

# WWD **MAGIC** | Merchandising Information Form

**AUGUST 17 -19, 2010**

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 \_\_\_\_\_

**Are you doing anything new that you would like buyers to know about? (New Brands, Product Launches, Line Extensions, etc.)**

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