



**NORTHWEST MARKET ASSOCIATION 2010 SPRING MARKET**  
**September 12-14, 2009**  
**9am – 6pm Every Day**

Location: Embassy Suites, Washington Square  
9000 SW Washington Square Road  
Tigard, OR

Thank you for your interest in exhibiting at the Northwest Market Association show. We hope you find this new application form easier to complete. Be sure to call or email the office if you have any questions. We look forward to seeing you at the upcoming show!

## September 12-14, 2009 Show Application

**Exhibitors must return the following forms:**

*Application page*  
*Directory Information page*  
*Sign Form if new exhibitor*

**Optional Forms:**

*Sign Form if changing existing sign*  
*Directory advertising form*

**Show costs:**

*Each exhibitor must pay the show fee and annual dues (if not already paid).*  
*Booth exhibitors pay a booth fee to the association; Room exhibitors pay room charges directly to the hotel upon checkout.*  
*New exhibitors must pay the one-time sign fee.*  
*Optional charges include equipment, directory advertising, displays and sign updates.*

**NOTE: ADVANCE FEES WILL BE PAYABLE AUGUST 10!! Be sure to choose one of the date options on the application page.**

**APPLICATION DEADLINE: JULY 17, 2009**

**BOOTH EXHIBITORS:** Booth space is very limited and is assigned based on past attendance at the show, advance payment of fees, and date of receipt of applications in the NMA office. New exhibitors please be aware that there is a waiting list for booth space in the ballrooms and that three-quarters of the exhibitors do show in suites on hotel floors reserved exclusively for our show.

### Show Schedule

Move-in Friday, Sept 11	Ballroom Exhibitors 9a-9p Room Exhibitors from 3p
Show Saturday, Sept 12	9a – 6p
Show Sunday, Sept 13	9a – 6p
Show Monday, Sept 14	9a – 6p (2-day exhibitors check out by 11:00am)*

\*Some exhibitors may opt to show Saturday and Sunday only. These are primarily shoe reps. If you wish to show only Saturday and Sunday, be sure to check the 2 day option on the application. Two-day exhibitors are in rooms only, not booths.

Return completed application to:

**Northwest Market Association**

**2522 N Proctor St #45**

**Tacoma, WA 98406**

**Phone 253-759-9692 Fax 253-752-3033**

Questions? Call Pat Hodges at 253-759-9692 or email [pat@northwestmarket.org](mailto:pat@northwestmarket.org)

**NORTHWEST MARKET ASSOCIATION EXHIBITOR APPLICATION**  
 September 12-14, 2009 • Embassy Suites Hotel, Tigard, OR  
**APPLICATION DEADLINE JULY 17, 2009**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_  
 Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_  
 Fax \_\_\_\_\_ Email \_\_\_\_\_  
 I will be sharing my room with \_\_\_\_\_

**I WANT TO SHOW IN A HOTEL ROOM**  
 Do not make reservations with the hotel. Association makes all reservations, including early arrivals and extended stays. Room rate is \$119/night plus hotel taxes and is paid directly to the hotel. Two-day exhibitors stay for 3 nights; Three-day exhibitors stay for 4 nights.  
 I will be showing for:       2 days       3 days       Arriving Thursday, Sept 10  
 I want \_\_\_\_\_ draped tables @ \$20 each per show payable to the hotel upon checkout (\$25 at show)

**I WANT TO SHOW IN A BOOTH**  
 All booth exhibitors show for 3 days. Booth space is \$225 per 100sf (10 x 10). Due to space limitations, no exhibitor may take more than 3 booths. The hotel will deliver tables to your booth. **NOTE NEW POLICY: Booth exhibitors who plan to stay at the hotel during the show are responsible for booking their own room.**  
 I want:       1 booth (\$225)       2 booths (\$450)       3 booths (\$675)  
 I want \_\_\_\_\_ draped tables @ \$10 each per show

**PAYMENT**

**SHOW FEE, DUES AND SPACE**

Show Fee (mandatory for all exhibitors) .....	\$ 90.00	_____	90.00
Annual Dues (if not already paid) .....	\$ 25.00	_____	
Sign Fee (required for new exhibitors only – fill out sign form) .....	\$ 25.00	_____	
Exhibitors in Booths .....	_____ X \$225.00	_____	
NEW POLICY: Draped Tables in Booth Area .....	_____ X \$ 10.00	_____	

**OPTIONAL ADD-ONS**

Sign Update (\$5 for each line – fill out Sign Form) .....	_____ X \$ 5.00	_____	
Clamp-On lights (\$15 each) .....	_____ X \$ 15.00	_____	
4-foot risers (\$15 each) .....	_____ X \$ 15.00	_____	
Mannequins (\$20 each) .....	_____ X \$ 20.00	_____	
Hot Items display (\$5 each, limit 5) .....	_____ X \$ 5.00	_____	
Mailing labels (\$20/set) .....	_____ X \$ 20.00	_____	
Electronic Retailer List (no charge) .....	_____ N/C X \$ N/C	_____	
Directory Advertising (fill out ad form) .....	_____ varies by size	_____	

**Check enclosed:**     Deposit Now     Deposit Aug 10      **SUBTOTAL / CHECK TOTAL** \_\_\_\_\_

**Bill my credit card (Visa/Mastercard only) with a 4% service fee**     Charge Now     Charge Aug 10  
 \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_      add 4%      \_\_\_\_\_

Expires \_\_\_\_ / \_\_\_\_    3-digit number on back \_\_\_\_\_      **CHARGE TOTAL** \_\_\_\_\_

Date \_\_\_\_\_    Signature \_\_\_\_\_

# NORTHWEST MARKET ASSOCIATION DIRECTORY INFORMATION

September 12-14, 2009 • Embassy Suites Hotel, Tigard, OR

Rep Name (not company name) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone number for publication in directory \_\_\_\_\_

Fax \_\_\_\_\_ Email \_\_\_\_\_

Product line on badge \_\_\_\_\_

Additional badges needed \_\_\_\_\_

## LINES REPRESENTED

**KEY: S(shoes) AP(apparel) L(lingerie) H(handbags) AC(accessories) G(gifts)**

_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)
_____	(S)	(AP)	(L)	(H)	(AC)	(G)

## MARKET SPECIALS

**Only specials that offer direct incentives for buyers will be printed**

Specials such as dating, discounts, free shipping etc. will be published in the directory or supplement at no charge

Line Name \_\_\_\_\_

Market Special \_\_\_\_\_

Line Name \_\_\_\_\_

Market Special \_\_\_\_\_

Line Name \_\_\_\_\_

Market Special \_\_\_\_\_

Line Name \_\_\_\_\_

Market Special \_\_\_\_\_

**NORTHWEST MARKET ASSOCIATION  
EXHIBITOR SIGN FORM**

September 12-14, 2009 • Embassy Suites Hotel, Tigard, OR

**NOTE: ALL EXHIBITORS MUST USE NORTHWEST MARKET ASSOCIATION SIGNS!** These are the only ones authorized by the association and the hotel for use at our shows. Signs must be displayed at your door or booth. Take your sign with you at the end of the show for use next time.

***IF YOU ALREADY HAVE A SIGN, BE SURE TO BRING IT TO THE SHOW!***

NEW SIGN (\$25)

NEW LINE SETS (\$5 per set)

**Rep Name** (not company name) \_\_\_\_\_

**Lines** (maximum 10)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

**NORTHWEST MARKET ASSOCIATION**  
Embassy Suites • Washington Square • Tigard, Oregon  
Show is September 12 -14, 2009

**ADVERTISING CONTRACT**

**DEADLINE: July 31, 2009.**  
**Now offering COLOR ADS!**

**DIRECTORY ADVERTISING RATES AND SIZES:** Check the ad size and placement you prefer:

_____	Full Page (4.5" x 7.5")	(Circle one) \$85.00 B/W or Full color \$100
_____	Half Page (4.5" x 3.6")	\$50.00 B/W only
_____	*Inside Front or Inside Back Cover (4.5" x 7.5")	\$145.00 / FULL COLOR ONLY!
_____	*Outside Back Cover (4.5" x 7.5")	\$165.00 / FULL COLOR ONLY!
_____	*Inside Center Pages (2 pages)	(Circle one) \$165.00 B/W or Full color \$200

\*These positions will be offered to those requesting them on a first come first serve basis.

**ADVERTISING COPY IS:**

\_\_\_\_\_ **300 dpi PDF file being sent via email to: gwodzin@clearwire.net**  
\_\_\_\_\_ **Contact my company art dept at: \_\_\_\_\_**  
\_\_\_\_\_ to be picked up from last directory.  
\_\_\_\_\_ **being sent under separate cover to: NMA c/o Gail Wodzin, 10255 34th Ave SW, Seattle 98146**

**SPECIFICATIONS:**

- 1. DEADLINE: JULY 31, 2009.** If your ad is being designed and sent from another office, please notify them of the advertising deadline now or let us know who to contact for you: \_\_\_\_\_
- Email a 300dpi PDF file to: gwodzin@clearwire.net **Note:** The room number assigned by NMA will be automatically inserted. Only paid exhibitors' names will appear in the ad.
- Please identify all materials with name of sales rep as well as company names.
- Tearsheets will be supplied if payment is deferred until after the publication. (Must be pre-approved)
- NMA reserves the right to position placement of all advertising and compiling index to advertisers.
- Responsibility for accuracy rests with advertiser. Although NMA makes every effort to be accurate, it is not liable for advertising errors.

**QUESTIONS? Call Gail @ 206-371-0585 / email: gwodzin@clearwire.net**

**SOLD TO:**

Rep Name: \_\_\_\_\_  
Product Line: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Website: \_\_\_\_\_

**Enclose remittance (made payable to NMA) along with this advertising contract and return to:**

**NORTHWEST MARKET ASSOCIATION**  
**2522 N. Proctor St. #45, Tacoma WA 98406**  
**Phone: 253-759-9692 Fax: 253-752-3033 pat@northwestmarket.org**

**NOTE: Advertising must be paid for in full before book is printed!**  
**July 31st deadline.**