SELECT

BETTER & CONTEMPORARY BRAND SHOWCASE

JANUARY 16-18

SUMMER / FALL I 2017

CALIFORNIA MARKET CENTER

FASHION THEATER | MAIN LOBBY

SELECTRADESHOW.COM

SELECT emerge

EXHIBITOR APPLICATION

January 16-18, 2017 | SUMMER / FALL I '17

SELECT x EMERGE is the curated showcase for Better, Contemporary and Emerging apparel, accessories and footwear brands. Presented in the Fashion Theater venue located in the California Market Center lobby, SELECT x EMERGE provides a distinguished platform connecting stand-out brands with discerning buyers visiting LA Fashion Market.

UPCOMING SHOW DATES
March 13-15 Fall '17
June 5-7 Fall II/ Holiday '17
October 9-11 Spring '18

VENUE
CMC (California Market Center)
(In the heart of LA's Fashion District)
110 East 9th Street
Los Angeles, CA 90079

SHOW HOURS
Monday & Tuesday, 9a – 5p
Wednesday, 9a – 4p

APPLICATION DEADLINE: December 30, 2016

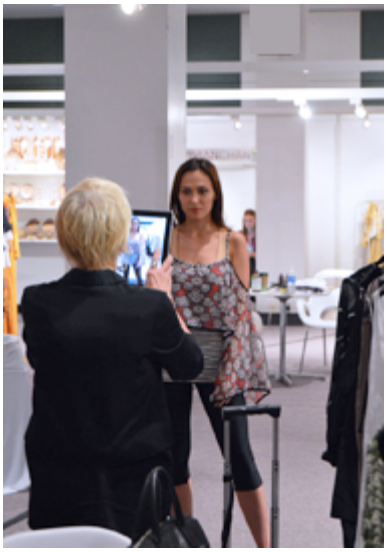
LATE FEE: $100 late fee applies to applications and payments postmarked after December 30, 2016. Applications received after this deadline may not be printed in the directory book.

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 sheet, etc) along with 100% booth fees, to be processed upon acceptance into the Show.

PAYMENT: 100% payment of Show Fees must accompany application for consideration. Payments will only be processed upon acceptance into the Show.

BOOTH PLACEMENT: Booth placement is at the sole discretion of Show Management.

EXHIBITOR GUIDE: Upon acceptance as a confirmed exhibitor, you will receive an Exhibitor Guide containing detailed exhibit space set-up information, rental forms, shipping information, etc.



CONTACT SHOW MANAGEMENT:

An Ocampo, Show Manager 213.630.3737 | an@cmcdtla.com

For more information, visit: www.selecttradeshow.com

RETAILERS & INFLUENCERS

SAMPLING OF WHO WAS RECENTLY SPOTTED AT THE RECENT MARKET

A Bit Unruly, A Tropical Affair, Adornments, Amazon.com, Ambiance, Balboa Bay Resort, Brentwood Country Club, Brigade LA, Burro, C.Jane, Camouflage, Canopy Blue, Clover, Costco, Details Boutique, Eighten, Emphatic - Fred Segal, Fairen Del, Forever 21 Inc, Four Seasons Hotel Beverly Wilshire, Fresh Produce, Habit Footwear & Accessories, Hip'tique, Holly Hill, Island Farm, Island Outfitters, Kaitlyn Clothing Inc, La Boutique, LF Stores, M. Fredric, Mamselle, Manhattan Denim, Marshall Retail Group / Marshall Russo, My Sale Group, Nest, Peppermill Hotel Casino, Perspectives Inc., Phyllisophical, Pink Lagoon, Ruth Waters Fine Fashions, Seaside Gallery And Goods, Seaside Luxe, Seed People's Market, Sole Society, Solestruck, Splendid / Ella Moss, Sunny Days Retail Inc., Swirl, Terra Verde, The LBD Etc., The Red Balloon, Therapy, Tootsies, Tucson Racquet & Fitness Club, Twig & Willow, Upstairs at Pierre Lafond, Verona, W Scottsdale, Wynn Las Vegas, WWD and Zyl Collection, to name a few.

WWD VISITS SELECT

Ones to Watch From Los Angeles Fall 2016 Contemporary Market

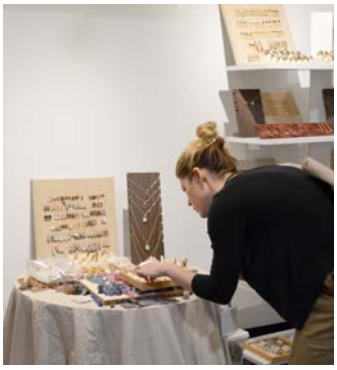
By Khanh T. L. Tran

A- A A+ PRINT

Even though the Los Angeles contemporary fashion market follows the flurry of trade shows in Las Vegas and New York, it still attracts promising brands that are eager to drum up sales on the West Coast. Earlier this week, fashion and accessories companies displayed their fall collections at various showrooms and trade fairs, including Select, Designers & Agents, ALT, Coeur and Brand Assembly. Here are some fashion and accessories that are ones to watch.

Brand: Maison Mère
Year of launch: 2015
Wholesale prices: $105 to $400
Retailers: Satine in Los Angeles and Boutique Tribù in Ascona, Switzerland
Background: Classic with a little twist is how the Paris-based brand describes its knits made of cashmere, wool and silk in Italy. For instance, a black turtleneck sweater displays a squared-off asymmetric hem in the back and harem pants are knit out of 100 percent cashmere. The fall palette sticks mostly with solids such as tan, black and ivory but acid yellow and bright powder pink add some zest. The brand excels with blends, like ivory cashmere-Merino wool for a buttoned V-neck sweater that is ultralight.

BOOTH RATES



ACCESSORY VENDORS ONLY (these booths are subject to availability and floor plan permitting)

- 3x10' $1,500
- 3x13' $1,950
- 3x16' $2,400
- 3x20' $3,000

APPAREL AND/OR ACCESSORY VENDORS (please inquire about larger / alternative booth sizes)

- 6x10' $3,000
- 6x13' $3,900
- 6x16' $4,800
- 10x10' $5,000

Note: Although the booth sizes listed are in feet, the booth space is constructed with meter-wide panels.

Rate includes:

- White European-style hard wall booths
- Company sign
- Three halogen lights
- 30" round table and two chairs (white)
- Waste basket
- Free Wi-Fi
- Show Directory
- Inbound and outbound freight handling ("drayage") within the Exhibition facility. The freight handling includes delivery, storage and return of containers, boxes, crates, etc. to/from your Booth within the Exhibition facility. (It does not include warehouse storage fees or charges to ship, messenger, etc. your materials to and from the Show or warehouse.)

Additional furniture & equipment is available for rental. Information & rental forms are supplied in the Exhibitor Guide available upon acceptance of your application.

FEATURING

emerge

EMERGE is the new showcase within SELECT tradeshow in the CMC Fashion Theater designed to spotlight emerging designers. Presented in a contemporary, open space format, EMERGE is an opportunity for retailers to discover fresh brands notable as "Ones to Watch" for design innovation, quality, and marketability. Brands qualifying for EMERGE must have either launched within the past 3-4 years or be a small, independent operation with no more than 10 employees. *Space is limited and subject to approval*.

EMERGE Exhibit Space Rate: $1,200
Includes:

- 1 Café style writing table
- 2 chairs
- 1 EZ Shelf or 1 Freestanding Rack

MARKETING OPPORTUNITIES

Example of SELECT eblast

RETAIL MARKETING TEAM

Although LA Fashion Market is generally an appointments-driven trade event, our Retail Marketing Team is dedicated to spreading the word about SELECT x EMERGE and reaching out to help invite targeted buyers to the event. They are focused on cultivating relationships with key buyers using various programs, including but not limited to:

- VIP-targeted Buyer incentives
- Buyer call campaign
- Buyer store visits
- Direct Mail
- Bi-weekly SELECT eblasts
- Increasing #selecttradeshow social media presence
- Plus, cross-promotion in all LA Fashion Market marketing
- Onsite buyer promotions & perks to create buzz & enhance buyer experience

Retailer-Growth Partnership: Deadline, Friday, December 30, 2016
Send us your retailer Wish List and we will have our Retail team personally reach out to your Wish List Buyers with a Show invitation & possible incentive on your behalf.
Contact alyssa@cmcdtla.com / 213.630.3618 for more info.

PROMOTING YOUR BRAND

Deadline: Friday, December 30, 2016

Please send your brand lookbook or individual campaign images for promotion of your brand:

- Send lookbook/jpgs and any questions to yvette@cmcdtla.com or call 213.630.3649
- Jpg specs: Professionally-photographed brand lifestyle/campaign images are preferred (no logos or text). Lookbook images on neutral background are also acceptable. Please refer to images on this page for examples. All photos must be minimum 600px wide. (High-resolution, minimum 300dpi is preferred).

Your brand images will be used as follows:

1. Online Exhibitor Web Listing on www.selecttradeshow.com/brands.php
2. Brand spotlight on a dedicated SELECT eblast
3. Additionally, Marketing will choose exhibitor brand images for use throughout various SELECT marketing materials, web pages, ads, e-mail blasts, social media promotion, etc. Selections are made at sole discretion of Marketing team - we cannot guarantee use of your images.

A note regarding Social Media:
Our social media feeds are highly-curated and we cannot guarantee promotion of every exhibiting brand. Brands selected for spotlight on @cmcdtla take place at the sole discretion of our Marketing team. For guaranteed promotion, please inquire about our Premium Promotional Packages below.

PREMIUM PROMOTIONAL OPPORTUNITIES: For information on paid Advertising opportunities in the Show Directory Book, multiple Show e-mail blasts, and on Social Media, please contact your SELECT Show Manager: an@cmcdtla.com, 213.630.3737

Example of Online Exhibitor Directory listing

LESLIE FRANCESCA DESIGNS
Semi-precious Stone Jewelry

WEBSITE | EMAIL

MAGASCHONI
Luxury, Cashmere Brand

WEBSITE | EMAIL

HOBO ORIGINAL
Premium Leather Handbags

WEBSITE | EMAIL

SELECT emerge

EXHIBITOR APPLICATION

January 16-18, 2017 | SUMMER / FALL I '17

Look book or product images of your line and full payment must accompany application for consideration, including applications from returning exhibitors. Images are used for application screening and for promotion of your brand in Show Marketing. Payment will be processed upon application acceptance to the Show. Fax to 213.630.3708. Remit checks to address below.

1. COMPANY INFORMATION

This information will be used by the Show Producer only:

Corporate Name_____

Street Address _____

City _____State _____Zip Code _____

Contact _____Phone: _____

Office:_____Cell (Required):_____

Email_____

Website_____

Years in Business: _____Approx. worldwide sales volume: _____

Other Exhibitions/Trade Shows your brand participated in during past seasons?

_____

Example of other brands you are merchandised with in retail:

_____

Please list the range of wholesale price points for your collections:

_____

2. DIRECTORY INFORMATION

This information will be PRINTED in the Show Directory:

Collection Name(s) _____

_____

Address (if different from corporate address)_____

City _____State _____Zip Code _____

Sales Contact _____Phone_____

Sales Email_____

3. BOOTH SIGNAGE

Please list how you would like your company signage to read:

_____

4. PRODUCT INFORMATION

☐ Accessories	☐ Designer Jewelry	☐ Resortwear
☐ Activewear	☐ Footwear	☐ Sandals
☐ Belts	☐ Fashion Jewelry	☐ Scarves/Shawls./Wraps
☐ Blouses	☐ Handbags /Totes	☐ Separates
☐ Bridge Collection	☐ Jackets	☐ Small Leathergoods
☐ Cashmere	☐ Knitwear	☐ Sportswear
☐ Cont. Collection	☐ Leather/ Suede	☐ Special Occ. / Evening
☐ Contemp. Knitwear	☐ Pants/Trousers	☐ Sweaters
☐ Day Dresses	☐ Plus Size	☐ Tops
☐ Denim/Jeans	☐ Private Label	☐ T-Shirts
☐ Made in USA	☐ Eco-Friendly	☐ _____

5. IMAGES OF YOUR COLLECTION:

A catalog, look book, JPG Images, or a linesheet is required from all applicants in order to complete the application process, including from returning exhibitors. Images are used for application screening and also for promotion of your brand in Show Marketing once your application is accepted. Please e-mail these materials to Show Management, along with your application: An@cmcdtla.com

6. BOOTH SELECTION

Booth placement is at the sole discretion of Show Management.

EMERGE: ☐ $1,200 *(Subject to approval)*

ACCESSORIES ONLY: *(Subject to availability & floorplan)*

☐ 3x10: $1,500 ☐ 3x13: $1,950

☐ 3x16: $2,400 ☐ 3x20: $3,000

LARGER BOOTHS* :

☐ 6x10: $3,000 ☐ 6x13: $3,900

☐ 6x16: $4,800 ☐ 10x10: $5,000

**Please contact Show Management for larger / alternate sizes.*

7. PAYMENT

BOOTH FEE: $_____

❍ PAYING BY CHECK -- Payable to: "CMC Events Inc"
Mail to: SELECT Tradeshow, c/o An Ocampo
California Market Center
110 E. Ninth Street, Suite A727, Los Angeles CA 90079

❍ PAY BY CREDIT CARD

Card #:_____Exp Date:_____ CCV _____

Name on Card:_____

Billing Address:_____

Authorizing Signature: _____

8. AGREEMENT:

Applicant is hereby made by the undersigned for display space at the SELECT Contemporary Tradeshow. 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 California Market Center and CMC Events Inc. 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 as your signature below conclusively establishes that you have done so and will abide to our Terms and Conditions.

AUTHORIZED SIGNATURE: _____DATE_____

FAX APP TO 213.630.3708 // OR EMAIL SHOW MANAGEMENT:

An Ocampo, Show Manager 213.630.3737 | an@cmcdtla.com

CMC (CALIFORNIA MARKET CENTER) | 110 EAST 9TH STREET SUITE A727. LOS ANGELES CA 90079 | SELECTTRADESHOW.COM

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 $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