



NORTHWEST MARKET ASSOCIATION 2018 FALL MARKET

Embassy Suites by Hilton Portland Washington Square, Tigard, OR.

MARCH 3-5, 2018 ~ ROOM APPLICATION

Thank you for your interest in exhibiting at the Northwest Market Association (NMA) show. **Our last four shows have been sell-outs! Space will be assigned to those who have submitted their payment in full with a completed application by December 15, 2017.** If you submit an application without payment, we will not assign space. If you want a space close to what you have had in previous shows, please meet the December 15, 2017 deadline and **PAY IN FULL.** Please do not assume that because you are a past exhibitor that NMA will hold your space open. **BE** sure to meet the deadline! Thank you. Call or email the office if you have any questions. We look forward to seeing you at the upcoming show!

APPLICATION DEADLINE: FRIDAY, DECEMBER 15, 2017

SOME NOTES ABOUT THE SHOW:

- We categorize our show by shoes, apparel, children's, lingerie, accessories, swimwear.
- If you want to be near someone, we will do our best to accommodate your request. However, due to past exhibitors having first right of refusal on their space, we are not always able to honor your request. Please send an email stating your request.

Exhibitors must return the following forms:

- Exhibitor application form*
- Directory information form*
- Exhibitor sign form*
- (new exhibitors and new line additions)*
- Directory advertising contract*
- if you are purchasing an ad*

Show costs:

- \$165 Show fee*
- \$80 Annual dues if you have not already paid*
- Optional charges - equipment, directory advertising, displays and sign updates*

YOU MAY PAY ONE OF THREE WAYS:

1. Pay immediately (upon receipt of application).
2. Submit application and have your check deposited* December 15, 2017.
3. Submit application and have your credit card charged* on December 15, 2017.

**Be sure to indicate "Process my payment on December 15, 2017," otherwise your credit card will be charged or your check deposited upon receipt of your application.*

Late fee: Unless you are a first-time exhibitor, a late fee of \$100 will be charged after December 15, 2017.

SHOW SCHEDULE

- * Friday, March 2, 2018 Check-In/Set-Up for Suites - 3-8p
- * Saturday, March 3, 2018 9a - 6p, Show Hours (Suites and Booths)
- * Sunday, March 4 2018 9a - 6p, Show Hours (Suites and Booths)
- * Sunday, March 4 2018 6:01p, Check-Out for Two-Day SHOE ONLY Exhibitors
- * Monday, March 5, 2018 Show Hours Suite Exhibitors: 9a - 4p
Show Hours Booth Exhibitors: 9a - 6p
- * Monday, March 5, 2018 4:01p, Check-Out for Three-Day Exhibitors

Return completed application to:

NORTHWEST MARKET ASSOCIATION
528 North 79th Street, Seattle, WA 98103-4708
Phone: 206-588-0393 Fax: 206-588-0058

Questions? Linda Browne at 206-588-0393 or email linda@northwestmarket.org

**You will receive a confirmation email after your application is processed.
If you don't receive this email, please CONTACT THE NMA OFFICE.**



ROOM APPLICATION - MARCH 3-5, 2018

Embassy Suites by Hilton Portland Washington Square

APPLICATION DEADLINE: December 15, 2017

Your Name (not your company) _____

Company Name (for show badge) _____

New Address _____ City/St/Zip _____

Office Phone _____ Cell Phone _____

Fax _____ Email _____

Additional badges for assistants or management (list names). (Remember, all sales reps must sign up for the show.)

What is your primary category? (CHECK ONE ONLY; otherwise NMA will select the first one you checked).

- Shoes Apparel Children Lingerie Accessories Swimwear

Showing in a hotel suite: Do not make reservations with the hotel. NMA makes all reservations, including early arrivals and extended stays. Room rate is \$144.00/night plus hotel taxes and is paid directly to the hotel. Two-day shoe exhibitors stay and pay for three nights. Three-day exhibitors stay and pay for four nights. Premium rooms are \$194.00/night. **Note: Do not pay for your hotel room with this application.**

I will be showing for: 2 days (for shoes only) 3 days Check in early – Thursday, March 2, 2018

Draped tables: # _____ at \$30 each payable to the hotel when you arrive (30 inches wide x 6 feet long)

(Optional) I will be sharing my room with _____

SHOW FEE AND DUES	Show Fee	\$165.00	165.00
	Annual Dues	\$ 80.00	80.00
	Sign Fee (only if you need a complete new sign – fill out sign form)	\$ 25.00	_____
	Late Fee if payment received after December 15 deadline (unless <u>first-time</u> exhibitor)	\$100.00	_____
OPTIONAL ADD-ONS	Sign Update (\$5 for each line – fill out sign form)	_____ X	\$ 5.00
	Clamp-On Lights (\$16 each)	_____ X	\$ 16.00
	4-Foot Risers (\$16 each)	_____ X	\$ 16.00
	Mannequins (\$21 each, limited quantity, reserve early)	_____ X	\$ 21.00
	Rolling Racks (\$25 each, limited quantity, reserve early)	_____ X	\$ 25.00
	Triangular grid (\$20 each, limited quantity, reserve early)	_____ X	\$ 20.00
	"W" grid (\$28 each, limited quantity, reserve early)	_____ X	\$ 28.00
	4x4 draped table (\$32 each)	_____ X	\$ 32.00
Hot Items Display (\$12 each, limit 4)	_____ X	\$ 12.00	
Mailing Labels (\$30/set)	_____ X	\$ 30.00	
Directory Advertising (fill out attached ad contract)	_____ varies by size	_____	_____

Cancellation policy: Before December 15, 2017 – full refund. No refund after December 15, 2017.

Check enclosed **SUBTOTAL / CHECK TOTAL** _____

CREDIT CARD PAYMENT: Select date option below; if none selected, payment will be processed immediately.

Process my payment immediately OR Process my payment on December 15, 2017.

Charge my credit card* (Visa or MasterCard ONLY) Add 4% service fee _____

*We DO NOT accept American Express. **Total Credit Card Charge** _____

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Be sure the expiration date is after the December 15, 2017 deadline.

Expiration Date

Hilton Honors # _____

Signature: _____ Date: _____

By signing this application you agree to abide by the Rules and Regulations set forth by NMA as described on the attached Rules & Regulations.

**NORTHWEST MARKET ASSOCIATION
 DIRECTORY INFORMATION - MARCH 3-5, 2018**

Please PRINT and supply the information you would like published in our directory:

Your Name (not your company name) _____

Office _____ **Cell** _____

Fax Number _____ **Email** _____

List your lines with corresponding category/categories for each as follows:

- Men's Shoes (MS)**
- Men's Apparel (Map)**
- Men's Accessories (Mac)** *Belts, Ties, Wallets, Hats, Gloves, Scarves, Socks, Glasses*
- Women's Shoes (WS)**
- Women's Apparel (Wap)**
- Women's Accessories (Wac)** *Belts, Hats, Gloves, Scarves, Socks, Glasses*
- Children's Shoes (CS)**
- Children's Apparel (Cap)**
- Children's Accessories (Cac)** *Belts, Hats, Gloves, Scarves, Socks, Glasses*
- Lingerie (L)** *Intimates, Bras, Underwear, Shapewear, Sleepwear*
- Handbags (H)**
- Jewelry (J)**
- Gifts (G)** *Perfume, Makeup, Candles*
- Swimwear Women (SW) Swimwear Men (SM) Swimwear Children (SC)**

Please write legibly; NMA is not liable for any misspellings in the directory. Attach separate sheet if necessary.

_____ MS Map Mac WS Wap Wac CS Cap Cac L H J G SW SM SC

_____ MS Map Mac WS Wap Wac CS Cap Cac L H J G SW SM SC

_____ MS Map Mac WS Wap Wac CS Cap Cac L H J G SW SM SC

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NORTHWEST MARKET ASSOCIATION
SHOW SPECIALS - MARCH 3-5, 2018

Your Name here (not your company name):

MARKET SPECIALS

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

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

Line name: _____

Market Special: _____

Line name: _____

Market Special: _____

Line name: _____

Market Special: _____

Line name: _____

Market Special: _____

Line name: _____

Market Special: _____

**NORTHWEST MARKET ASSOCIATION
EXHIBITOR SIGN FORM**

March 3-5, 2018 • Embassy Suites by Hilton Portland Washington Square

ALL EXHIBITORS MUST USE NORTHWEST MARKET ASSOCIATION SIGNS!

These are the only signs authorized by the association and the hotel for use at our shows.

Signs must be displayed at your door or booth.

NMA does not store signs between shows.

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!

Your Name here (not your company name):

- I NEED A NEW SIGN – INCLUDES UP TO 10 LINE NAMES (\$25)**
- I WANT TO ADD NEW LINE NAMES TO MY EXISTING SIGN (\$5 per line name)**

Lines (maximum 10)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

**NORTHWEST MARKET ASSOCIATION
ADVERTISING CONTRACT**

March 3-5, 2018 • Embassy Suites by Hilton Portland Washington Square

Payment deadline: December 15, 2017

Ad copy deadline: December 31, 2017

Fill out this form and submit it along with your show application to NMA or fax to 206-588-0058.

Exhibitor Name _____

Brand(s) you are advertising _____

Your Phone _____ Your Email _____

DIRECTORY ADVERTISING RATES AND SIZES

Premium Placement By Lottery!

If we sell out of Premium Placement, we will automatically give you a full-page color ad.

_____ Inside Front or Inside Back Cover (4.5" x 7.5")	\$185 - Color
_____ Outside Back Cover (4.5" x 7.5")	\$200 - Color
_____ Inside Center (2 facing pages)	\$300 - Color
_____ Page 1 (4.5" x 7.5")	\$165 - Color
_____ Last Page (across from inside back) (4.5" x 7.5")	\$165 - Color

Regular Placement

_____ Full Page (4.5" x 7.5")	\$125 - Color
_____ Half Page (4.5" x 3.6")	\$100 - Color

PAYMENT FOR ADVERTISING IN THE NMA DIRECTORY

Advertising must be paid for in full before book is printed. (*We do not accept American Express. Thank you.*)

- Ad paid by exhibitor (payment included with NMA show application), deadline December 15, 2017.
- Ad paid by manufacturer (payment submitted to NMA separately), deadline December 15, 2017.

Manufacturer contact name _____

Phone _____

Email _____

Indicate delivery of ad copy:

- 300 dpi PDF file being sent via email to: gwodzin@gmail.com
- Pick-up from last directory

AD SPECS

Sizes: Full page ads are 4.5" x 7.5" / Half page ads are 4.5" x 3.6"

Name of sales rep and his/her contact information should be included in ad. Only paid exhibitors' names will appear in the ad.

Note: The suite number assigned by NMA will be inserted for you. Please leave space.

Accepted file type: 300dpi PDF file

NMA reserves the right to position placement of all advertising. Responsibility for accuracy rests with advertiser. Odd sized ads will be cropped to best suit our pages. Although NMA makes every effort to be accurate, it is not liable for advertising errors.

QUESTIONS? Call Gail @ (206) 371-0585 OR email gwodzin@gmail.com

Enclose remittance (payable to NMA) along with this advertising contract

Contact Linda Browne • Tel: 206-588-0393 • Fax: 206-588-0058 • www.northwestmarket.org
Email: linda@northwestmarket.org Address: 528 North 79th Street, Seattle, WA 98103-4708