TRANSIT

FOOTWEAR & ACCESSORIES SHOW

JUNE 05-07 | MON-WED

CMC PENTHOUSE | FLOOR 13B

Contact: Rebecca Dennis, Show Manager

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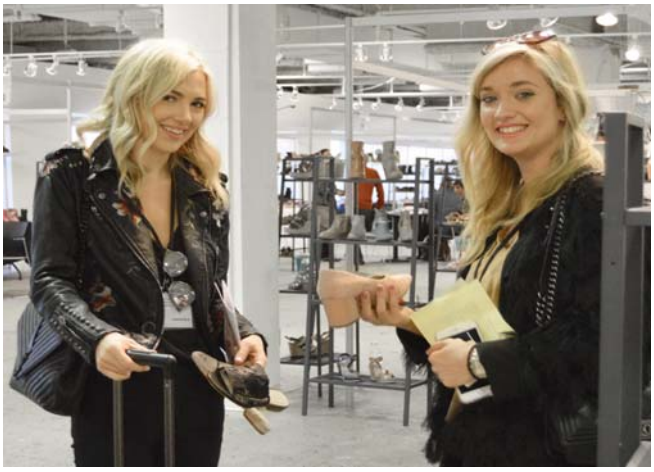
TRANSIT



TRANSIT runs in conjunction with LA Fashion Market at the CMC, offering exhibitors of footwear and accessories greater opportunities to reach the fashion boutique audience.

LA FASHION MARKET

Five times a year, LA FASHION MARKET brings buyers from around the globe to the CMC for the season's newest collections and trends. Participating brands are found in permanent showrooms and special exhibits located throughout the CMC. Since the mid-90s, TRANSIT has served as the event for temporary footwear and accessories exhibitors for LA Fashion Market.

THE CMC

California Market Center is the intersection of Fashion, Gift, Home, & Design in Los Angeles. Bounding the entire block of 9th, Main, Los Angeles, and Olympic, the CMC is ideally located in the heart of the Fashion District. The building houses hundreds of permanent showrooms, several tradeshows, and is the primary host of LA Fashion Market.

PRIMARY SHOW CATEGORIES

- Contemporary / Designer
- Junior / Young Contemporary
- Better / Updated
- Street Contemporary
- Men's
- Comfort
- Green / Organic, Eco-Friendly, Vegan
- Affordable Trends
- Accessories & Handbags

SAMPLING OF REGULAR TRANSIT EXHIBITORS

Andre' Assous | BC Footwear | BCBG Max Azria | Blowfish | Charles David | Chinese Laundry | Cole Haan | Dirty Laundry | Dolce Vita | Donald J Pliner | Dr. Scholl's | The Frye Company | G.H. Bass | Izod | Jeffrey Campbell | Jessica Simpson | Keds | Kensie | Kristin Cavallari by Chinese Laundry | L'amour des Piedes | Lucky Brand | Madden Girl | Matisse | MIA | Naturalizer | Naughty Monkey | Naya | Nicole Miller | Nomad Footwear | Not Rated | OTBT | Report | Report Signature | Restricted Footwear | Rocket Dog | Seychelles | Schutz | Steve Madden | Two Lips | Vince Camuto | Volatile Footwear and more

TRANSIT

BOOTH PACKAGE & INFO

EACH 10x10 SPACE INCLUDES :

- Café style writing table (black)
- Three chairs (black & chrome)
- Three hard panel walls (height 6.5') (optional)
- Overhead lights *
- Five wall-mounted shelves (optional)
- Three free-standing black shelves (shown at right)
- Two 6' x 24" folding tables for display
- Wi-fi Internet access

** Additional track lights are not permitted due to wattage capacity. Certain booths that do not come equipped with track lighting will feature alternative lighting accommodations.*

DECORATING POLICY

Unless authorized by Show Management, exhibit space décor must be temporary and **all** displays must be freestanding. Nothing may be painted or affixed to exhibit space walls, columns, surrounding pipes, or windows, including fixtures, stickers, pins, nails, hooks, or double-sided tape.

APPLICATION DEADLINE: May 19, 2017

Completed Application and full payment must be received by May 19th to qualify for the discounted rate.

EXHIBIT SPACE LOCATION ASSIGNMENT

Exhibitors will be assigned to a specific Show Floor area based on the order in which their application was received. 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 in no way guaranteed. No rights or privileges are created for any exhibitor as a result of previous space assignments or years of participation in the Show.

Corner spaces off either main aisle are considered prime locations, which are limited and not guaranteed. Please place your request on the application form and be advised that exhibitors inhabiting prime location booths are required to decorate their highly visible location.

TRANSIT

EXHIBITOR APPLICATION

JUNE 2017

COMPANY CONTACT INFO

For Show Management & Exhibitor Communications (Use space below if Contact Info is different for Directory listing)

Company Name_____

Contact Name_____

Street Address_____

City_____State_____Postal Code_____Country_____

Tel_____Fax _____

Email _____

For Directory Listing (if Different from above)

Company Name_____

Contact Name _____

Street Address _____

City_____State_____Postal Code_____Country_____

Tel_____Fax_____

Email_____

EXHIBITOR BADGES

Badges are required to be worn by exhibiting reps.

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

TRANSIT

BRAND PROFILE | Used for Directory listings and Show Floor placement.

1. BRAND NAMES | List your label names for printing in the Show Directory book, your complimentary Booth I.D. Sign, and our website listing.

_____

_____

_____

2. WEBSITE ADDRESS: http://www._____

3. PRODUCT CATEGORIES | Check only what best describes your line(s).

- ◘ Designer Collections (High-end)
- ◘ Contemporary
- ◘ Women's Better / Updated
- ◘ Comfort
- ◘ Handbags
- ◘ Young Contemporary
- ◘ Junior
- ◘ Affordable Trends
- ◘ Green / Organic, Eco-Friendly
- ◘ Other _____
- ◘ Men's
- ◘ Streetwear
- ◘ Children's
- ◘ Athletic

4. WHOLESALE PRICE RANGE

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

5. SHOW AREA PLACEMENT | List of brands you would place yourself next to:

_____

_____

_____

TRANSIT

2017 BOOTH OPTIONS

5 Show Package

- ◘ $1000 | 10x10
- ◘ $2000 | 10x20
- ◘ $3000 | 10x30
- ◘ $4000 | 20x20

4 Show Package

- ◘ $1100 | 10x10
- ◘ $2200 | 10x20
- ◘ $3300 | 10x30
- ◘ $4400 | 20x20

PREMIUM LOCATION OPTION | ADD $300

◘ Check here to be considered for a premium location. The $300 fee will be applied to each show you attend.

FEES DUE

$_____ Booth Fee for Size Booth selected above

$_____ $300 premium booth fee per Show (charged only if assigned)

$100_____ Facility Fee is mandatory and contributes toward Show amenities & operational expenses

$_____ $100 late fee (for applications received after 05/19/2017)

$_____ TOTAL DUE

PAYMENT

◘ CREDIT CARD | AMEX, MASTERCARD, VISA

◘ CHECK payable to: CMC Events / Transit

Card #_____Exp Date:_____ Security Code:_____

Cardholder Name:_____

Billing Address:_____

Phone:_____ _____

AGREEMENT

Exhibitor agrees to abide by Show Hours Policy and will occupy exhibit space | Mon – Wed | JUNE 05-07, 2017. Application is hereby made by the undersigned for display space at TRANSIT. 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.

Authorizing Signature_____**Date:**_____

FAX: 213.630.3708 | EMAIL: REBECCAD@CMCDTLA.COM | CALL: 213.630.3603

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

TRANSIT

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