

# CMC

## LA FASHION MARKET TEMPORARIES

**JULY 31 - AUGUST 01, 2017**

NOW FEATURING IMMEDIATES

*Presented in the CMC's Fashion Theater  
located in the Main Lobby.*



## NOW FEATURING IMMEDIATES

August may offer a jam-packed calendar of tradeshow, but we know some of your buyers are looking for merchandise to fill in until their Fall orders arrive. Temporaries offers a new **Cash & Carry** option, a great opportunity for retailers to buy items with no minimums and for exhibiting brands to clear excess stock. Space is limited. Book yours now.

### WHEN

July 31 - August 1, 2017 | Mon - Tues  
Hours: 9a-5p  
in conjunction with LA Fashion Market

### WHERE

CMC Fashion Theater | Main Lobby  
110 East 9th Street, Los Angeles CA 90079

### CONTACTS

**Apparel & Accessories: An Ocampo**  
[an@cmcdtla.com](mailto:an@cmcdtla.com) | 213.630.3737

**Athleisure: Cassie Willens**  
[cassie@cmcdtla.com](mailto:cassie@cmcdtla.com) | 213.630.3638

**Footwear: Rebecca Dennis**  
[rebeccad@cmcdtla.com](mailto:rebeccad@cmcdtla.com) | 213.630.3603

## IMPORTANT DEADLINES & POLICIES

**Application Deadline: July 21, 2017**  
\$100 late fee applies to applications and payments postmarked after **July 21**.

### Show Hours Policy

\$250 Show Hour's penalty fee will apply to exhibitors whose exhibit spaces are not set-up or attended to by 9am each morning, or who leave or vacate exhibit space prior to end of Show Hours.

## EXHIBITOR AMENITIES

- Hard wall booth, tables, racks, chairs
- Affordable exhibiting options
- CMC non-union, in-house event staff
- No union fees
- No drayage fees
- Exhibitor booth set-up at will
- No fees for storage
- Self move-out / No fees for porter assistance
- No fees for housekeeping
- No fees for security
- Discounted hotel, and free hotel/CMC shuttle service

## MARKETING SUPPORT

Co-promotion of Temporaries in the CMC x LA Fashion Market campaign. Including Direct Mail, Advertising, Eblasts, Social Media, Telemarketing, etc.

VIP outreach to your retailer wish list

Complimentary Morning Espresso Bar & Afternoon Wine Bar located inside the Temporaries Showcase

Discounted Host Hotel & Free Shuttle service Free

Parking for your buyers with purchase of an order

\$500 Market Passport Prize Drawings incentivizing buyers to explore Temporaries exhibitors.

## BOOTH PACKAGE

### ACCESSORY VENDORS ONLY

- o **Tabletop** **\$250**
  - (1) 6 ft table, white linen provided
  - (2) chairs

### APPAREL AND/OR ACCESSORY VENDORS

- o **3x10 booth** **\$400**
  - (1) 30" round café table
  - (2) chairs
  - (1) 6 ft table, white linen provided
  - OR
  - (1) rolling rack

- o **6x10 booth** **\$500**
  - (1) 30" round café table
  - (2) chairs
  - (2) 6 ft tables, white linen provided
  - OR
  - (2) rolling racks

*\*For maximum exhibit floor visibility, corner booths will have only two walls.*

## IMPORTANT INFO REGARDING LIGHTING, TABLE COVERINGS & ELECTRICITY:

Additional track lights are not permitted due to wattage capacity. Certain booths do not come equipped with track lighting.

These booths will have alternate lighting accommodations.

We recommend you bring a 20ft extension cord.

## DECORATING POLICY

Unless authorized by Show Management, exhibit space décor must be temporary and all displays must be free-standing. Nothing may be painted or affixed to exhibit space walls, columns, or windows, including fixtures, stickers, pins, nails, hooks, or double-sided tape. Exhibit spaces will be inspected Wednesday, August 2nd for damages.



## EXHIBIT SPACE LOCATION ASSIGNMENTS

### Merchandising & Location Assignments

Exhibitors will be assigned to a specific Show Floor area based on the type of merchandise to be exhibited. Exact booth placement is made by the sole discretion of Show Management. Although Show Management will attempt to fulfill specific location requests when feasible for the overall exhibit floor plan, accommodation of individual requests is not guaranteed.

### Premium Corner Spaces

Premium corner spaces are limited and not guaranteed. Please place your request on application.

*Important decorating note: exhibitors selected for premium corner spaces are required to decorate their highly visible location.*

## IMPORTANT DEADLINE REMINDERS

**Final Application Deadline: July 21, 2017**

*Please complete all fields on this application. Website address, line sheets, and/or catalog featuring current images of your samples are required for review of your line by Show Management.*

**EXHIBITOR INFO**

*Used for directory listings & all Show communications.*

Company \_\_\_\_\_

Contact Name(s) \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Company Website or Primary Social Media Site \_\_\_\_\_

**REP NAMES**

*Badges are required to be worn by exhibiting reps. Please list the names of your attending reps here.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**BRAND INFO**

**Brand Names**

*List your label names for printing in the Market directory book & on your complimentary booth I.D. sign.*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Primary Product Category**

- |  |  |  |
|--|--|--|
| <input type="radio"/> Contemporary Apparel | <input type="radio"/> Young Contemporary Apparel | <input type="radio"/> Better / Updated Apparel |
| <input type="radio"/> Active wear          | <input type="radio"/> Yoga wear                  | <input type="radio"/> Leisure / Loungewear     |
| <input type="radio"/> Jewelry              | <input type="radio"/> Bags                       | <input type="radio"/> Footwear                 |
| <input type="radio"/> Other                |  |  |

*Please describe:* \_\_\_\_\_

**Wholesale Price Range (Select one)**

- under \$30     \$60-\$99     \$150-\$199     \$30-\$59     \$100-\$149     \$199+

EXHIBIT SPACE PACKAGES *(Select One)*

Size	Rate	Furniture
<input type="radio"/> Tabletop	\$250	(1) 6 ft table and (2) chairs
<input type="radio"/> 3'x10'	\$400	(1) rolling rack OR (1) 6 ft table and (1) round café table and (2) chairs
<input type="radio"/> 6'x10'	\$500	(2) rolling rack OR (2) 6 ft table and (1) round café table and (2) chairs

**Additional furniture & equipment is available for rental.**

Information & rental forms are supplied in the Exhibitor Guide available upon acceptance of your application.

FEES

Exhibit Space Fee	\$_____
\$100 late fee (applications received after 7/21/17)	\$_____
<b>TOTAL</b>	<b>\$_____</b>

PAYMENT

**Check** payable to: CMC Events Inc.  
Mail to: California Market Center, 110 E. Ninth Street, Suite A727, Los Angeles, CA 90079

**Credit Card** | AMEX, MASTERCARD, VISA

Card #: \_\_\_\_\_ Exp Date: \_\_\_\_\_ CCV \_\_\_\_\_

Cardholder Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

AGREEMENT

Exhibitor agrees to abide by Show Hours policy and will attend exhibit space, Mon - Tues, July 31 - August 1, 2017, 9a-5p. Application is hereby made by the undersigned for display space at LA FASHION MARKET. It is understood upon acceptance of this application and receipt of the non-refundable payment, this application shall become a contract between the undersigned and California Market Center. 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 included in this application. Your signature below conclusively establishes you have done so and will abide to our terms and conditions.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

FAX APPLICATION & PAYMENT TO 213.630.3708. OR EMAIL TO:  
an@cmcdtla.com, cassie@cmcdtla.com, or rebeccad@cmcdtla.com

### **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**

A. Exhibitor may cancel or withdraw from the show by providing 45 days written notice prior to show date. Show fees 15% less will then be refunded. If cancellations are made without the 45 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.

B. If applicant cancels and has signed up for multiple shows, you will forfeit the entire payment and/or be charged the full amount regardless of how far in advance cancellation is made.

### **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.