



Four Day Show! September 2017

We're excited to announce that in September 2017
the show will be extended by one day
for **ballroom exhibitors only**.

Exhibitors in **suites** (floors two through eight)
will still be at the show for three days
(two days for shoe floors).

*This has been in the works for over a year
and we wanted to give you ample notice!*

Mark your calendar for:

Saturday, September 9, through Tuesday, September 12, 2017

Show Hours:

Saturday, Sunday and Monday, 9a - 6p
Tuesday, 9a - 4p

Our last four shows have been sell-outs!

APPLICATION DEADLINE: MONDAY, JUNE 19, 2017



NORTHWEST MARKET ASSOCIATION 2018 SPRING MARKET

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

SEPTEMBER 9-11, 2017 ~ 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 June 19, 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 June 19, 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: MONDAY, JUNE 19, 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:

- \$140 Show fee*
- \$60 Annual dues if you have not already paid*
- Booth fee (depends on square footage)*
- 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* June 19, 2017.
3. Submit application and have your credit card charged* on June 19, 2017.

**Be sure to indicate "Process my payment on June 19, 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 June 19, 2017.

SHOW SCHEDULE

- * Friday, September 8, 2017 Set-Up for Booths - 9a-8p
- * Friday, September 8, 2017 Check-In/Set-Up for Suites - 3-8p
- * Saturday, September 9, 2017 9a - 6p, Show Hours (Suites and Booths)
- * Sunday, September 10, 2017 9a - 6p, Show Hours (Suites and Booths)
- * Sunday, September 10, 2017 6p, Check-Out for Two-Day SHOE ONLY Exhibitors
- * Monday, September 11, 2017 Show Hours Suite Exhibitors: 9a - 4p
Show Hours Booth Exhibitors: 9a - 6p
- * Monday, September 11, 2017 4p, Check-Out for Three-Day Exhibitors
- * Tuesday, September 12, 2017 Show Hours: 9a - 4p, Booths only
- * Tuesday, September 12, 2017 4 - 8p, Check-out for Booth Exhibitors

Return completed application to:

NORTHWEST MARKET ASSOCIATION

14241 NE Woodinville-Duvall Road, #391, Woodinville, WA 98072
Phone: 425-402-9886 Fax: 425-415-1800

Questions? Linda Browne at 425-402-9886 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 - SEPTEMBER 9-11, 2017

Embassy Suites by Hilton Portland Washington Square

APPLICATION DEADLINE: June 19, 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, Sept. 7, 2017

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	\$140.00	_____	140.00
	Annual Dues	\$ 60.00	_____	_____
	Sign Fee (only if you need a complete new sign – fill out sign form)	\$ 25.00	_____	_____
	Late Fee if payment received after June 19 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 June 19, 2017 – full refund. No refund after June 19, 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 June 19, 2017.

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

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

Be sure the expiration date is after the June 19, 2017 deadline.

Expiration Date

Phone: _____ Hilton Honors # _____

Signature: _____ Date: _____

By submitting 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 - SEPTEMBER 9-11, 2017**

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 - SEPTEMBER 9-11, 2017

Your Name (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**

September 9-11, 2017 • 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**

September 9-11, 2017 • Embassy Suites by Hilton Portland Washington Square

Payment deadline: June 19, 2017

Ad copy deadline: July 1, 2017

Fill out this form and submit it along with your show application to NMA or fax to 425-415-1800.

Your Name _____

Ad Brand _____

Phone _____ Email _____

DIRECTORY ADVERTISING RATES AND SIZES

Premium Placement (Email linda@northwestmarket.org for availability)

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 SOLD
_____ Outside Back Cover (4.5" x 7.5")	\$200 - Color SOLD
_____ 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 June 19, 2017.

Ad paid by manufacturer (payment submitted to NMA separately), deadline June 19, 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: 425-402-9886 · Fax: 425-415-1800 · www.northwestmarket.org
linda@northwestmarket.org · Address: 14241 NE Woodinville-Duvall Rd, #391, Woodinville, WA 98072



MARKET RULES AND REGULATIONS
SEPTEMBER 9-11, 2017 Room Exhibitors
SEPTEMBER 9-12, 2017 Booth Exhibitors

We look forward to seeing you at the show in September! It's important for participants to familiarize themselves with the following rules and regulations you agreed to abide by when you signed your application for the NMA show. Fines and extra charges will be assessed if you don't observe some of them.

1. The Northwest Market Association (herein called NMA) will hold its Spring 2018 Market at the Embassy Suites by Hilton Portland Washington Square in Tigard, Oregon.

SHOW SCHEDULE

- * Friday, September 8, 2017 - Set-Up for Booths - 9a-8p
 - * Friday, September 8, 2017 - Check-In/Set-Up for Suites - 3-8p
 - * Saturday, September 9, 2017 - 9a - 6p, Show Hours (Suites and Booths)
 - * Sunday, September 10, 2017 - 9a - 6p, Show Hours (Suites and Booths)
 - * Sunday, September 10, 2017 - 6p, Check-Out for Two-Day SHOE ONLY Exhibitors
 - * Monday, September 11, 2017 - Show Hours:
9a - 4p, Show Hours for Suite Exhibitors / 9a - 6p, Show Hours for Booth Exhibitors
 - * Monday, September 11, 2017 - 4p, Check-Out for Three-Day Exhibitors
 - * Tuesday, September 12, 2017 - Show Hours: 9a - 4p, Booths only
 - * Tuesday, September 12, 2017 - 4 - 8p, Check-out for Booth Exhibitors
2. **Rooms must be occupied by a sales rep during ALL official show hours. THERE WILL BE A \$100.00 FINE FOR UNATTENDED ROOMS DURING THE SHOW.**
 3. All exhibitors **MUST** check in at the EXHIBITORS SERVICE DESK on Friday, September 8, 2017, between 9a - 8p. Pick up your name badges and other show information at this desk.
 4. **Two-day exhibitors** (for shoes only) show on Saturday and Sunday and move out after 6:00p, Sunday, September 10, 2017. You may also stay until check-out on Monday, September 11, 2017. If you stay beyond the established check-out time, you will be charged for an extra room night. **Three-day exhibitors** show Saturday, Sunday and Monday and move out after 4:00p on Monday, September 11, 2017. You must check out by noon on Tuesday, September 12, 2017 or you will be charged for another day! **Booth exhibitors** show Saturday, Sunday, Monday and Tuesday and must be out of the ballroom by 8p on Tuesday, September 12, 2017.
 5. Schedule of fees:
 - * Late fee, \$100.00 (if not paid in full by deadline – no exceptions except new exhibitors)
 - * Declined credit card or any bank service fee plus \$25.00
 - * Invoices not paid within 30 days of receipt, \$25.00 for each month
 - * Early tear down, \$500.00
 - * Unattended suites or booths at show, \$100.00 for each occurrence
 - * Not registering additional sales reps in suites or booths, up to \$1,000.00

6. **Any exhibitor who begins tear down early, without prior consent of the NMA President or Executive Director, will be penalized \$500. Each and every individual along with the line MUST remain open until the official closing time.**
7. Cancellation or request for change of space assignment is permitted within fourteen (14) days following the show deadline. Cancellation of space thereafter or failure to be at the Market (NO SHOW) will cost the exhibitor 100 percent of his/her market and space fees. There are no refunds of registration (exhibitor show) fees and annual dues.
8. No exhibitor is allowed to assign, sublet or apportion the whole or any part of space neither allotted him/her nor exhibit therein any other goods than those manufactured and sold in the regular course of business by the exhibitor unless permission is granted in writing by the Executive Director.
9. **The individual applying for exhibit space is responsible for any registering additional sales reps in said space and for the payment of a show fee for each sales rep exhibitor in the booth or suite. Should NMA find someone who has not registered, the individual who applied for the exhibit space must appear at the next scheduled Board meeting and be subject to a fine up to \$1,000.00.**
10. The serving of alcohol is not permitted in rooms during official market hours.
11. Noise level from any demonstration or sound system is to be kept to a minimum. NMA reserves the right to determine at which point sound constitutes interference with others and must be discontinued.
12. Each exhibitor shall assume responsibility for damage to the Embassy Suites and shall indemnify accidents or injuries to exhibitors, their agents or employees. The exhibitor assumes responsibility for any accident, injury, or property damage to any person viewing his/her exhibit where such accident, injury, or property damage is caused by the negligence of the exhibitor, his agents or employees.
13. All merchandise, trade fixtures, equipment and property of any kind which may be on the licensed premises of the Embassy Suites shall be at the sole risk and hazard of the exhibitor. The exhibitor is urged to insure all property on display at the Embassy Suites. Should any of the exhibitor's property be lost, stolen, destroyed or damaged, no part of such loss or damage is to be charged to or borne by the Association or the Embassy Suites. We reserve the right to require proof of insurance from each exhibitor.
14. All exhibitors must display their official NMA sign in the hallway. This is an NMA Board and hotel requirement. Banners may be hung SAFELY on the balcony railing with zip ties. Banners can be on floors three and higher (maximum banner height four feet).
15. No product displays or suite furniture shall be placed in the hallways. This is a hotel policy and will be strictly enforced!
16. Any exhibitor who is a no show is responsible for full payment of rooms at the Embassy Suites. Contact the Executive Director if you have an emergency.

**THANK YOU FOR YOUR CONSIDERATION – AND
THANK YOU FOR BEING AT THE SHOW!**