TRANSIT + KIDS

THE LA KIDS MARKET PAVILION AT TRANSIT SHOE SHOW

JANUARY 16-18, 2017

PENTHOUSE | CALIFORNIA MARKET CENTER

WWW.TRANSITSHOESHOW.COM
WWW.LAKIDSMARKET.COM

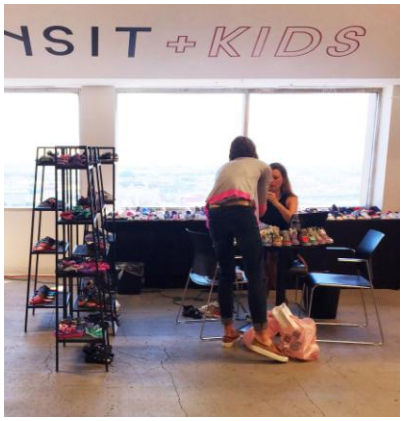
TRANSIT+KIDS

ABOUT

LA Kids Market has teamed up with TRANSIT Shoe Show at the CMC to present a special TRANSIT KIDS Pavilion. The show launched in March 2016 and is located at TRANSIT in the CMC Penthouse, serving as the NEW footwear destination for kids fashion & footwear buyers visiting LA KIDS MARKET Showrooms on the CMC's 6th floor. TRANSIT KIDS is co-promoted with LA KIDS MARKET as well as TRANSIT SHOE SHOW.

WHEN

TRANSIT KIDS runs January 16-18, 2016 in conjunction with LA KIDS MARKET.
Show Hours: Monday & Tuesday, 9a-5p | Wednesday, 9a-4p



WHERE

TRANSIT KIDS Pavilion is located at TRANSIT Shoe Show.
CMC Penthouse. 110 East 9th St. Los Angeles CA 90079

SHOW WEBSITES

www.transitshoeshow.com x www.lakidsmarket.com

WHY TRANSIT KIDS

Showcasing over 800 brands from around the globe, LA KIDS MARKET at the CMC has a captured audience of children's retailers and has long been the destination for Kids fashion resources. TRANSIT at the CMC is LA's longest-running footwear show and takes place during LA KIDS MARKET, and has already been featuring a growing segment of kids footwear brands. TRANSIT KIDS is designed to become the premier kids footwear resource in LA.

SAMPLING OF OUR RECENT KIDS BUYER ATTENDEES

Angel Kiss, Baby Bumble, Baby Shoppe, Bow Danglers Boutique, Breck Kidz, Burro, Cowgirl Princess, Crown Forever INC, Dani Boy, Del Mar Kids, Espi's Kids, Everything but the Princess, Ga Ga for Kids, Glen Kids, Hillside Artisans Children's Boutique, Jadabug's Baby Boutique, Jeannie N Mini, Kids Club, Kids, Formal, Kidville, Le Petit Kids, Lil Baby Sprouts, Lundeens, M. Fredric Kids, Peter Pan Shop, Picky Bunny, Sassy Pants Children's Boutique, Starlight Starbright, Sugar, The Red Balloon, Viva Kids, Wander Kids, and many more

CONTACT

Rebecca Dennis, Senior Events Manager | 213.630.3603 | rebeccad@cmcdtla.com

TRANSIT+KIDS

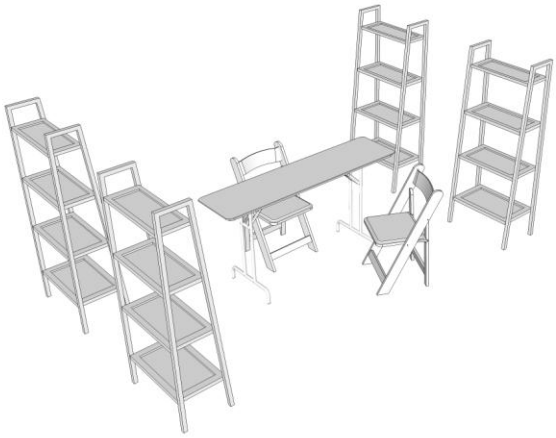
DETAILS & MARKETING

TRANSIT KIDS PAVILION

TRANSIT KIDS exhibitors will be featured in an open-format pavilion within the TRANSIT show floor, and will have a distinctive look & feel designating it as TRANSIT KIDS.

Rates start at **$750** per exhibit space, which includes:

- 1 6ft table
- 3 chairs
- 4 shelving units
- 1 café style table
- 1 exhibitor ID sign



TRANSIT VENUE X CMC

TRANSIT Shoe Show is located in the CMC's Penthouse event space on Floor 13B, with panoramic views overlooking downtown Los Angeles. CMC is located in the heart of LA's Fashion District and serves as the only venue for the LA Kids Market, located on Showroom Floor 6A.

MARKETING SUPPORT

Although Market is generally an appointments-driven trade event, our in-house Retail Marketing team is dedicated to spreading the word about TRANSIT Kids and reaching out to help invite targeted buyers to the event. Our various programs, including but not limited to:

- VIP-targeted Kids / Footwear Buyer incentives
- Footwear Buyer call campaign
- Footwear Buyer store visits
- TRANSIT Shoe Show / TRANSIT Kids mailer
- Bi-weekly TRANSIT / TRANSIT Kids and LA Kids Market / TRANSIT Kids eblasts
- Increasing #transitshoeshow & #transitkids social media presence
- Footwear News, Footwear Plus, Apparel News, and Earnshaw's advertising
- Plus, cross-promotion in all LA Kids Market and LA Fashion Market marketing
- Onsite buyer perks to create buzz & enhance buyer experience

Retailer-Growth Partnership: Deadline, Friday, December 30, 2016
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.

TAKE ADVANTAGE OF EXHIBITOR SPOTLIGHT OPPORTUNITIES

Deadline: Friday, December 30, 2016

1. Basic: Send us your Look Book and/or Product Images if you would like us to consider promoting your brand for free:
   - Visual Exhibitor Web Listing on www.transitshoeshow.com/kids.php
   - Brand Spotlight on @cmcdtla social media for #transitshoeshow or #transitkids
   - Brand featured in TRANSIT Kids spotlights via TRANSIT Shoe Show and LA Kids Market eblasts
   - Send lookbook/jpgs and any questions to yvette@cmcdtla.com or call 213.630.3649
2. Premium: Paid Advertising in the Show Directory Book. Contact Maral at 213.630.3647 for more info.

Image Specs: Product photos on either a white background or a styled background are preferred. (Lifestyle shots are okay if product shots are unavailable). All photos must be minimum 600px wide. (If available, high-resolution, minimum 300dpi is preferred).

TRANSIT+KIDS

EXHIBITOR APPLICATION

January 16-18, 2017

COMPANY CONTACT INFO

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

Company_____

Contact Name_____

Street Address_____

City_____ State_____ Postal Code_____ Country_____

Tel_____ Fax_____

E-mail_____

For Directory Listing

Company_____

Contact Name_____

Street Address_____

City_____ State_____ Postal Code_____ Country_____

Tel_____ Fax_____

E-mail_____

Badges | Required to be worn by exhibiting reps. Please provide full names for the Badges:

_____

_____

BRAND PROFILE | Used for Directory listings, Show floor placement and Marketing promotions.

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._____

4. WHOLESALE PRICE RANGE

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

EXHIBIT SPACE FEES:

$750_____ TRANSIT Kids Pavilion Exhibit Space Rate
$100_____ Facility Fee is mandatory and contributes toward Show amenities & operational expenses
$_____ $100 late fee (for applications received after 12/30/16)
$_____ 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 | January 16-18, 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 APP TO 213.630.3708
EMAIL TO REBECCAD@CMCDTLA.COM
QUESTIONS: 213.630.3603

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AGREEMENT

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