



• SUMMER 2008 •

## EXHIBITOR APPLICATION

CLASS TRADE SHOW  
9am-6pm  
TUESDAY AUGUST 19, 2008

9am-6pm  
WEDNESDAY AUGUST 20, 2008

SANTA MONICA CIVIC AUDITORIUM  
1855 Main Street,  
Santa Monica, CA  
90401

Class Trade Show accepts applications up to 30 days before the show date based upon availability.

Please complete this application form and EMAIL it to [jenn@classtradeshow.com](mailto:jenn@classtradeshow.com). You may also FAX it to the CLASS office at 213.627.2054

OR

MAIL it to the following address:  
CLASS TRADE SHOW  
860 S. Los Angeles St. Suite 407  
Los Angeles, CA 90014

You may also register online at [www.classtradeshow.com](http://www.classtradeshow.com); Click on 'Exhibitor Application'

### EXHIBITOR INFORMATION PLEASE COMPLETE ALL INFORMATION LEGIBLY:

COMPANY NAME:

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CONTACT NAME:

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CONTACT NUMBER - OFFICE:

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CONTACT NUMBER - CELL:

CONTACT EMAIL:

SHOWROOM/CO. WEB ADDRESS/URL:

MAILING ADDRESS:

Address

City

ST

Zip

## PRODUCT DETAILS

Please indicate your product's category by checking the appropriate box(es). \*\*Showrooms please list all brands\*\*

CATEGORY	BRAND A	BRAND B	Retail Pricepoint Range
Women's Apparel			
Men's Apparel			
Accessories			
Jewelry			
Shoes			
Child			
Baby			
Lifestyle			
Other			

BRIEF DESCRIPTION OF PRODUCTS TO BE DISPLAYED AT THE SHOW:

Please note additional brands if you exceed the space available above:

## REVIEW PROCESS AND ELIGIBILITY

Applicants will be accepted based on innovation, original design, sensibility, pricing structure, and contribution to Class Trade Show’s mission. Class Trade Show will review applications and recommend space size accordingly. Opportunity to participate will be at the sole discretion of Class Trade Show.

**BOOTH SIZE AND PAYMENT OPTIONS**

Location will not be confirmed until payment has been processed. Class will accept booth requests but cannot guarantee location. Early confirmations receive choice of remaining locations.

**FURNITURE RENTALS:** Should your brand require additional etageres, garment racks, tables, chairs, or meal tickets, your brand may pre-order from Class Trade Show by indicating below. Additional furniture may NOT be available onsite.

**Requested Booth Size and Furniture Rental Request:**

BOOTH PACKAGE DETAILS	QTY	SUBTOTAL
<b>PACKAGE A:</b>		
<b>8 x 10' x 10' SPACE</b>		
Inclusion in Pre- and Post Event Press Releases		
Top two retailers of exhibitor's choice, offered flights on behalf of brand, courtesy of CLASS. (\$1000 added value)		
Up to 20 pewter etageres (\$1000 added value)		
Up to 20 x 60" garment racks (\$400 added value)		
Or any combination thereof up to 20 pieces		
Up to 8 x 6' tables w/black linen		
Up to 24 chairs		
Complimentary breakfast and lunch, both show dates, for up to 10 people		
Complimentary invite to Bowling Mixer, up to 16 guests of your choice.		
<b>\$33,995.00</b>		
<b>PACKAGE B:</b>		
<b>6 x 10' x 10' SPACE</b>		
Inclusion in Pre- and Post Event Press Releases		
Top two retailers of exhibitor's choice offered flights on behalf of brand, courtesy of CLASS (\$1000 added value)		
Up to 16 pewter etageres (\$1000 added value)		
Up to 16 x 60" garment racks (\$400 added value)		
Or any combination thereof up to 16 pieces		
Up to 6 x 6' tables w/black linen		
Up to 16 chairs		
Complimentary breakfast and lunch, both show dates, for up to 6 people		
Complimentary invite to Bowling Mixer, up to 12 guests of your choice.		
<b>\$25,995.00</b>		
<b>PACKAGE C:</b>		
<b>4 x 10' x 10' SPACE</b>		
Top retailer of exhibitor's choice offered flight on behalf of brand, courtesy of CLASS.		

Up to 10 pewter etageres (\$500 added value)		
Up to 10 x 60" garment racks (\$200 added value)		
Or any combination thereof up to 10 pieces		
Up to 4 x 6' tables w/black linen		
Up to 14 chairs		
Complimentary breakfast and lunch, both dates, for up to 6 people		
Complimentary invite to Bowling Mixer, up to 12 guests of your choice.		
<b>\$17,495.00</b>		
<b>PACKAGE D:</b>		
<b>2 x 10' x 10' SPACE</b>		
Up to 6 pewter etageres (\$500 added value)		
Up to 6 x 60" garment racks (\$200 added value)		
Or any combination thereof up to 6 pieces		
Up to 2 x 6' tables w/black linen		
Up to 6 chairs		
Complimentary breakfast and lunch, both dates, for up to 4 people		
Complimentary invite to Bowling Mixer, up to 6 guests of your choice.		
<b>\$8,995.00</b>		
<b>PACKAGE E:</b>		
<b>1 x 10' x 10' SPACE</b>		
Up to 2 pewter etageres		
Up to 2 x 60" garment racks		
Or any combination thereof up to 2 pieces		
1 x 6' table w/black linen		
<b>\$4,495.00</b>		
<b>ADDITIONAL FURNITURE</b>	<b>QTY</b>	<b>SUBTOTAL</b>
Pewter Etageres		
<b>\$249.95</b>		
Rolling or Stationary 60" Garment Rack		
<b>\$99.95</b>		
6' Table with fitted Black Linen		
<b>\$49.95</b>		
Folding Chair		
<b>\$19.95</b>		
<b>TOTAL</b>		

### CREDIT CARD PAYMENT FORM

If you have received verbal confirmation of your selection to participate in Class Trade Show, and wish to reserve your location you may pay by by credit card below. CLASS EVENTS LLC accepts VISA, Mastercard, and

American Express:

Card Type:

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Cardholder name:

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**CARDHOLDER BILLING ADDRESS**

Street Address:

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City / State / Zip Code:

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Credit Card #:

---

Expiration Date:

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V-Code (on signature line of credit card):

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Amount:

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Daytime Phone:

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Signature

**CLASS TRADESHOW SCHEDULING AND HOTEL RATES**

**THIS IS A WRITING SHOW. PLEASE ENSURE A SUCCESSFUL SHOW FOR YOUR BRAND(S) BY BOOKING AS MANY APPOINTMENTS AS POSSIBLE. BE PREPARED AND YOUR ACCOUNTS WILL BE TOO.**

Class Trade Show has arranged special rates with a number of Santa Monica's premiere hotels. Please visit [www.classtradeshow.com](http://www.classtradeshow.com) for further details.

## AGREEMENT

Please sign here to indicate your approval of this exhibit space order.

**APPLICANTS SIGNATURE:**

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**APPLICANTS TITLE:**

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**DATE:**

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## LOGO REQUEST

To better familiarize Retailers and Press with CLASS participants, CLASS will use brand name, brand details, and brand logo to increase visibility whenever possible. Confirmed brands receive preference in Press Materials.

Please submit company logo, full color line sheet, and 3-5 full color photos **NO LATER THAN July 15<sup>th</sup>, 2008** to Jennifer Klein via email at [jenn@classtradeshows.com](mailto:jenn@classtradeshows.com)

**Specifications:**

- Hi-Res EPS file is preferable
- Hi-Res JPG, TIF also acceptable
- PDF, WORD ok for Line Sheets and Brand FAQs

## TOP 10 RETAILERS LIST

In preparation for the August 19-20 show, it is very important that your top retailers and/or prospects are contacted. We would like to address your top ten list of retailers and personally invite them to attend CLASS. This would be in addition to media outreach and mailers to the Class database consisting of 3,000 retailers and 1800 brands.

Please complete the following information below and return either by fax; 213.627.2054 or email; [jenn@classtradeshows.com](mailto:jenn@classtradeshows.com) at your earliest convenience.

**PLEASE SPECIFY FOR WHAT COLLECTION:**

**COLLECTION:**

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STORE NAME	BUYER'S NAME	BUYER'S PHONE	BUYER'S EMAIL


**SHOW CATALOGUE**

So that Retailers have the correct and complete information for your collection, it is most important for you to review the information below and fill-in missing information, updates as necessary or just give us your approval. **It is mandatory that this information is typewritten or clearly printed.** CLASS will not print company names as per your individual logo, i.e. company names will not be printed in lower case letters unless required by CLASS's universal graphic concept.

**Please proof/correct the information below AND complete where information is missing.**  
**COLLECTION:**

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**ADDRESS:**

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**TELEPHONE:**

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**FAX:**

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**EMAIL:**

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**WEBSITE ADDRESS:**

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**DESIGNER:**

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**TRADE CONTACT:**

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**PRESS CONTACT:**

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**COLLECTIONS:**

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**Please sign below to acknowledge that the above information is correct:**

**SIGNATURE:**

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**DATE:**

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**COMPLETE AND RETURN THIS FORM TO CLASS UPON RECEIPT TO 213.627.2054**