

l.a.textile
los angeles int'l textile show

EXHIBITOR APPLICATION

MARCH 5-7, 2018

SS19 COLLECTIONS

LATEXILETRADESHOW.COM

SHOW FACTS



DATES: March 5-7, 2018 | SS19

HOURS: Monday & Tuesday, 9a -5p | Wednesday, 9a - 4p

LOCATION: The Penthouse | 13th floor, A & B wings
CMC (California Market Center)
110 East Ninth Street
Los Angeles, California 90079
cmcdtla.com



SHOW SITES: latextiletradeshow.com
[instagram.com/latextile](https://www.instagram.com/latextile)
[facebook.com/latextile](https://www.facebook.com/latextile)
twitter.com/latextile

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 the Los Angeles fashion industry, home to hundreds of Showrooms, creative office spaces, and special event venues. The CMC is also host to a year-round calendar of key trade events, including LA TEXTILE.

EXHIBITORS: Featuring hundreds of 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 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.

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 thousands of fashion-related companies. A refreshing alternative to corporate convention centers, the CMC offers exhibitors an intimate, full-service, non-union experience.

CONTACT: Yvette Beltran
213.630.3649
yvette.beltran@cmcdtla.com

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:

- **PREMIUM DESIGNER COLLECTIONS** - featuring European & high-end Designer textile collections
- **LUXE** - silk, lace, embroidered, embellished, fabrics
- **TAILORED** - structured, wool, linen, cottons, suitings, shirtings
- **CASUAL** - relaxed, knits, color wovens, denim, eco-friendly & organic fibers, print-focused, kids prints, quilting
- **INNOVATION** - sport, technical, performance, synthetic, intimate apparel and functional fibers
- **DÉCOR** - fabrics and trims for interior and decorative design
- **TRIMS** - ornamental accessories, components, labels and notions
- **SOURCING & DESIGN SERVICES** - Supply chain resources, textile and surface design studios, color and trend forecasting, design technology, manufacturers and technology services
- **TECH-BY-DESIGN** - Software & technology solutions for design, production and the supply chain

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 promotion of your fabrics in main lobby Trend Forum display
- Discounted hotel accommodations exclusively for exhibitors and free hotel / Show shuttle service
- Exhibitor Show Lounge spots with complimentary coffee



EXHIBIT SPACE OPTIONS

NEW BOOTH PACKAGE

Standard booth package. See Exhibitor Manual for custom set up.

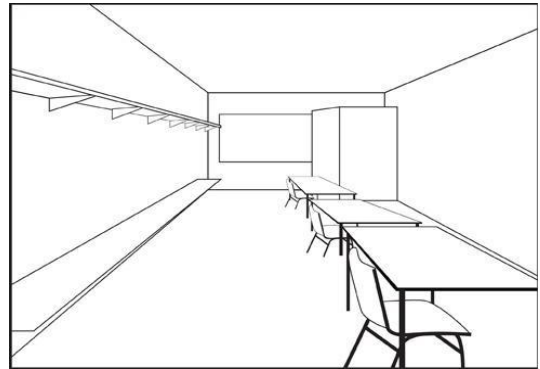
- hardwall booth with laminated white panels
- (3) panel-mounted racks **or** (2) 5'x12" white shelves
- (4) overhead track lights
- (1) 6'x30" folding table
- (2) chairs
- booth i.d. sign
- non-union labor, drayage
- housekeeping & porter service
- wi-fi Internet access complimentary (booths only)



SHOWROOM PACKAGE

Standard booth package. See Exhibitor Manual for custom set up.

- 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
- showroom size tables chairs hanging rack
up to 650 sq ft 2 tables 6 chairs up to 24ft of rack



OPTIONAL FURNITURE UPGRADE – Limited availability.

Enhance your Show space appearance by upgrading your standard package to include black café style writing table set with 3 black and chrome meeting chairs.

Additional \$200/ per set.



Information you provide below will be used for Exhibit Floor placement, for listing of your company in pre-show Marketing, and for Show Directory Book. Thank you in advance for providing accurate information about your company & the products to be exhibited.

EXHIBITOR/AGENT INFORMATION (For Directory Book listing. No fee.)

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

EXHIBIT SPACE SIGN NAME (No fee) _____

SHOW FLOOR AREAS – Please select up to two possible floor location areas that represent your product offering*

- Trims
- Casual
- Premium Designer Collections
- Luxe
- Showrooms
- Décor
- Tailored
- Innovation
- Sourcing

*All placements are at the final discretion of Show Management.

**REQUIRED FOR ACCURATE DIRECTORY LISTING
 PRODUCT INFORMATION FOR EACH COMPANIES REPRESENTED**

Company/Mill Name Represented _____
 % of booth _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Where is this collection produced? _____
 Price Range: _____
 Is this collection certified Organic/Eco-Friendly? _____

Company/Mill Name Represented _____
 % of booth _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Where is this collection produced? _____
 Price Range: _____
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 % of booth _____
 Website: _____
 Primary Product/Service Category Codes*: _____
 Where is this collection produced? _____
 Price Range: _____
 Is this collection certified Organic/Eco-Friendly? _____

***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
- [sb] Sublimation / Printing / Silk Screening
- [sl] Silk / Silky Aspects
- [st] Stretch
- [su] Suitings
- [tc] Technical / Functional / Activewear
- [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

EXHIBITOR APPLICATION | March 5-7, 2018



SELECT AN EXHIBIT SPACE PACKAGE OPTION:

- Booths:** \$2450 | 10x10
 \$4600 | 10x30
 \$3700 | 10x20
 \$5400 | 20x20

Showrooms: \$3500 | 650 - 850 sq ft

SHOW FEES:

Exhibit Space \$ _____
Facility Fee (\$75 per Show) \$ 75 _____
Furniture upgrade - \$200 \$ _____
Wire Transfer Fee - \$50 \$ _____
TOTAL FEES \$ _____

SPECIAL REQUESTS: Indicate any special requests here. Although we will try our best, fulfillment of these requests are **NOT** guaranteed. Returning exhibitors who apply during the priority deadline have the opportunity to secure previous Show placement, however **all Show** placements are subject **final approval** and discretion of Show Management.

NEW PAYMENT INFORMATION:

To pay by check, indicate below and fax this form separately to 213.630.3708.

CREDIT CARD | payable to **BSREP II LA MART TRS LLC** return via email: yvette.beltran@cmcdtla.com

VISA / MC / AMEX _____ CCV _____ EXP DATE _____

CARDHOLDER NAME _____

BILLING ADDRESS: _____

CHECK WILL BE MAILED | Make check payable to **BSREP II LA MART TRS LLC**. Please mail checks to the attention of Yvette Beltran, California Market Center, 110 East Ninth St Suite A727, Los Angeles, CA 90079.

WIRE TRANSFER - To arrange for a wire transfer. Please note exhibitor is responsible for all wire transfer fees and must be added to your fees total.

AGREEMENT: Application is hereby made by the undersigned for display space in the Los Angeles International Textile Show (LA TEXTILE) March 5-7, 2018. 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 _____

SUBMIT COMPLETED FORM WITH APPLICATION BY EMAIL to yvette.beltran@cmcdtla.com or FAX 213.630.3708

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, with the understanding that upon acceptance of this application and all payments are non-refundable; this application shall become a contract between the undersigned and the CMC. 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

EXHIBITOR BADGES ORDER FORM

Badges are required to be worn during Show time as identification by all exhibiting personnel. Badges will be available for pick up at setup.

NEW BADGE POLICY:

Each exhibiting company is allowed up to an allotment of **badges based on booth size**. All Badges will list the exhibiting company name.

Badge Qty | Booth Size: 3 | 10x10 6 | 10x20 9 | 10x30 12 | 20x20 9 | Showroom

Please provide the total quantity of exhibitor badges needed for your company: _____

EXHIBITOR:

Exhibiting Company Name _____

Phone _____ Fax _____

Email _____



LA TEXTILE DIRECTORY BOOK ADVERTISING



ARTWORK DEADLINE: February 23, 2018

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

RATES

Full Page (mid-book)	\$700
Inside Back Cover	\$1000
Full page (page 1)	\$1200
Inside Front Cover	\$1200
Back Cover	\$2000

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 Flash Drive or CD-ROM, and must be accompanied by a printed proof.

COMPLETE & SEND FORM TO: TAYLOR@CMCDTLA.COM OR FAX TO 213.630.3708

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

PAYMENT

CREDIT CARD: Please indicate card number here. AMEX, Visa or Mastercard

Credit Card #: _____ Exp. Date: _____ CCV _____

Cardholder Name: _____

Billing Address: _____

CHECK: Make payable to **BSREP II LA MART TRS LLC**. Note: \$50 processing fee for returned checks. Attach to this form and mail, attention to: Taylor Felter, California Market Center, 110 E. 9th St. Suite A727, Los Angeles, CA 90079

QUESTIONS? Taylor Felter, LA Textile Directory Book Advertising: 213.630.3616 or taylor@cmcdtla.com

MARKETING

DESIGNER OUTREACH

Our in-house Buyer Relations Team works round the clock to identify & invite those key design teams that exhibitors want to see at the Show. Partner with us and tell us who you want to see on the attached form.

TREND FORUM

Our acclaimed Trend Forum 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, production & design services.

SHOW GUIDE ADVERTISING

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

E-NEWSLETTER CAMPAIGN

LA TEXTILE's database list features thousands of returning and new attendees who receive Exhibitor & Show information via email.

DIRECT MAIL CAMPAIGN

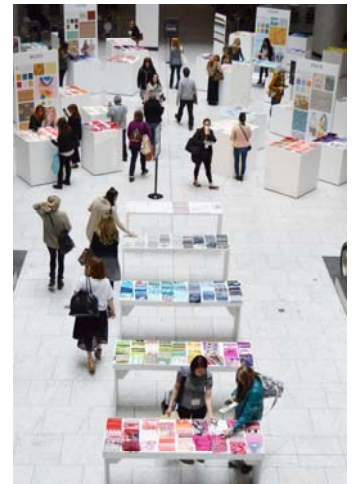
Designed to speak to an audience of cutting-edge designers and apparel manufacturers, the LA TEXTILE's series of creative announcements and invitations are mailed to thousands of style makers.

ADVERTISING

Print ads and web banners in relevant industry trade publications.

SOCIAL MEDIA / @LATEXILE

Continuous promotion of LA TEXTILE to our industry & designer networks on Instagram, Facebook and Twitter. Tag us at @latextile to get cross-promoted!



EXHIBITOR ADVERTISING OPPORTUNITIES

See your company name splashed throughout the CMC's main lobby, attendee registration, and Show floor areas as a Show sponsor. Contact taylor@cmcdtla.com for opportunities.

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 213.630.3708

Company Name _____
City/State _____
Design Contact _____
Phone Number _____

Company Name _____
City/State _____
Design Contact _____
Phone Number _____

Company Name _____
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Company Name _____
City/State _____
Design Contact _____
Phone Number _____

EXHIBITOR COMPANY NAME _____ **Contact Name** _____

Phone _____ **Email Address** _____