



THE CLOTHING SHOW

Spring 2010 Show & Sale



May 14, 15 & 16

Better Living Centre
Exhibition Place



FRIDAY 3 pm - 9 pm
SATURDAY 11 am - 8 pm
SUNDAY 11 am - 6 pm



www.TheClothingShow.com

FOR INFO: 416-516-9859

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May 14, 15 & 16

Show Schedule

| | | |
|----------|--------|------------|
| Friday | May 14 | 3pm – 9pm |
| Saturday | May 15 | 11am – 8pm |
| Sunday | May 16 | 11am – 6pm |

Load In

Friday, May 14 from 8am – 2:30pm

Load Out

Sunday, May 16 from 6:30pm – 11:59pm

Location

The Clothing Show is held at **The Better Living Centre**, a modernist building on the western side of Exhibition Place. It was designed by architects Marani, Morris and Allan in 1962. The building is filled with natural light from windows that surround it.

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

Parking

Parking is located just across Ontario Drive, 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

| | | | |
|---------------|------------|--------------|------------|
| <i>Female</i> | 79% | <i>18-25</i> | 44% |
| <i>Male</i> | 21% | <i>26-35</i> | 38% |
| | | <i>36-45</i> | 8% |
| | | <i>46-55</i> | 7% |
| | | <i>56+</i> | 3% |

Your Booth Includes

- Full pipe and drape
- 24 hour show security
- Website listing
- Exhibitor rate parking
- Discount rate admission tickets (see Contract)
- 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

Does Not Include

- Tables, clothing racks or chairs (These are available to rent from our service provider, WES rentals.)
- Electrical or telephone (this is available to rent from the facility...see our Exhibiting page on our website.)
- Signage

- RUNWAY FASHION SHOWS
- CENTURY OF FASHION COMPETITION
- ART INSTALLATIONS
- BEST BOOTH AWARDS

Important Timelines

EARLY BIRD RATES END **APRIL 9**

PHOTO SUBMISSIONS DUE BY **APRIL 9**

ECOUPON & SHOPPING SPREE SUBMISSIONS BY **APRIL 23**

FURNITURE, ELECTRIC OR TELEPHONE ORDERS BY **APRIL 28**

Advertising

The Clothing Show advertising program focuses on Toronto based grassroots campaign as well as large national and regional publications. This unique mix brings shoppers from all over the GTA and beyond. Our mix includes:

- Fashion magazines
- Radio
- Television
- Weeklies, such as Eye and Now
- Dailies, such as Toronto Sun, 24 hours, Toronto Star and Metro Newspapers
- Direct mail and email distribution
- Internet advertising and online event listings
- Extensive flyer and poster distribution

Top Four Reasons to participate:

1. Get exposure – get your name out into the marketplace
2. Network – meet your peers and potential clients
3. Gain Experience – test the market and learn first hand what works
4. Make Sales, both at the show and after

How to Apply

1. Read the contract Terms and Conditions and fill out the application form.
2. Submit the form by fax or email. Mail original application with deposit or full payment and the Safety Acknowledgement Form to secure your chosen booth reservation.
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.

Contact info:

The Clothing Show
PO Box 84533
2336 Bloor St West
Toronto ON M6S 1P3
416-516-9859 Office 416-516-9859 fax
info@theclothingshow.com

Filling out the Application Form

Promotional Opportunities for You

Get involved! Take advantage of our FREE added value promotions! These campaigns are a great way to achieve additional editorial coverage and interest before, during and after the show.

- Submit **photos** for distribution and publication
- Send us a **coupon** to advertise your booth
- Join the **shopping spree** for extra exposure
- Give us your **weblink** – we will post it

Have your PHOTOS published!

All photos submitted to us are distributed with our press releases to all major GTA and some 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 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 Form before we will be able to use your photos. Please submit your photos by **April 9th**.

eCoupons work!

Submit your own discount coupon to us and we will distribute it to over 25,000 shoppers on The Clothing Show public mailing list. The public will print these out and bring them directly to your booth at the show. Choose whatever discount or special offer you would like to offer the public as an incentive to visit your booth. Generate a digital coupon graphic business card size and email it to info@theclothingshow.com and we will do the rest! Please submit your coupon by **April 23rd**. For more information on how to create your eCoupon, please check our Exhibitor page on our website.

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 **April 23rd**.

Weblinks. These promotions have generated a huge growth in web traffic to The Clothing Show website, creating a valuable resource for shoppers throughout the year. We are happy to add your weblink to help promote you! Please submit your web address with your contract.

1 Complete the **Application form** by printing clearly. The address you provide will be used to mail your important exhibitor package. Websites that are not functional will not be linked on our site.

2 Choose the appropriate section within the show. Please note that The Clothing Show maintains the final placement decision.

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

VINTAGE: Clothing and accessories made prior to the 1990's. No reproductions, remakes or used contemporary clothing, please.

BOUTIQUE: This section is a showcase for local designers. To be accepted, you must be a designer and submit photos for approval.

ACCESSORIES: Jewelry, purses, bags, sunglasses, cosmetics, shoes, belts etc.

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

ECO: Reworked, Recycled and Organic products and apparel.

3 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 forward to your clients and friends. (Please see Terms & Conditions.)

4 Exhibitor wristbands are for you and your staff ONLY. Wristbands identify you as an exhibitor to security. No exhibitor or staff will be admitted to the building without a wristband. It is your responsibility as a vendor to distribute wristbands to staff prior to the show. Lost or forgotten wristbands must be replaced for \$8.00 at the Show Office during show hours. Please note you will be given a different colour wristband for each day. These will be included in the exhibitor package that will be sent to you.

5 Select a Space. After reviewing the floorplan, list 3 booth number choices on the Contract. 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 and reservations will only then be held with a 50% deposit.

6 Payment is due in full April 9, 2010 to qualify for the discounted “Early Bird” rate. Full payment or 50% deposit is required to reserve exhibit space. No booth space can be held without a deposit. Please make cheques payable to *The Clothing Show*. Any balances owing after April 9th will be based on the regular booth rate.

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 recent interpretations of show's 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.

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vintage

| | |
|--------|--|
| photos | |
| ph rel | |
| safety | |

1 _____
 Company name _____ Contact First + Last Name _____

 Address _____

 City _____ Province _____ Postal Code _____
 Tel: _____ Cell: _____ Fax: _____
 Email: _____ Website: www. _____

2 Section: Streetwear Accessories Sample Sales Eco Boutique Vintage & Retro
 ~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 _____
 ~ Are you interested in participating in our fashion shows? No Yes

3 Would you like free Promotional Materials to advertise the show? How many? flyers _____ posters _____ email flyer _____

4 How many Exhibitor Wristbands will you require for yourself and staff? FRI _____ SAT _____ SUN _____

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

| | |
|-----------------|-----------------------|
| Booth total | |
| Advance tickets | \$7.50 each |
| Total | |
| Payment | (full or 50% deposit) |
| Balance | |

early bird rates until April 9

| size | rate | +gst | =total |
|----------|------------|---------|------------|
| * 5 X 10 | \$238.50 | \$11.93 | \$250.43 |
| 10 X 10 | \$417.04 | \$20.85 | \$437.89 |
| 10 X 15 | \$570.00 | \$28.50 | \$598.50 |
| 10 X 20 | \$724.00 | \$36.20 | \$760.20 |
| 10 X 30 | \$1,047.00 | \$52.35 | \$1,099.35 |
| 10 X 40 | \$1,396.00 | \$87.25 | \$1,483.25 |

regular rates after April 9

| | | | |
|----------|------------|---------|------------|
| * 5 X 10 | \$262.50 | \$13.13 | \$275.63 |
| 10 X 10 | \$446.23 | \$22.31 | \$468.54 |
| 10 X 15 | \$609.90 | \$30.50 | \$640.40 |
| 10 X 20 | \$774.68 | \$38.73 | \$813.41 |
| 10 X 30 | \$1,120.29 | \$56.01 | \$1,176.30 |
| 10 X 40 | \$1,493.72 | \$74.68 | \$1,568.40 |

* LIMITED BOOTH LOCATIONS FOR THIS SIZE

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
 PO Box 84533 - 2336 Bloor W
 Toronto, ON M6S 1P3
 416-516-9859 Office
 416-516-9859 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 |
| | | | | | | |

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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**



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**Please keep this for your reference

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 before **April 9, 2010**. Post-dated cheques are not accepted for reservations, but may be used to pay balances owing up to the April 9th deadline. FULL PAYMENT MUST BE RECEIVED BY THIS DATE TO MAINTAIN YOUR RESERVATION AND TO QUALIFY FOR THE EARLY BIRD RATE. Applications for space received after **April 9th** will require full payment in cash or credit card. 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 AWWKNOWLEDEGMENT 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 **April 9, 2010**. 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.

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Rules and Safety Regulations

1. All exhibitors and their staff must wear correct colour wristbands at all times for security surveillance. NO EXCEPTIONS to this rule will be allowed.
2. Absolutely no merchandise, displays, chairs or mirrors are permitted in the aisles.
3. Booth space design must provide space for shoppers. There is no onsite storage.
4. All booth set-ups must be structurally safe for the public. Any freestanding items must be safely secured. This includes mirrors, mannequins or tabletop displays.
5. Electrical cords or any other trip hazards must be marked as a hazard with a bright indicator and taped down. All carpets, even area rugs must be taped down to prevent any trip hazard.
6. All tents must have a fire extinguisher.
7. Any booth with an area of 1,000 sq. ft or more must have an accessible fire extinguisher on hand.
8. No helium balloons are allowed in the building.
9. No smoking, burning of incense or candles.
10. No front of show public solicitation is permitted. Flyers or brochures may be left at the front entrance.
11. Volume levels of music played at any booth must be low enough to hear announcements and not be disruptive to surrounding booths.
12. No food or beverages may be sold, handed out as a sample or distributed as a free promotion, without express written approval from The Clothing Show management.
13. Subletting, borrowing or sharing of electrical is strictly prohibited.
14. No onsite painting is permitted without prior consent from management.
15. Overhead displays are not permitted without prior consent from show management.
16. Storage of goods or fixtures must be within your own booth space.
17. All tent or drape fabric must be flame proof or treated with a flame-retardant chemical.
18. All fire protection equipment including exit signs, alarms, sprinkler systems, fire hoses and fire extinguishers must be kept clear and free of obstructions at all times.

LOAD IN/ LOAD OUT

1. All load in/out staff MUST wear safety shoes/boots as a requirement of work. This means shoes or boots that are reinforced with a steel toe or other material that is CSA certified.
2. No vehicles within the building may be left unattended at any time.
3. No idling of vehicles while in the building or loading dock.
4. No children under 16 are allowed on the show floor during load in or load out.
5. Dismantling of booth display or merchandise prior to show end is strictly prohibited. You will be notified when it is safe to dismantle and load out the contents of your booth. There are no exceptions. Dismantling prior to show end will result in loss of right of first refusal on your booth in the future.
6. Vehicles leaking fluids will not be permitted to drive into the building.