

AUGUST 25 - 27, 2008

In order to process your application and begin the booth assignment process, **this completed form must be returned with information that best illustrates your product line (brochures, catalogs, press kits, line sheet, photos)**. Please make additional copies for each brand you are bringing.  
This is strictly confidential.

**Exhibiting Company Information:** Please type or print clearly

Exhibiting Company Name \_\_\_\_\_ Phone \_\_\_\_\_  
 Brand Name \_\_\_\_\_ Fax \_\_\_\_\_  
 Show Contact \_\_\_\_\_ E-mail \_\_\_\_\_

**What is your average WHOLESALE price point range for the following items:**

Belts \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Jackets \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Shirts \$ \_\_\_\_\_ to \$ \_\_\_\_\_  
 Coats \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Jeans \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Skirts \$ \_\_\_\_\_ to \$ \_\_\_\_\_  
 Dresses \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Jewelry \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Suits \$ \_\_\_\_\_ to \$ \_\_\_\_\_  
 Footwear \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Knits/Sweaters \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Swimwear \$ \_\_\_\_\_ to \$ \_\_\_\_\_  
 Gifts \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Pants \$ \_\_\_\_\_ to \$ \_\_\_\_\_      T-Shirts \$ \_\_\_\_\_ to \$ \_\_\_\_\_  
 Handbags \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Scarves \$ \_\_\_\_\_ to \$ \_\_\_\_\_      Other (Please Specify) \$ \_\_\_\_\_ to \$ \_\_\_\_\_

**List your top three accounts in each category below:****Department Store**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Specialty Chain**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Independent Specialty Store**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Mass or Discount**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**Name three of your competitors:**

1. \_\_\_\_\_  
 2. \_\_\_\_\_  
 3. \_\_\_\_\_

**All inquiries please call (818) 593-5000 or fax (818) 593-5020**

**Please list three retail stores, including buyer's name, store name, address, phone, fax and e-mail, that you would like to attend our show:**

Buyer's Name \_\_\_\_\_  
 Store Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

Buyer's Name \_\_\_\_\_  
 Store Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

Buyer's Name \_\_\_\_\_  
 Store Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_  
 State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_

**Additional Information (New Brands, New Licenses, Product Changes, etc.):**

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