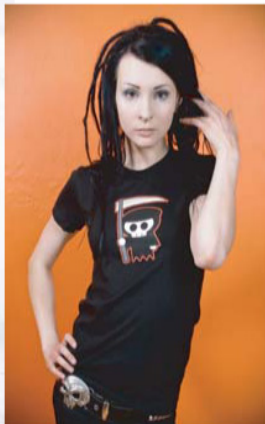
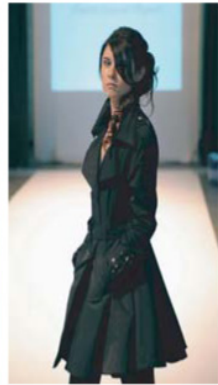
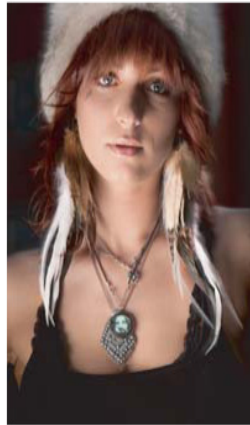
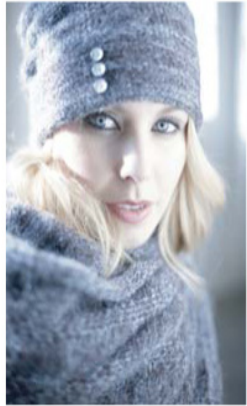
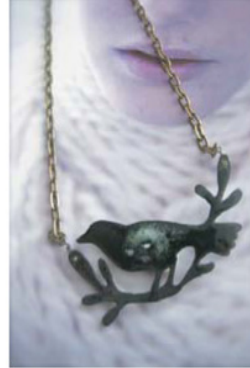


THE CLOTHING SHOW

SEPT 23 - 25, 2011 QUEEN ELIZABETH BUILDING, TORONTO



THE CLOTHING SHOW

Sept 23, 24, 25 2011 QUEEN ELIZABETH BUILDING, TORONTO

SHOW SCHEDULE

Friday	Sept 23	5 pm – 9 pm
Saturday	Sept 24	11 am – 9 pm
Sunday	Sept 25	11 am – 6 pm

The Clothing Show is Canada's largest vintage and new independent designer show. For over 33 years, the show has been serving up a delicious mix of unmistakably inventive local "must have" lines of apparel & accessories.

THE CLOTHING SHOW HAS SOME EXCITING NEW CHANGES!

- **NEW LOCATION:** The Queen Elizabeth Building, Exhibition Place.
The Queen Elizabeth Building, located on Exhibition Grounds offers an intimate shopping environment, with easy load in access and a new improved floor plan.
- **THE RUNWAY** has been centered on the plan, allowing traffic within the show to stay, shop and still catch the action.
- We have **SIMPLIFIED OUR SECTIONS**, to provide more variety in each area and bring back the thrill of the find!

TOP FOUR REASONS TO PARTICIPATE:

1. GET EXPOSURE – either in launching a line, meeting your loyal clients or refreshing interest in an established brand
2. NETWORK – meet your peers and potential clients, gain valuable contacts
3. GAIN EXPERIENCE – test the market and learn first hand what works and what sells
4. MAKE SALES, both at the show and after, with residual interest and lasting connections.

HOW DO WE PROMOTE THE SHOW?

- We don't just advertise, we solicit editorial coverage, pitch articles, negotiate cross promotional campaigns, post, blog, list, distribute flyers, poster the streets, host ticket give-aways, guerilla market, distribute eco bags, email...
- We personally distribute flyers to thousands of shops in the GTA and neighboring areas for **direct marketing**.
- We have one of the largest and most thorough **postering advertising campaigns** in the downtown GTA. We don't hire a postering agency, we manage it personally to ensure it is done to our standard.
- We **list** each event on over 500 websites, and solicit those sites and blogs to host ticket give-aways for extra promotion and interest.
- We distribute our **event eflyer** to over 35,000 opt in subscribers and send over 100,000 eflyers through other sources.
- We give away thousands of free tickets through **ticket give-away** promotions, to the local and major media, distribute free tickets to schools, colleges and universities.
- We produce **press releases** and distribute them along with dvds of exhibitor's photos and produced videos of show and runway footage to our extensive database of fashion, shopping, event and lifestyle editors as well as general editors for all local and major print, internet, radio and television media.

For additional information, please contact:

THE CLOTHING SHOW info@theclothingshow.com 416-516-9859



ADVERTISING

The Clothing Show's advertising focuses on a local Toronto reach coupled with large national and regional outlets. This unique mix brings shoppers from all over the GTA and beyond.

List of Media Partners includes:

LOULOU, FASHION, Flare, Toronto.com, Now Magazine, Toronto Star, Metro, Torontostreetfashion.com, Eye Weekly, 24 Hours, Patent Mag, Toronto Sun, Dose.ca, EcoMedia, Tribar, Alliance Atlantis, Epoch Times, Snap Downtown, Globe and Mail, City TV, Utube, BlogTO, Global TV, Torontoisfashion, CP24, Antiques & Collectible Trader, Where Magazine, Tourism Toronto, On The Go Magazine, Toronto Tonight, Women's Post, Spotlight Toronto, Toronto Craft Alert, CKLN, CIUT, Edge 102.1, Boom Radio, Ryerson Free Press, The Torontoist, Proud FM, Z103, GTV cinemas, The Budget Fashionista, Facebook, MySpace, Twitter, Sheridan Sun, CanadaWears.ca, The National Post, CBS outdoor TTC, Bell Sympatico msn, Skywords Traffic, Flow 93.5, Showcase Diva, Elle, CHIN, AM640, Scarlett Lounge, and more

LOCATION

The Clothing Show is now held at **The Queen Elizabeth Building**, a mid century expressionist exhibition hall on the western side of Exhibition Place. It was designed by architect Peter Dickinson in 1957.

This location is very accessible by car, Toronto Transit streetcars, the Dufferin bus and GO Transit commuter trains.

PARKING

Parking is located just across Princes' Blvd, in Lot 2. Exhibitor rate parking is available if ordered in advance. Go to <http://www.theclothingshow.com/exhibiting> and download the parking pass order form.

BANK MACHINES

There are **6** bank machines that are placed strategically throughout the show. They are constantly monitored to allow easy and uninterrupted accessibility to cash funds for the public.

SHOPPER DEMOGRAPHICS

Female	82%	69% of our shoppers are between the ages of 18-35yrs.
Male	18%	21% of our shoppers are between the ages of 36-45yrs. 10% are older than 45yrs.

HOW TO APPLY

1. Read the contract Terms and Conditions and fill out the application form.
2. Submit the application form and safety acknowledgement by fax or email or mail.
3. New vendors must submit photos to aid us in your placement. Low resolution, digital photos are preferred and can be sent to info@theclothingshow.com.
4. Exhibitor packages are mailed upon full payment. Packages include your receipt, exhibitor wristbands, load-in details and promotional material on request. Please review this information once you receive it to ensure you have everything that you need.



PROMOTIONAL OPPORTUNITIES

How can you get the most from your involvement?

The Clothing Show is a great place to promote yourself to the public, your peers in the industry and the media. We offer some promotions that achieve additional editorial coverage and interest before, during and after the show. Most below are of no additional cost to you.

- Submit **PHOTOS** for distribution and publication – we will forward them to the media
- Participate in the **RUNWAY SHOWS** – showcase your product to the public, media and your peers
- Send us a **COUPON** to advertise your booth – we will distribute them to tens of thousands of potential clients
- Join the **SHOPPING SPREE** for extra exposure – you will be featured and linked on our website for months to come
- Give us your **WEBLINK** – we will post it – your company name and/or link will promote you long after the show
- Submit an outfit for our new front of show **Designer Dislay**...details coming soon.

HAVE YOUR PHOTOS PUBLISHED!

All photos submitted to us are distributed with our press releases to all major GTA and national media. They could also be used for editorial, print advertising in newspapers, fashion magazines, web banners, on The Clothing Show website and on our flyers and posters that are distributed throughout the GTA. Please send images in as early as possible in digital format ensuring that they are at least 300dpi and either a jpeg or tiff format. You may mail or courier a disk to The Clothing Show or send them by email to info@theclothingshow.com. When sending via email, please send a few at a time and be sure to title each photo with your company name (ie, [companyname1.jpg](#), [companyname2.jpg](#)) to ensure proper credit. We must receive a signed Photo Release before we will be able to use your photos. Please submit your photos no later than **Sept 5**.

PARTICIPATE IN OUR RUNWAY SHOWS

Merchandise your clothing or accessories as they are meant to be seen. When you join the runway shows, your work will be styled on professional models on rotation throughout the weekend. It will be seen by the public, media as well as being the subject of our Fashion Photography Contest. You will receive a disk of photos collected by our in house photographer as well as those submitted. Additional promotions include your logo placement in our show guide, runway page listing and pre-show rsvp to media. The low cost to participate covers models, hair, makeup, styling and choreography. Visit <http://www.theclothingshow.com/exhibiting.html> for a runway application form.

ECOUPONS

Generate and submit a coupon to us and we will email it to over 35,000 shoppers on The Clothing Show opt in mailing list. Choose whatever discount or special offer you would like to offer the public as an incentive to visit your booth. Please submit your coupon by **Sept 9, 2011**.

For more information on how to create your eCoupon, please download the eCoupon Instructions sheet from <http://www.theclothingshow.com/exhibiting.html>

BE A "FEATURED" SHOPPING SPREE SPONSOR

The Clothing Show hosts a \$1,000 shopping spree for one lucky shopper at the show. Sign up to be involved and send us a gift certificate with a value of \$50.00 or more.

A photo, company logo and a bio will be featured on the Clothing Show website. Please submit images, bio and logo with your gift certificate. Limited spaces are available, so please contact us if you are interested. We use other gift certificates for giveaways with major print media and radio, giving you added exposure and advertising. To participate, simply send us your gift certificate and we will notify you when and how it will be publicized. Please submit your certificate by **Sept 9, 2011**.

WEBLINKS

Our vendor website links page has created a valuable resource for Canadian and International shoppers throughout the year. We are happy to add your weblink to help promote you! Please submit your web address on your application form.

FILLING OUT THE APPLICATION FORM

Complete the Application form by printing clearly. The address you provide will be used to mail your important exhibitor package.

2 CHOOSE YOUR SECTION

Please note that The Clothing Show maintains the final placement decision.

STREETWEAR: Accessories, Professional & casual clothing and daywear, silk screened items, t shirts, club wear.

VINTAGE: Clothing and accessories made prior to the 1990's. A limited quantity of collectables and décor items are accepted. No reproductions, remakes or used contemporary clothing, please

LOCAL CANADIAN DESIGNER: This section is a showcase for local clothing and jewelry designers. To be accepted, you must be a designer and submit photos for approval.

SAMPLE SALES: Clothing at discounted prices or at a low price point. This includes samples and off season items.

**Accessories vendors are now amalgamated into the other sections. Placement in a particular section will depend upon price point, designer made or import stock and availability.

3 FLYERS AND POSTERS

Promote your involvement in the show with The Clothing Show flyers and posters! By request (on Contract), we will mail flyers and posters at no expense to you so you can promote your involvement and gain a steady clientele that know where to find you. Each vendor will receive a digital format flyer to email to your clients and friends. (Please see Terms & Conditions.)

4 EXHIBITOR WRISTBANDS

are for you and your staff ONLY for admittance and identification.

There is a maximum number that you may receive based on the size of your space:

5 x 10 – 2 bands, 10 x 10 – 4 bands, 10 x 20 – 6 bands

5 SELECT A BOOTH

List 3 booth number choices from the floor plan. Be sure to choose a space large enough to house your storage as well – there is no onsite storage. If your choices are unavailable, we will contact you with the next best options. Booth space will not be booked without your approval. Reservations will only be held with a 50% deposit.

6 PAYMENT

No booth space can be held without a deposit. Please make cheques payable to *The Clothing Show*.

7 YOUR SIGNATURE

is a legal consent to the Exhibitor rules and contract terms and conditions. Please retain a copy of the contract terms and exhibitor rules for your reference.

8 THE SAFETY FORM

As a result of the Ontario Health and Safety Act's interpretations of load in and load out as being construction sites, we must receive a signed and dated Safety Acknowledgement form from you in order for you to load in to the show. Please pay careful attention to those regulations to ensure that you have a safe and successful show.

Visit <http://www.theclothingshow.com/exhibiting.html> for PARKING, electrical, telephone, furniture and change room rental order forms

What comes with the booth?

- Full pipe and drape to define your space
- 24 hour show security
- Website listing
- Exhibitor rate parking
- Discount rate admission tickets
- Exhibitor admittance wristbands
- One sales announcement over PA per day (forms available at the Show Office during show hours)
- 2 FREE passes for friends or family

What else might I need?

- Tables, clothing racks, mirrors, chairs or change rooms. (These are available to rent from our service provider, WES rentals, www.theclothingshow.com/exhibiting.html)
- Electrical or telephone (this is available to rent from the facility...see our Exhibiting page on our website.)
- Signage

LOAD IN

Friday, Sept 23 9am – 4:30pm

LOAD OUT

Sunday, Sept 25 6:30pm – 11:59pm

IMPORTANT TIMELINES

ECOUPON & SHOPPING SPREE BY SEPT 9, 2011

PHOTO SUBMISSIONS BEFORE SEPT 5, 2011

FURNITURE ORDERS BY SEPT 5, 2011



1

Company name _____ Contact First + Last Name _____

Address _____

City _____ Province _____ Postal Code _____

Tel: _____ Cell: _____ Fax: _____

Email: _____ Website: www. _____

~ What Era (s) do you represent? Pre 1900's 1930-40's 1940-50's 1950 - 60's 1960-70's 1980's

~ Full Merchandise Description: _____

~ What is your price point for these items? _____

~ What Categories apply to your merchandise? Men's Women's Children's Plus Size Other _____

~ Do you have a retail location? No Yes nearest Intersection _____

~ Would you like to receive information on participating in our runway shows? No Yes

3

Would you like Clothing Show flyers or posters to distribute to clients? How many? flyers _____ posters _____ email flyer _____

4

How many Exhibitor Wristbands should we send you for yourself and staff? FRI _____ SAT _____ SUN _____

5

My booth location choices are: 1 _____ 2 _____ 3 _____ size _____ X _____

6

Booth total	
Booth Share Admin. Fee \$50	
Advance tickets \$7.50 each	
Total	
Payment (full or 50% deposit)	
Balance	

BOOTH RATES

Size	rate	+Hst	=total
5 X 10	\$284.35	\$36.97	\$321.32
10 X 10	\$446.23	\$58.01	\$504.24
10 X 15	\$609.90	\$79.29	\$689.19
10 X 20	\$774.68	\$100.71	\$875.39
10 X 30	\$1,120.29	\$145.64	\$1,265.93
10 X 40	\$1,493.72	\$194.19	\$1,687.91

I am enclosing a cheque payable to *The Clothing Show*

Please charge my Visa Master card

Name on card _____

Card # _____

Exp. Date _____ 3-4 digit Security Code (on back) _____

Signature _____

The Clothing Show
385 Keele Street
Toronto, ON M6P 2K9

416-516-9859 Office
416-516-9859 digital fax
or 416-761-0119 landline fax

By signing this contract, I have read and agree to the Exhibitor Rules and Contract Terms and Conditions stated therein.

7

SIGNATURE: _____ DATE: _____

FOR OFFICE USE ONLY

BOOTH #	DEPOSIT	DATE	BALANCE EARLY	BALANCE REVISED	DATE BALANCE PAID	DATE RECEIPT MAILED

PHOTO RELEASE

I give consent to The Clothing Show, and its agents, to reproduce, exhibit, copy and otherwise make available, all images I may have submitted for use and any photographs that may be taken of my likeness or product while I am participating in The Clothing Show.

I acknowledge that images may be used on The Clothing Show website, distributed for print or internet media, or any other promotional use, as required by The Clothing Show or any of its agents or associates. I also attest that are legally authorized to give consent to any photos submitted to The Clothing Show.

SAFETY ACKNOWLEDGEMENT

I, _____ representing, _____
print your name print name of company

hereby undertake that I have read and understand the attached safety regulations. I agree to comply with and abide by all statues and regulations that establish safety requirements, including, but not restricted to, the Occupational Health and Safety Act.

I will also cooperate with Show Management, who are authorized to intercede and ensure the enforcement of safe working conditions. Work can and will be suspended, and booth displays dismantled until the safety concern is remedied. Any infractions will be documented.

In the event of a charge, prosecution, or any other legal proceeding arising out of or related to the Occupational Health and Safety Act, as an exhibitor, I agree to assume all liability for the actions of my staff and contractors as it applies to the situation. (please ensure to sign below)

 signed (I have the authority to bind the company)

 date

**MOVE IN WILL NOT BE PERMITTED UNTIL THIS FORM IS RECEIVED BY OUR OFFICE
 FAX COMPLETED FORM TO 416-516-9859**

The Clothing Show
 385 Keele Street
 Toronto, ON M6P 2K9

416-516-9859
 416-516-9859 digital fax
 or 416-761-0119 landline fax

Contract Terms and Conditions

1. CONTRACT:

This application for space, when accepted by the Management, shall constitute a contract between the Exhibitor and the Management, and in addition to its terms, shall include and incorporate the Exhibitor's Rules and Regulations, fire and safety regulations, as well as the tentative floorplan which the parties acknowledge may be amended and modified at any time by the Management.

2. PAYMENT:

To reserve a booth space, please send a completed application with your full payment or a 50% deposit. Post-dated cheques are not accepted for reservations, but may be used to pay balances owing. A charge of \$20 will be applied to all NSF cheques.

3. SHARING BOOTH SPACE:

Booth space may NOT be shared without permission from Show Management. **All approved shares will incur an administration fee of \$50.** One vendor must assume primary responsibility of the accounts, but BOTH VENDORS MUST SUBMIT A SEPARATE CONTRACT, SAFETY AKNOWLEDGMENT FORM AND PHOTOS to receive approval. Sharing vendors must be of the same show section or compliment (see descriptions for details). Management reserves the right to limit the amount of company names listed in print or advertising and on the website vendor list and links.

4. CANCELLATION OF CONTRACT AND POLICY:

Management reserves the right to terminate this contract and withhold from the Exhibitor possession of the exhibit space if the Exhibitor fails to pay all space rental charges by due date. In the event of Exhibitor cancellation, no refund of exhibit space payments will be made after **SEPT 9, 2011**. Refunds prior to this date are subject to a 20% administration fee.

5. LOCATION OF EXHIBIT:

The Exhibitor agrees to confine his presentation within the contracted space only and to maintain staff in his/her booth space during show hours. No furniture, mirrors or stock is permitted in the aisles. Any booth encroaching on aisles or fire exits will lose any right of first refusal on future booth reservations and may be fined for impeding a public fire egress. The Management reserves the right to relocate an Exhibitor as it shall deem necessary.

6. QUALIFICATIONS TO EXHIBIT:

The Management reserves the right to remove, decline or prohibit any exhibit or part of an exhibit or proposed exhibit, which, in its opinion, is not suitable to or in keeping with the character of the exhibition or in violation of fire and safety codes. Helium balloons, confetti and stickers are prohibited. **PLEASE NOTE: ABSOLUTELY NO COUNTERFEIT MERCHANDISE MAY BE SOLD AT THE CLOTHING SHOW. DOING SO WILL RESULT IN IMMEDIATE REMOVAL OF MERCHANDISE FROM THE SHOW.**

7. POSTPONEMENT OR CANCELLATION:

The Management reserves the right to postpone or cancel the exhibition at its discretion. In case the Premises or any part thereof shall be destroyed or damaged by fire or there shall occur any other cause that shall render the fulfillment of this agreement by the Management impossible, then and thereupon, this agreement shall terminate and the Exhibitor shall pay for said Premises in the full amount specified in this agreement. The Exhibitor hereby waives any claim for damages or compensation of such termination. Should the exhibition not be held, for reasons out of the reasonable control of the Management, the Management may retain such part of the Exhibitor's payments hereunder as to compensate the Management for its expenses with respect to the Exhibition.

8. DAMAGES: Exhibitors release the show organizers and show facilities or any of their assignees or employees from any injury or damage incurred by the Exhibitor, Exhibitor agents, and /or any personnel and employees. The Exhibitor releases the show organizers from any and all liability and responsibility for theft or damage to goods or property or otherwise, before, during and after the show.

9. NON-DELIVERY OF THE BUILDING:

The Management will not be liable for failure to deliver the space in the event of the building becoming unavailable through fire, act of God, strikes, the authority of the law or any other cause beyond its control.

10. INTERPRETATION OF REGULATIONS:

The Management has the right to make such changes, amendments, and additions to these Exhibitor's Rules and Regulations, as it shall deem necessary to the proper conduct of the Exhibition and thereupon the Exhibitor's Rules and Regulations shall rest with the Management and its decision shall be final. Management may require Exhibitors to make such alterations to their displays, as it deems necessary to the proper conduct of the Exhibition and on failure to comply, may order the immediate removal of the entire exhibit without compensation and at the Exhibitor's expense.

11. POSTERING

With regard to The Clothing Show Promotional Materials, Exhibitors agree to adhere to By-law No. 1997-0514 which states "no person shall, by any means, attach, place or display, or cause or permit to be attached, placed or displayed, any poster on or to any tree, decorative light pole, publication vending box, bench, recycling bin, mail box, waste bin, planter, bicycle rack, transit shelter, traffic or other public signage or any other installation located within a street.