

# SELECT x *emerge*

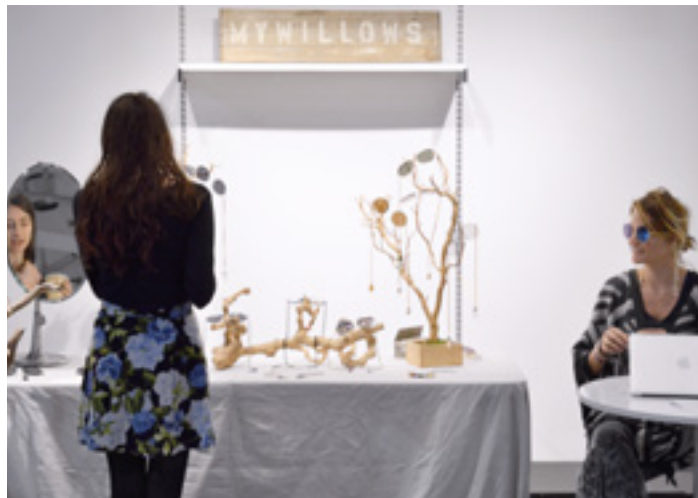
Better, Contemporary & Emerging Brands

OCTOBER 9-11 | SPRING 2018

CMC // FASHION THEATER | MAIN LOBBY

[SELECTTRADESHOW.COM](http://SELECTTRADESHOW.COM)

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

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: SEPT. 22, 2017**

**LATE FEE:** \$100 late fee applies to applications and payments postmarked after Sept 22nd, 2017. 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](mailto:an@cmcdtla.com)  
For more information, visit: [www.selecttradeshow.com](http://www.selecttradeshow.com)

# RETAILERS & INFLUENCERS

Sampling of retailers who checked-in at the March 2017 Market

Girl Clothing, Burro, C.Jane, Canopy Blue, Cabana, Camouflage, Clothes Pony, Clover, David's, Dillard's, Dragon Fly, Drift Boutique, Eighten, Elisa B, Elisa Wen, Emphatic, Fred Segal, Espi's Boutique, Fairen Del, Fanny Wrappers, Food Pantry, Forever 21 Inc, Foundation, Foundry, Four Seasons Hotel, Beverly Wilshire, Frenchy's, Fresh Produce, Girl In The Curl, Good Samaritan Hospital Gift Shop, Goods, Guess? Gypsy Den Boutique, Habit Footwear & Accessories, Hautelook, Head Over Heels, Helping Hand Gift Shop, Hip'tique, Holly Hill, Hyatt Regency Resort, Island Farm, Island Outfitters, Jigsaw, Kaitlyn Clothing Inc, Kingfisher Road, Largodrive, LF Stores, Little Black Dress, Lovebird Boutique, Lulu's Fashion Lounge, Lundeen's, Lush, Mabel's, Macy's, Marshall Retail Group / Marshall Russo, Mod Cloth, Moondance Jewelry Gallery, National Stores dba Fallas Paredes, Need Supply Co, Neiman Marcus, Newport Harbor Yacht Club, Nordstrom, Peppermill Hotel Casino, Phyllisophical, Plum Goods, Principessa, Revolve Clothing, Ross Stores, Ruth Waters Fine Fashions, Saks Fifth Avenue, Salt Boutique, Sandylew, Sea + Wander, Seed Peoples Market, Soft Surroundings, Soho Clothing Boutique, Soto, Spoiled Rotten, Street Walk, Sunny Days Retail Inc., The Denim Bar, The LBD Etc., The Red Balloon, The Walking Shoe, The Well, Therapy, Tilly's, Tjx, Tootsies, Tre Boutique, Tucson Racquet & Fitness Club, Turquoise, Twenty20, Verona, Wendy Foster, William B + Friends, Zulily, and more.



# PRESS AT SELECT

Editors from WWD, Sportswear International, Apparel News, WGSN, and Senken Japan can be seen regularly walking LA Fashion Market at the CMC to scout brand discoveries for their post-show LA Market reports.

Here's an example of WWD's spotlight on SELECT exhibitor Shabbella, chosen has one of the 3 top overall Brands that stood out at the Market in January 2017.

**WWD** Fashion + Business + Beauty + Men's + Runway + Accessories + Eye

Business  
Digital Download: Chiara, Almee, Comi-Get Real With Video

Business  
Change in Fashion's C Suite

Beauty  
Bolly Boosts Burberry Creative Sees

Beauty  
Predicts Trends for Fashion

INDUSTRY + SPORTSWEAR

## Emerging Brands in L.A. Market: MCT Editions, Page Thirty, Shabbella

The women's trade shows in Los Angeles had labels stood out with their designs.

By **Kristin EL** *Text on January 30, 2017*

California Fashion Brands to Watch: MCT Editions, Page Thirty, Shabbella

**Shabbella**

Brand: Shabbella  
Designer: Shabbella  
Headquarters: Newport Beach, Calif.  
Launch season: Spring 2016  
Retail price: \$50 to \$180  
Retailers: 161 Place in Newport Beach, Calif.; Langton, Calif.; Classroom Club & Spa in Berkeley, Calif.

# 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.*

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## 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.*

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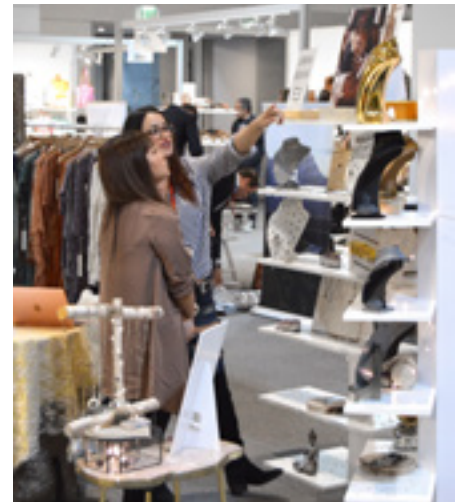
*emerge* is the new showcase within SELECT tradeshow in the CMC Fashion Theater designed to spotlight emerging designers. Presented in a contemporary, open space format, EMERGE is an opportunity for retailers to discover fresh brands notable as "Ones to Watch" for design innovation, quality, and marketability. 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.

EMERGE Exhibit Space Rate: \$1,200

*Space is limited and subject to approval.*

Includes:

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



*Please note due to the open space format of this section, exhibitors are only allowed the use of our in-house furnishings.*

# MARKETING OPPORTUNITIES

## RETAIL MARKETING TEAM

Our Retail Marketing Team is dedicated to growing SELECT's buying audience and cultivating relationships with key buyers using various programs, including but not limited to:

- VIP-targeted Buyer incentives
- Call campaign
- In-person store visits
- Print mailers
- Eblasts
- Social Media promotion
- Print and digital advertising
- Cross-promotion in all LA Fashion Market marketing
- Onsite buyer perks to create buzz & enhance buyer experience

## RETAILER-GROWTH PARTNERSHIP

Deadline Friday, Sept 22, 2017 (*strictly enforced*)

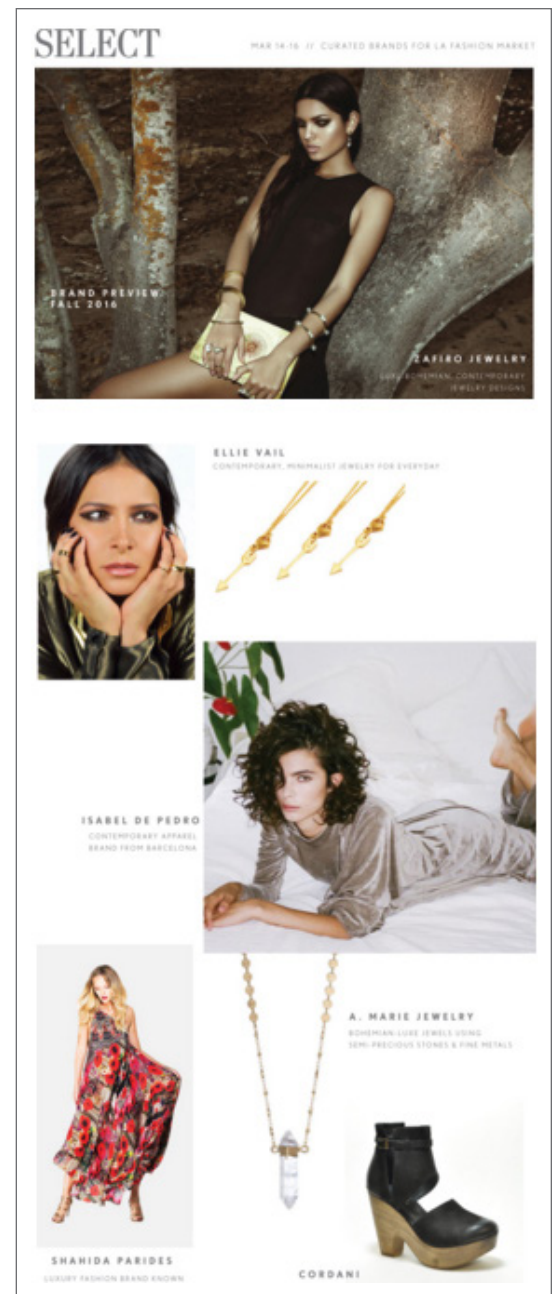
Send us your retailer Wish List and we will have our Retail team personally reach out to your Wish List Buyers with a show invitation & possible incentive on your behalf. >> Contact [alyssa@cmcdtla.com](mailto:alyssa@cmcdtla.com) / 213.630.3618 for more info.

## COURTESY PROMOTION OF YOUR BRAND

Deadline Friday, Sept 22, 2017 (*strictly enforced*)

Send us your Look Book and/or Product Images for online Directory listing and promotional consideration of your brand on Social Media & an Eblast. Additionally, high-resolution brand images may also be used in SELECT marketing & advertising. *Please note: Use & promotion of your brand images is at the sole discretion of our Marketing team is not guaranteed.*

- Online Exhibitor Web Listing on [www.selecttradeshow.com/brands.php](http://www.selecttradeshow.com/brands.php)
- #SELECTShow Social Media Promotion: [www.instagram.com/cmcdtla](http://www.instagram.com/cmcdtla)
- Send Lookbook PDF or JPGS and any questions to [yvette@cmcdtla.com](mailto:yvette@cmcdtla.com) or call 213.630.3649
- Images: Lifestyle shots are preferred or lookbook shots on a neutral background (see examples at right from a previous eblast). All photos must be minimum 1080px wide. (If available, high-resolution, minimum 300dpi is preferred).



Example of SELECT eblast

## PREMIUM MARKETING & ADVERTISING OPPORTUNITIES

Deadline Friday, Sept 22, 2017 (*strictly enforced*)

For additional, paid Marketing & Advertising opportunities, please contact Maral at 213.630.3647 or [maral@cmcdtla.com](mailto:maral@cmcdtla.com).

Note: Deadlines are strictly enforced. We cannot accommodate promotion of your brand if you send after the deadline.

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. 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 Exhibitors/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

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

## 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 \_\_\_\_\_

### EMAIL SHOW MANAGEMENT:

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