

LOS ANGELES MAJORS MARKET

Major Brands. Major Retailers. Major Business.

APRIL 3-5, 2018

Temporary Showroom Rental Application

CMC

CMCDTLA.COM/MAJORS // 9TH & MAIN. DTLA.

TEMPORARY SHOWROOM // RENTAL CONTRACT

Major Brands. Major Retailers. Major Business.

Connecting retail's heavy-hitters to the industry's top power-brands, CMC's LA Majors Market is the premier trade event for mass merchandisers. Thousands of department and chain store buyers from across the globe converge upon the LA Majors Market to write high-volume business.

This is an appointment-oriented Market. We do not recommend showroom rental without pre-scheduled retailer appointments. Temporary exhibitors for the Market are featured throughout CMC in private, customized showrooms that can be fully furnished and equipped for your convenience.

SHOW DATES April 3-5, 2018 | Tue-Thu, 9a-6p

MOVE IN March 30, 2018 | Friday, 9a-6p
March 31, 2018 | Saturday, 9a-6p
Closed Sunday
April 2, 2018 | Monday, 9a-6p

LOCATION CMC (California Market Center)
110 East Ninth Street
Los Angeles CA 90079

CONTACTS Ally Noel | 213.630.1701
ally.noel@cmcdtla.com

Yvette Beltran | 213.630.3649
yvette.beltran@cmcdtla.com



Important Reminders

Booking Procedure and Deadlines are part of Show Management's agreement with CMC Leasing Department and are not negotiable. If you are looking for a new room, send in your contract early. All new rooms are rented on a first-come-first-served basis, based on when we receive your completed contract AND payment.

Retailer Appointments: Majors Market is an appointment-driven Show. We recommend that you schedule appointments with participating buyers and buying offices before you plan on booking a showroom. To connect with a participating buying office, please contact: Barbara Fields Buying Office at 213.627.6474 or Directives West at 213.627.5921.

Showroom Assignment Information & Booking Deadlines

Priority Deadline: Reserve Same Showroom From October Show | Deadline: Friday, February 2, 2018

Applies only to October 2017 exhibitors and showrooms on all floors. Showrooms can be immediately reserved by the same exhibitors who rented them in October 2017 and will be reserved as contracts are received (if said showroom is still available as per CMC Leasing Dept). Showrooms not reserved by February 2nd will be made available to applicants on a first-come first-served basis, in the order that contracts are received. Full payment is required to reserve a showroom, no exceptions.

New Leasable Showrooms & Relocations | Reservations on Begin February 19, 2018

All vacant leasable showrooms that are unreserved by February 19 will be made available to returning exhibitors and new applicants on a first-come first-served basis, in the order that the contracts are received. Full payment is required to reserve a room, no exceptions.

Note: All Showrooms Are Rented As-Is

Any showroom rented for the LA Majors Market is rented as is. CMC will not make any repairs to a showroom for the purpose of temporary rental. Showrooms with damage that are selected by an applicant are rented as is and will not be discounted. A detailed description and images of each showroom will be available to you prior to making your rental decision.

Temporary Showroom Rental includes:

- Private, custom showroom
(Note: Every showroom is unique and has different built-in features. Please contact Show Management for a description and/or images of showroom you are considering.)
- Two (2) showroom keys maximum
- Electricity and outlets
- One (1) showroom I.D. sign
- Housekeeping, building service personnel assistance, and drayage
- Inclusion in directory listings
- WiFi

Standard Furniture Set-Up:

Showroom Size	Tables	Chairs	Wastebaskets	Garment Rack
Up to 650 sq ft	(2) tables	(6) chairs	(1) wastebasket	equivalent to (2) racks
651 sq ft - 850 sq ft	(3) tables	(9) chairs	(2) wastebaskets	equivalent to (3) racks
851 sq ft - 1500 sq ft	(4) tables	(12) chairs	(3) wastebaskets	equivalent to (4) racks
1501 sq ft - 2000 sq ft	(5) tables	(15) chairs	(4) wastebaskets	equivalent to (5) racks
Over 2000 sq ft	(6) tables	(18) chairs	(5) wastebaskets	equivalent to (6) racks

Most rooms have built-in bars for hanging merchandise. Showrooms without built-in bars will receive freestanding garment racks.

PLEASE NOTE: TRACK LIGHTING IS NOT GUARANTEED.

You will only receive track lighting if your showroom does not have installed overhead lighting.

ADDITIONAL FURNITURE AND EQUIPMENT IS AVAILABLE FOR RENT.

Available showroom is for rental on a first-come first-served basis only and will not be provided free of charge. Please see Exhibitor Manual for more information (see Additional Resources: Display Equipment and Decorators)

Decorating and CMC Property & Equipment Policies

Contracted exhibitor will be liable for any damaged, lost or unreturned CMC property. CMC property includes exhibitor's contracted exhibit space, in addition to fixtures, furniture, equipment, and/or showroom keys provided by the CMC to contracted exhibitor. Unless authorized by Show Management, exhibit space décor must be temporary and all displays must be freestanding. Nothing may be painted or affixed to exhibit space walls, columns, or windows, including fixtures, stickers, pins, nails, hooks, or double-sided tape. Show Management will inspect exhibit space and inventory equipment upon exhibitor's move-out. Please review item #6 in the Contract Terms, Rules & Regulations included in this application for explicit details.

Please print clearly & complete all sections. All showrooms are rented as is. If paying showroom fees by check, please note final Showroom Booking Confirmation will not be provided until full payment is received.

Important Deadlines:

- February 2, 2018 - Priority Deadline: October 2017 exhibitors may reserve SAME Showroom previously rented (if still available by CMC Leasing)
- February 19, 2018: All showrooms not reserved by the February 2nd Priority Showroom deadline will be available for rental, first-come first-served.

Exhibiting Company Information

Exhibiting Company Name: _____

Contact Name: _____

Street Address: _____ City: _____

State: _____ Zip / Postal Code: _____ Phone: _____

E-mail Address: _____

Brand Names For Directory & Signage

Please clearly write the exact text to be printed in directory listings and on your complimentary exhibit space I.D. sign (printed in standard black text on white board). List brand names only. Location or product descriptions will not be printed.

Merchandise Info:

WOMEN

- Accessories
- Active / Fitness / Athletic
- Casual / Weekend Wear
- Resort / Spa / Cruise
- Swimwear
- Junior
- Young Contemporary
- Prom / Special Occasion
- Accessories
- Special Sizes (Petite, Plus)
- Outerwear
- Intimate Apparel / Loungewear
- Missy / Updated missy
- Private Label
- Denim
- Dresses

MEN

- Young Men's
- Street Wear
- Urban
- Skate
- Surf
- Private Label
- Denim

CHILDREN

- Layette
- Infant
- Toddler
- Girls 4-6X
- Girls 7 - 16
- Boys 4 -7
- Boys 8 - 20
- Denim
- Juvenile Products
- Licensed
- Gifts / Toys
- Swimwear
- Preteen
- Private Label

Indicate Your Showroom Preference

- Same Showroom we rented in October 2017: Suite # _____ / _____ square feet
- New Showroom (For new applicants or returning exhibitors requesting a new showroom location.)

Please indicate your showroom size preference.

- | | |
|---|--|
| <input type="radio"/> 350 - 450 sq ft.....\$5,575 | <input type="radio"/> 1,000 - 1,500 sq ft.....\$9,085 |
| <input type="radio"/> 451 - 650 sq ft.....\$6,310 | <input type="radio"/> 1,501 - 2,000 sq ft.....\$10,840 |
| <input type="radio"/> 651 - 850 sq ft.....\$7,040 | <input type="radio"/> Over 2,000 sq ft.....\$10,840 + \$4.50 / sq ft |
| <input type="radio"/> 851 - 999 sq ft.....\$7,770 | |

Furniture Request:

- Yes, we request the CMC-provided furniture & equipment that is included in the showroom price.
- No, we will provide our own furniture & equipment.

Fees:

Showroom Fee	\$ _____	for Suite # _____ / _____ square feet
Facility Fee	\$ 100	Non-refundable
Additional Day Rental	\$ _____	\$750 fee for additional day showroom rental
Wire Transfer Fee	\$ _____	\$50 fee applies to wire transfers
TOTAL DUE*	\$ _____	Full payment of Showroom fees are required for a booking confirmation

Payment of Showroom Fees - Select Method of Payment

- CREDIT CARD - Statement will show a payment made to "BSREP II LA MART TRS LLC".

Credit Card #: _____ Exp. Date: _____ CVV numbers: _____
 Cardholder Name: _____ Billing Address: _____
 Authorizing Signature: _____

- CHECK - Make check payable to "BSREP II LA MART TRS LLC" - Note: Check must be received in order to confirm showroom booking.

Mail to: LA Majors Market / California Market Center, 110 East Ninth Street, Suite A727, Los Angeles CA 90079

- WIRE TRANSFER - \$50 International wire fee. To arrange for wire, please contact ally.noel@cmcdtla.com

Agreement

Application is hereby made by the undersigned for display space at LA MAJORS MARKET. 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 and BSREP II LA MART TRS LLC. Exhibitor agrees to read and abide by the Contract Terms, Rules and Regulations in this application. Your Authorizing Signature below conclusively establishes you have done so and will abide by said Terms, Rules and Regulations.

Authorized Signature: _____ Date: _____

**EMAIL APPLICATION TO: ALLY.NOEL@CMCDTLA.COM
 OR FAX TO 213.630.3708**

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 and 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.
- E. All space rented for the LA Majors Market is rented as-is. The CMC will not make any repairs to a showroom for the purpose of temporary rental. At the request of an applicant, showrooms with damage are rented as is, without any discount.

3. Refunds and Cancellation Policy

Exhibitor may cancel or withdraw from the show by providing 60 days written notice prior to show date. Show fees will then be refunded less 25 percent. If cancellations are made without the 60 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.

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 \$100 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 Listing is taken from the exhibit space application. Any changes or additions to Directory information must be received by show management prior to deadlines 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. Property Damage or Loss and Decorating Restrictions

- A. Contracted exhibitor will be liable for any damage to contracted exhibit space resulting from usage or decoration of said space by said exhibitor or said exhibitor's employees, associates, decorators, and/or subcontractors. Additionally, contracted exhibitor will be liable for damaged, missing, or unreturned CMC property, including extra fixtures, equipment, and/or furniture rented by said exhibitor. Lost or unreturned showroom keys will incur a \$300 replacement fee if not returned to Show Management by the deadline noted in Exhibitor Manual.
- B. All displays must be freestanding. Nothing may be painted or affixed to exhibit space walls, panels, drapes, columns, or windows, including fixtures, stickers, pins, nails, hooks, or double-sided tape. 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 Management 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.