | <input type="radio"/> Denim/Jeans | <input type="radio"/> Item Collection | <input type="radio"/> Scarves | <input type="radio"/> Trousers |
| <input type="radio"/> Blouses | <input type="radio"/> Designer Jewelry | <input type="radio"/> Jackets | <input type="radio"/> Separates | <input type="radio"/> T-Shirts |
| <input type="radio"/> Bridge Collection | <input type="radio"/> Designer Sportswear | <input type="radio"/> Knitwear | <input type="radio"/> Shawls | <input type="radio"/> Wovens |
| <input type="radio"/> Bridge Sportswear | <input type="radio"/> Evening Dresses | <input type="radio"/> Leather | <input type="radio"/> Shirts | <input type="radio"/> Wraps |
| <input type="radio"/> Capes | <input type="radio"/> Evening Separates | <input type="radio"/> Lifestyle Collection | <input type="radio"/> Shorts | <input type="radio"/> Yoga |
| <input type="radio"/> Cashmere | <input type="radio"/> Fashion Jewelry | <input type="radio"/> Pants | <input type="radio"/> Small Leathergoods | |
| <input type="radio"/> Casual Lifestyle | <input type="radio"/> Fine Jewelry | <input type="radio"/> Pants/Trousers | <input type="radio"/> Special Occasion | |

Price Points - Please list average wholesale price range for your collections: under \$100 wholesale \$151-\$500 wholesale Over \$500 wholesale

Which labels does your collection "hang" with in a department or specialty store? _____

List 4 major specialty and/or better department stores that currently carry your merchandise to indicate quality and distribution level of your product:

Store	City	Buyer
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

Is your product made domestically or imported? If imported, from where?

FAX TO 213.630.3708

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 \$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 samples

RETAILER OUTREACH WISH-LIST

SELECT

Help us identify the retailers you wish to see at SELECT. Our Retail Relations team will personally contact and outreach to each buyer.

DEADLINE: February 13, 2012. FAX TO 213.630.3708.

store name _____
city/state _____
buyer name _____
phone number _____

store name _____
city/state _____
buyer name _____
phone number _____

store name _____
city/state _____
buyer name _____
phone number _____

store name _____
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city/state _____
buyer name _____
phone number _____

store name _____
city/state _____
buyer name _____
phone number _____

EXHIBITOR COMPANY NAME _____ **CONTACT NAME** _____
PHONE _____ **E-MAIL ADDRESS** _____

california | market center

110 east ninth street suite A727, los angeles california 90079 | www.californiamarketcenter.com/select

DIRECTORY BOOK ADVERTISING

SELECT

ARTWORK DEADLINE: February 24, 2012

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

RATES

Full Page 4 Color	\$250
Front Cover 4 Color	\$1,000
Back Cover 4 Color	\$750

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.

EXHIBITOR CONTACT

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: Maral Baboomian, California Market Center, 110 East 9th Street Suite A727, Los Angeles, CA 90079

Credit Card: Payable to CMC Events Inc.

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

Cardholder Name: _____

FAX TO 213.630.3754

QUESTIONS: Maral Baboomian: 213.630.3647 or mbaboomian@californiamarketcenter.com

california | market center

110 east ninth street suite A727, los angeles california 90079 | www.californiamarketcenter.com/select

MERCHANDISE DISPLAY ADVERTISING

SELECT

SUBMISSION DEADLINE: February 24, 2012

Spotlight your brand in a Main Lobby display 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 SELECT booth.

DISPLAY GUIDELINES

- Please choose items that are on trend for the show's designated fashion season.
- Please send at least four samples for our stylist to choose from.
- Products will be displayed for duration of SELECT Show (Mon-Wed)
- No products may be removed during the display for any reason.
- We will return samples to your booth after 3pm, Wednesday, last day of the show.
- Label every sample with your line name and SELECT 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.

TO RESERVE DISPLAY SPACE, COMPLETE & FAX THIS FORM TO 213.630.3754

- \$750 | accessories case BRAND display exclusively featuring your brand - main lobby
- \$300 | 1 outfit on a SELECT mannequin - main lobby

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

PAYMENT

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

Credit Card: Payable to CMC Events Inc.

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

Cardholder Name: _____

SHIP SAMPLES TO

Attn: Maral Baboornian
SELECT Merchandise Displays
California Market Center
110 E 9th St Suite A727
Los Angeles, CA 90079

QUESTIONS

Maral Baboornian
mbaboornian@californiamarketcenter.com
213.630.3647

FAX THIS FORM TO 213.630.3754

california | market center

110 east ninth street suite A727, los angeles california 90079 | www.californiamarketcenter.com/select

