CONTEMPORARY CURVES

THE NEW PLUS-SIZE SHOWCASE AT LA FASHION MARKET

MARCH 13-15, 2017

CMC. 9TH & MAIN. DTLA. // CMCDTLA.COM/CURVES

CONTEMPORARY CURVES

LA'S NEW DESTINATION FOR PLUS-SIZE & CURVE FASHION BRANDS

CONTEMPORARY CURVES is LA's new trade event, spotlighting plus-size brands for Los Angeles Fashion Market. The show is dedicated to presenting a curated selection of high-quality, style-conscious Better, Contemporary, and Young Contemporary plus-size collections to buyers and fulfills the long-awaited need for a plus-size show in downtown LA's Fashion District. The show is located at the CMC in the heart of Downtown LA's Fashion District, home to LA Fashion Market tradeshows including Select, Transit, ALT, Axis, Coeur, Capsule, Source British and LA Kids Market.

VENUE
CMC (California Market Center)
110 East 9th Street
Los Angeles, CA 90079

SHOW HOURS
Monday - Tuesday, 9a-5p
Wednesday, 10a-5p

SAMPLING OF RETAILERS SPOTTED AT LA FASHION MARKET
A La Mode, Adornments, Alexandra Collections, Amazon, Ambiance, Atelier Femme, Avanti, Balboa Bay Resort, Beaus and Belles, Besitos, Blush Boutique, Boogies Retail, Burro, C Jane, Catalina Island Yacht Club, Celenes, Charlotte & Hayes, Christina's, Clover, Curvy Girl, Divine Boutique, Dragon Fly, Effortless Chic, Embellishments, Emphatic- Fred Segal, Fairen Del, Fashion Plus Size, Fantasy Springs, Femme, Food Pantry, Frenchys, Fresh Produce, Fringe, Glamour Girl Curves Boutique, Gowa, Hattie, Hey Day, Hillside Boutique, Hip & Humble, Hoity Toity, Holly Hill, In Full Swing, Indulge, Island Farm, Island Outfitters, Jenni B, Just Fab, JuJu Blue, Kaitlyn Clothing, Koze, Loft, Lovebird Boutique, Lundeens, M. Fredric, Mabel's, Marshall Retail Group, Macy's, Mod Cloth, Montage, Moondance, Natasha, Nordstrom, Papillon Rouge, Penny Lane, Polkadot & Moonbeams, Rags, Ross Stores, Rue 21, Ruth Waters Fine Fashions, Saks Fifth Avenue, Sappari, Selfish, Seams to Fit, Shop Adorn, Soft Surroundings, Starlight Starbright, Stitch Fix, Sunny Days Retail, Swirl, Texture, The Antique Showroom, The LBD, The Red Balloon, Therapy, Tootsies, Torrid, Twig of Laguna, Velvet Edge, Weeds, Wendy Foster, Xtravagance, Yaya's, ZYL Collections, among many others.

SCREENING PROCESS: Applicants will be evaluated based on design sensibility, pricing structure, and contribution to the CONTEMPORARY CURVES mission. Visuals of product MUST be submitted with application (catalog, look book, current website with updated product images, line sheet, etc.), along with 100% show fees, to be processed upon acceptance into the show.

PAYMENT: 100% payment of show fees must accompany application for consideration. Payment is processed upon acceptance of application.

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

EXHIBITOR GUIDE: Upon acceptance of your application, you will receive an Exhibitor Guide containing detailed exhibit space setup information, rental forms, shipping information, etc.

CONTACT US: Rebecca Dennis: 213.630.3603 | RebeccaD@cmcdtla.com

CONTEMPORARY
CURVES

EXHIBIT SPACE PACKAGES

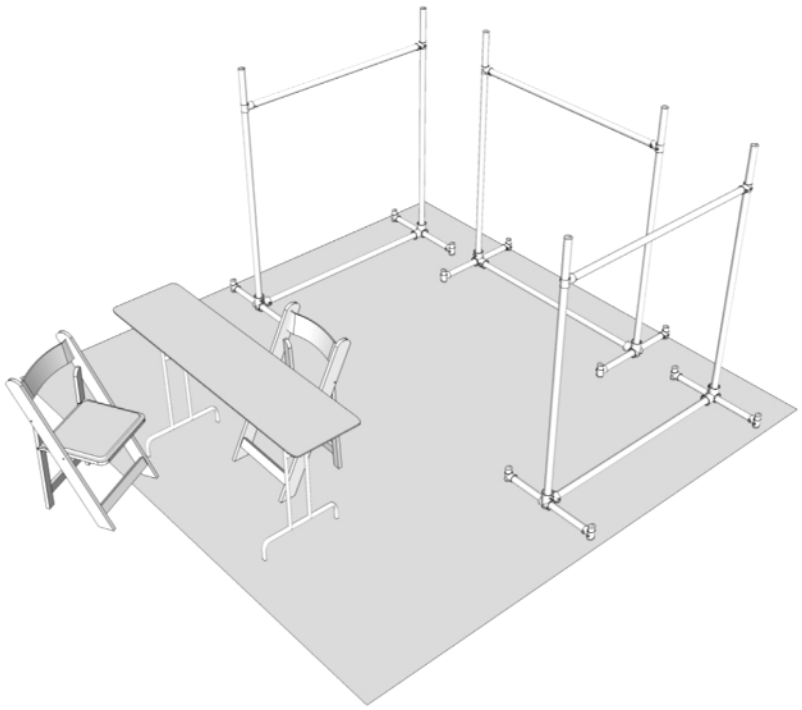
CONTEMPORARY CURVES will be presented in an open booth format with no booth walls, designed with a Contemporary, minimalist aesthetic in mind for a focus on product.

SIZE	RATE	FURNITURE
10' x 10'	$1,000	(1) 6' table, (2) single-rail white clothing racks or freestanding shelves, and (2) chairs
10' x 20'	$1,750	(2) 6' table, (4) single-rail pipeline clothing racks or freestanding shelves, and (4) chairs
10' x 30'	$2.250	(3) 6' table, (6) single-rail pipeline clothing racks or freestanding shelves, and (6) chairs

ALL EXHIBIT SPACE PACKAGES INCLUDE:

- Company sign
- Meeting table and two chairs
- Waste basket
- Free Wi-Fi
- Show Directory
- Inbound and outbound freight handling ("drayage") within the exhibition facility. Freight handling includes delivery, storage, and return of containers, boxes, crates, etc. to and from your booth within the exhibition facility. It does not include warehouse storage fees or cost to ship, messenger, etc. your materials to and from the Show.

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



CONTEMPORARY
CURVES

MARKETING SUPPORT

RETAIL MARKETING

Our Retail Marketing Team is dedicated to growing the CONTEMPORARY CURVES 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, February 24, 2017

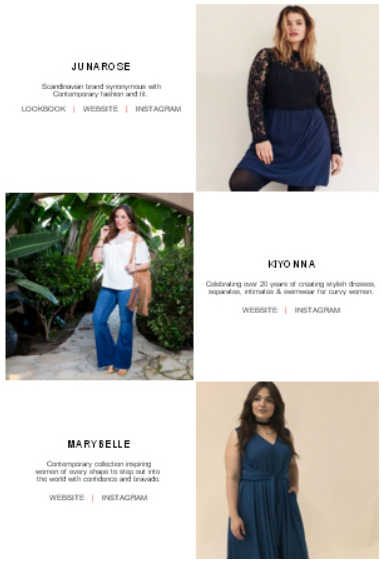
Send us your retailer Wish List and we will have our Retail team personally reach out to your Wish List Buyers with a show invitation & possible incentive on your behalf.
>> Contact alyssa@cmcdtla.com / 213.630.3618 for more info.

COURTESY PROMOTION OF YOUR BRAND
Deadline Friday, February 24, 2017*

Send us your Look Book and/or Product Images for online Directory listing and spotlight promotion of your brand on Social Media, in an Eblast, and online Brand list. Additionally, high-resolution brand images may also be used in CONTEMPORARY CURVES marketing & advertising (selected at the sole disretion of our Marketing team).

- Online Exhibitor Web Listing on www.cmcdtla.com/curves
- Brand spotlight on @cmcdtla.com
- Brand featured on an CONTEMPORARY CURVES/LA Fashion Market eblast
- Send Lookbook PDF or JPGS and any questions to yvette@cmcdtla.com or call 213.630.3649
- Images: Lifestyle shots are preferred or lookbook shots on a neutral background (see examples at right). All photos must be minimum 1080px wide. (If available, high-resolution, minimum 300dpi is preferred).

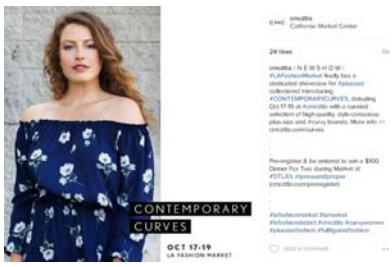
**Note: Deadline is strictly enforced. We cannot guarantee spotlight promotion of your brand if you send after this deadline.*



Example of Brand spotlights via Eblast

PREMIUM MARKETING & ADVERTISING OPPORTUNITIES
Deadline Friday, February 24, 2017

For additional, paid Marketing & Advertising opportunities, please contact Maral at 213.630.3647 or maral@cmcdtla.com.



Example of Brand spotlights via Social Media @cmcdtla

CONTEMPORARY CURVES

Plus-Size Showcase at LA Fashion Market

APPLICATION DEADLINE

Friday, February 23, 2017

Look book or product images of your line and full payment must accompany application for consideration, applicable to both new and returning exhibitors. Images are used for application screening and for promotion of your brand in Show marketing. Payment is processed upon acceptance of application. Fax to 213.630.3708. Remit checks to address below.

1. COMPANY INFORMATION

This information will be used by Show Management only:

Corporate Name: _____

Street Address: _____

City: _____ State: _____ Zip Code: _____

Contact: _____ Phone: _____

Office: _____ Cell (Required): _____

Email: _____

Website: _____

Years in Business: ____ Approx. sales volume (worldwide): _____

Other exhibitions / trade shows your brand participated in during past seasons?

_____

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

_____

_____

2. DIRECTORY INFORMATION

This information will be PRINTED in the Show Directory:

Brand 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
❒ Activewear
❒ Contemporary
❒ Evening
❒ Handbags / Totes
❒ Intimates
❒ Juniors
❒ Lifestyle Products
❒ Made in the USA
❒ Young Contemporary
❒ Swimwear

5. IMAGES OF YOUR COLLECTION

A catalog, look book, JPEG images, or a line sheet is required from all applicants in order to complete the application process. Images are used for both application screening and for promotion of your brand in Show Marketing once application is accepted.

Please e-mail these materials with application to Show Management: rebeccad@cmcdtla.com

6. SELECT A BOOTH SIZE

Please contact Show Management for larger or alternative sizes.

❒ 10' x 10': $1,000

❒ 10' x 20': $1,750

❒ 10' x 30': $2,250

❒ Premium location request $200*

**Premium location placement is based on availability and at the discretion of Show management.*

TOTAL AMOUNT DUE: $_____

7. PAYMENT METHOD

❒ **MAILING CHECK:** Payable to **CMC Events Inc**.
Remit to: CONTEMPORARY CURVES / California Market Center
110 East 9th Street, Suite A727, Los Angeles CA 90079

❒ **CREDIT CARD**
Amex, Visa or MasterCard payable to **CMC Events Inc**.

Card #: _____ Exp Date: _____ CCV: _____

Name on Card: _____

Billing Address: _____

_____

8. AGREEMENT:

Applicant is hereby made by the undersigned for display space at the Contemporary Curves/ LA Trade Show. 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 & Conditions included in this application. Please read all of the Terms & Conditions as your signature below conclusively establishes that you have done so and will abide to our Terms & Conditions.

AUTHORIZED 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.

B. 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.

C. 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.