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APPLICATION - Fall 2 Market: May 31 - June 2, 2026

Deadline: April 17, 2026

Embassy Suites, South San Francisco



EXHIBITOR NAME

Exhibitor name: _____ Contact number: _____

CATEGORY:

Check ONLY 1 box:

- Accessories
- Better
- Casual/Lifestyle
- Contemporary/Updated
- European
- Gift
- Shoes
- Childrens

Special Requests (Not guaranteed)

HOTEL RESERVATIONS

MUST BE MADE THROUGH FMNC WEBSITE, checking a box does **NOT** book a room

- 1 Room
- 2 Rooms
- 3 Rooms
- \$169 per room, per night, check in Saturday, check out Wednesday, 4 nights
- Limited number of Executive Suites for \$234

PAYMENT

- Show Fee - GGAA Member.....\$450.00 \$_____
- Show Fee - Non-member.....\$ 550.00 \$_____
- Associate Fee (For Associate or Sub Rep.).....\$ 25.00 \$_____
- Associate/Sub Rep. Name: _____
- Choose advertising package from page 4\$_____
- Lobby Mannequin \$60 Each from page 3.....\$ 60.00 \$_____
- Sponsorship of Daily Fun Events.....\$ 40.00 \$_____

TOTAL FEES \$_____

Credit Card #*

_____ - _____ - _____ Exp. Date: _____ CC on file

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

Name on card _____

Billing address zip code _____

CVV code _____

TOTAL PAYMENT ENCLOSED \$_____

FOR OFFICE USE ONLY

Date Rec'd: _____ Amount Rec'd: _____ Ck#: _____ CC Approval #: _____



SHOW DIRECTORY LISTING

Must be filled out completely.

Last name: _____ First name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____ Cell: _____

E-Mail: _____ Website: _____

LINES & CATEGORIES

use all letters that apply

A. Accessories B. Clothing C. Gift D. Made in USA E. Shoes F. Childrens

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:

Line: _____ Categories:



LOBBY MANNEQUIN

Limited quantities - only 30 available. Please dress mannequins by 3pm on Saturday.

Mannequins in Lobby: max request of 1 per exhibitor qty. _____ @ \$60 ea.

IMPORTANT- NOTE CANCELLATION POLICY BELOW

- 1) Rooms must be occupied by sales rep during ALL official show hours.
- 2) Any exhibitor who begins to tear down early, without prior consent of the Executive Director, will be penalized **\$500.00**. Each and every individual along with the line MUST remain open until the official closing time.
- 3) No exhibitor can assign, sublet or apportion the whole or any part of space neither allotted him/her nor exhibit therein any other goods than those manufactured and sold in the regular course of business by the exhibitor unless permission is granted in writing by the Executive Director.
- 4) Noise level from any demonstration or sound system is to be kept to a minimum. FMNC reserves the right to determine at which point sound constitutes interference with others and must be discontinued.
- 5) Each exhibitor shall assume responsibility for damage to the Embassy Suites and shall indemnify accidents or injuries to exhibitors, their agents or employees. The exhibitor assumes responsibility for any accident, injury, or property damage to any person viewing his/her exhibit where such accident, injury, or property damage is caused by the negligence of the exhibitor, his/her agents or employees.
- 6) All merchandise, trade fixtures, equipment and property of any kind which may be on the licensed premises of the Embassy Suites shall be at the sole risk and hazard of the exhibitor. The exhibitor is urged to insure all property on display at the Embassy Suites. Should any of the exhibitor's property be lost, stolen, destroyed or damaged, no part of such loss or damage is to be charged to or borne by FMNC or the Embassy Suites.
- 7) No product displays or suite furniture shall be placed in the hallways. This is a hotel policy and will be strictly enforced!
- 8) No show fee will be refunded after the show application deadline.
- 9) Embassy Suites rooms must be cancelled with a cancellation number obtained 30 days prior to arrival to avoid a cancellation fee (total anticipated room + tax). If the reservation is not cancelled and the guest fails to arrive as scheduled, a no-show fee will be applied (total anticipated room + tax).

Signature: _____ Date: _____

ADVERTISING OPTIONS

Enter package amount on page 1 of application.

Platinum Package \$350

- One full color ad, first come-first served on: *(Please note on the **first page of the application** your first choice of premium placement from the choices below)*
 - Front inside page (2 available)
 - Back cover (1 available)
 - Back inside page (1 available)
- Ad is included in the digital directory on the website.
- One Facebook and one Instagram post of the Ad.
- The Gold Package.

Gold Package \$250

- Submit one blog entry and 2-3 lifestyle photos to our Featured Brands blog page.
- Be included in one Featured Brand Email to our buyers prior to the show.
- The blog entry will be shared on FMNC's Facebook page.
- The Silver Package.

Silver Package \$150

- One full color ad in the physical and digital directory.
- One Facebook and one Instagram post of the ad.

Deadline:

April 24, 2026 **NO LATER**

Submitting Ad:

Send to Mary Taft at:
fashionmarketnorcal@gmail.com

For Questions Call:

Mary Taft
415-328-1221

Color Ads:

Provide only as digital 300 dpi files, saved as high res PDF, TIFF or EPS format.

DO NOT send website images. The resolution of website images is not high enough resolution for print.

Size:

5x8 Portrait only