



Fashion Market Northern California®

Fall Market: April 23-25, 2017
Deadline: January 31, 2017
Three Day Show - starts Sunday
at San Mateo Event Center

EXHIBITOR NAME

Exhibitor name: Contact number:

BOOTH PLACEMENT/CATEGORIES

Booths are arranged by category, check all boxes that apply:

- Accessories
Apparel Categories:
Better, European, Intimates, Other
Casual/Lifestyle, Contemporary/Updated, Trendy/Denim

Additional comments: [Empty box for notes]

Check the range (wholesale) that best represents your price point:

- Under \$40 per item, \$40-80 per item, \$80-150 per item, Over \$150 per item, Other

BOOTH SIZE

Booth size requested. Indicate quantity if more than one booth is requested. Quantity needed

- 10' x 10', 10' x 15', 10' x 20', 10' x 25', 10' x 30', 10' x 35', 10' x 40'

PAYMENT OF SHOW FEES - MUST ACCOMPANY APPLICATION

- Show Fee - GGAA Member \$185.00
Show Fee - Non-member \$350.00
Booth Fee- Include full amount for booth size requested above.
Associate Fee (For Associate or Sub Rep.) \$ 25.00
New Exhibitor Sign (If you have not exhibited with us) \$ 35.00
Show Display.....(see page 3 for details)-mannequin or display case: \$ 60.00
Late Fee: \$150.00

SUB TOTAL FEES

Card # (Visa or M/C only)\* Exp. Date:

\*Processing Fee: A 4% processing fee will be added to all credit card charges

Billing address street number
Billing address zip code

TOTAL PAYMENT ENCLOSED

FOR OFFICE USE ONLY

Date Rec'd: Amount Rec'd: Ck#: Credits Enclosed: CC Approval #:

This page must be completed & returned



**SHOW DIRECTORY LISTING**

PLEASE FILL IN ALL OF YOUR BUSINESS INFORMATION AND THEN CHECK THE BOX NEXT TO THE ENTRY YOU WISH TO HAVE LISTED FIRST IN THE DIRECTORY.

IF YOUR PERSONAL INFORMATION HAS NOT CHANGED, WRITE IN ONLY YOUR NAME AND CHECK THIS BOX.

Last name: \_\_\_\_\_ First name: \_\_\_\_\_  
 Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_  
EMail: \_\_\_\_\_

**LINES & CATEGORIES**

USE THE LETTER GIVEN, NOT THE CATEGORY NAME.

- |                         |                                      |                                   |
|-------------------------|--------------------------------------|-----------------------------------|
| A. Accessories          | G. Eco/Natural Fibers                | M. Menswear                       |
| B. Activewear, Swimwear | H. European                          | N. Footwear                       |
| C. Bridal/Evening       | I. Gifts/Packaging                   | O. Sportswear-Contemporary/Junior |
| D. Coats/Outerwear      | J. Special Sizes-Petite, Large, Tall | P. Sportswear-Updated             |
| E. Denim                | K. Lingerie, Loungewear              | Q. Sweaters/Tee Shirts            |
| F. Dresses              | L. Maternity/Childrens               |                                   |

PLEASE LIST FIRM NAME AND DESCRIPTION CLEARLY. FIRM NAMES MAY BE LISTED ONLY ONCE. CONTINUE ON SEPARATE SHEET, IF NEEDED. DESCRIPTION MUST BE LIMITED TO FOUR WORDS OR IT WILL BE EDITED BY OUR STAFF.

IF YOUR LINE INFORMATION IS THE SAME, JUST WRITE IN "AS BEFORE" BELOW.  
YOU CAN ALSO INDICATE AN "ADD" OR "DELETE" WITH LINE NAME.

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

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**LINES & CATEGORIES *Continued***

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

Line: \_\_\_\_\_ Categories:

Description: \_\_\_\_\_

**SHOW DISPLAY**

Show off your best sellers by renting a mannequin or display case, which will be placed on the main aisle for maximum impact.

Mannequins:        qty. \_\_\_\_\_ @ \$60 ea.                    Total \$ \_\_\_\_\_

Line(s) shown on mannequin(s): \_\_\_\_\_

Accessories case: qty. \_\_\_\_\_ @ \$60 ea.                    Total \$ \_\_\_\_\_

The Fashion Market of Northern California has 6 glass display cases. Participants will have one locking case to display their merchandise. Space is limited, only the first 6 forms received will be processed. Exhibitors will be responsible for displaying their merchandise in the display case. All items must be arranged by 4pm Friday, set-up day. The Fashion Market of Northern California will not be responsible for my merchandise on display. Signage will reflect the exhibitor name and booth number only.

**IMPORTANT- *NOTE CANCELLATION POLICY BELOW***

The cancellation policy is as follows: A show cancellation must be received in the show office IN WRITING. A cancellation within ONE WEEK of application deadline will receive a refund of all fees, less a \$50.00 cancellation fee. A cancellation after that will receive a refund of booth fee only, but no show fee. NO REFUND WILL BE GIVEN FOR CANCELLATIONS RECEIVED WITHIN ONE MONTH OF SHOW START DATE.

**IMPORTANT:** In consideration of the Show Contract and the mutual promises contained therein, the receipt and sufficiency of which is hereby acknowledged, Exhibitor agrees to defend, indemnify, and hold harmless GGAA/FMNC and Landlord against any and all claims, losses, costs, expenses, liabilities, suits, damages, diminutions in value and deficiencies, including without limitation, counsel fees and all amounts paid in settlement of any claim, action or suit ("Claims") which may be asserted against Exhibitor, GGAA/FMNC or Landlord, which arises out of or results from the Exhibitor's acts or omissions. In addition to the foregoing, Exhibitor also expressly waives for any of his employees, relatives, agents or invitees, any Claims which may be asserted against GGAA/FMNC or Landlord for the aforementioned Claims, including, but not limited to, injury or death of a person, loss of use, loss or damage to property, however occurring, which arise out of or are in any way connected with the use of the exhibition space, participation in, or attendance at, the Market to which this show Contract is an application. Exhibitor further agrees to defend, indemnify and hold harmless GGAA/FMNC against and from any Claims of any kind, including but not limited to any Claims asserted by the Landlord against GGAA/FMNC in any way arising out of or connected with the use or occupancy of the premises by the Exhibitor or his employees, relatives, agents or invitees, resulting from any cause whatsoever. Exhibitor hereby agrees to abide by the rules and regulations of the association, to be responsible for the conduct of all its personnel working in assigned space. GGAA/FMNC reserves the right to require proof of insurance from Exhibitor. This show Contract supersedes all oral statements and representations, and any prior, contemporaneous, or subsequent oral representations made by GGAA/FMNC, and Exhibitor acknowledges that any prior, contemporaneous, or subsequent oral representations made by GGAA/FMNC were not relied upon in entering into any contract. In the event that legal action or arbitration is commenced by either party to enforce this Agreement, the substantially prevailing party, in addition to any other remedy, shall be entitled to receive its reasonable attorney's fees and costs, including any such fees and costs reasonably expended before commencement or arbitration or litigation, and on appeal, and in collection of any judgment.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_