



Show Directory Advertising

September 27 – 30, 2015

INFO: Company Name: _____

Contact Name: _____

Address: _____

Phone: _____ Fax: _____

E-mail Address: _____ Website: _____

PAYMENT: Credit Card Number: _____ Expiration Date: _____

Signature: _____

CHOOSE PLACEMENT:

(Check One)

Full Page	\$1,000	_____
Inside Front Cover	\$1,500	_____
Inside Back Cover	\$1,500	_____
Back Cover	\$3,000	_____

DIRECTORY AD SIZE & DIMENSIONS:

5.5" x 8.5" plus .125 bleed to all four sides

FINAL TRIM SIZE IS 5.5" x 8.5". All important live matter like type should be .5" away from trim.

Please fax this form to **312.379.6136**.

QUESTIONS?

Contact Mimi Clark
at 312.527.7758 or
mclark@mmart.com

MECHANICAL SPECIFICATIONS:

Materials required for print products

- PDF/X-1a files are required for all ads. View specifications at www.swop.org or <http://www.adobe.com/designcenter/acrobat/articles/acr6pdfx.html>.
- Fonts must be outlined or embedded.
- All colors should be converted to CMYK (except black text).
- Crop marks and color bars should be outside printable area (12-point off set).
- Only one ad per PDF document.

Document setup

- Use QuarkXPress or Adobe InDesign for ad layouts. For information on creating a PDF/X-1a, visit www.adobe.com.
- Photoshop: 300 dpi CMYK or grayscale, 600 dpi minimum bitmap, flattened layers, TIF or EPS format, binary encoding (no JPG and no extra channels).
- Illustrator: Outline all fonts, flatten transparencies, embed all elements (no links).
- All fonts should be Type 1 or Open-Type (Multiple Master Fonts are strongly discouraged).
- All colors must be CMYK (except black text); no PMS/Pantone colors.
- Ink density is not to exceed 300%.
- Black text 12 points or smaller should be black only. (C=0%, M=0%, Y=0%, K=100%).
- Reversed text must be a minimum of 10 points.

Unacceptable file types

- Microsoft Word, Excel, PowerPoint or Publisher and Adobe Pagemaker or Freehand files will not be accepted.

Submit required files by **August 29, 2015** to:

Mimi Clark
mclark@mmart.com
312.527.7758

Important notes

- All advertising and placement is subject to MMPI approval.
- A minimum **\$500 late fee** will be charged for materials received after the deadline.
- Payment on ad space is due at space deadline. All prices are net.
- All signed agreements are firm. No cancellations are accepted.

Failure to follow these guidelines may require additional time and cost and/or sacrifice reproduction predictability. The publisher is not responsible for the final reproductive quality of any provided materials that do not meet the defined specifications of the publication.

Although every effort is made to preserve advertising materials in their original condition, the publisher is not responsible for lost or damaged advertising materials after publication.

Please remit payments to:

Mimi Clark
MMPI
222 Merchandise Mart Plaza
Suite 470
Chicago, IL 60654
312.527.7758



NORTH LOBBY SHOWCASE

Spotlight your gowns in the historic Merchandise Mart lobby to be seen by thousands of bridal retailers. Attendee Registration is located in the north lobby, and therefore, it is a key place to grab the attention of bridal retailers. Your gown will be highlighted in a show-stopping display for the duration of market.

This opportunity is limited to 1 exhibitor. **The fee is \$2,000 - PREPAID**

Please fill out the attached form and return with payment, payable to **MMPI**. You may also fax this form to 312.527.7807. In order to guarantee this prime display opportunity, full payment must accompany this form. Gowns must be received by **Tuesday, September 22nd, 2015**.

If you have any questions about this exciting opportunity, please feel free to contact the Fashion Office at 312.527.7758 or via email at mclark@mmart.com

Send form to fax number: 312.379.6136 or email to mclark@mmart.com

Line Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth #: _____ # of Entries: _____ Amount: _____

Gown category: _____

CC: Visa / MC / Amex (circle one): _____ Security code. _____

Expiration Date: _____ Name on Card: _____

Signature: _____

**Mailing Address: The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.7758 fax: 312/379.6136**

***PLEASE NOTE:** Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to shipping. We are not responsible for loss or exchange of hangers or special tags



BRIDAL SHOWCASE ON THE 7th FLOOR MARKET SUITES

We invite you to take advantage of this great opportunity to feature your Bridal gowns on the show floor, where every buyer will see your product! Our professional visual merchandiser executes a showcase, consisting of five bust forms displaying your gowns. These showcases are center stage throughout the entire market.

This opportunity is limited to 2 exhibitors. **The fee is \$1,500.**

Please fill out the attached form and return with payment, payable to **MMPI**. You may also fax this form to 312.379.6136. In order to guarantee a place in the show, full payment must accompany this form. Gowns *must* be received by **Tuesday, September 22nd, 2015.**

If you have any questions about this exciting opportunity, please feel free to contact the Fashion Office at 312.527.7785 or via email at mclark@mmart.com.

Send form to fax number: **312.379.6136** or email to mclark@mmart.com

Line Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth #: _____ Amount: _____

CC: Visa / MC / Amex (circle one): _____ Security code: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

Please ship gowns to :
The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.7758 fax: 312/379.6136

***PLEASE NOTE:** Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to shipping. We are not responsible for loss or exchange of hangers or special tags. The coordination and selection of merchandise is at the discretion of the Fashion Director.



FASHION SHOW INFORMATION

We invite you to showcase your merchandise in the most popular special events of the market - our exciting fashion shows! The Bridal fashion show kicks off the market followed by the Prom fashion show. Both shows are the perfect marketing tools to capture the attention of an audience full of bridal buyers. Here are the details:

“Bridal Mystique”

Bridal Fashion Show

Sunday 27th, 2015 • Cocktails 6:00 PM, Show 6:30 PM • 8th Floor Atrium

Sign up today to be part of Bridal Fashion Show, a highlight of the National Bridal Market Chicago! We will be coordinating this bridal fashion show on Friday & Saturday, September 25th & 26th, so please do not leave your booth until we work with you. Merchandise will be picked up from your booth on Saturday afternoon, beginning at 3:00 PM for the fitting and returned to your booth by Sunday morning by 9:00 AM. Merchandise will be picked up for the show on Sunday afternoon beginning at 3:30 PM and returned on Monday by 9:00AM.

There is a limit of 2 entries per line, per category, with a maximum of 6 entries per participant. The show will be divided up into the following categories:

BRIDAL GOWNS • BRIDESMAIDS • SPECIAL OCCASION • MOTHER OF THE BRIDES • VEILS • HEADPIECES • ACCESSORIES

Please note: There will not be a Flower Girl Category.

FEES: \$175 per gown, PREPAID / \$150 per veil, headpiece or accessory, PREPAID

“Prom Magic”

Prom Fashion Show

Monday, September 28th, 2015 • Continental Breakfast 8:00 AM, Show 8:30 AM • 8th Floor Atrium

An exciting and informative live fashion show with a comprehensive overview of the entire Prom category in the 8th-floor Special Events Atrium. We will be putting the show together on Sunday, September 27th. Merchandise will be picked up from your booth on Sunday for the fitting and the show beginning at 3:30 pm and returned on Monday after the show by 9:30 am.

FEES: \$125 per dress OR 5 dresses for \$550, PREPAID

We request that your reservation be received by Friday, September 18th, 2015 and your earliest commitment would be appreciated. Please fill out the attached form and return with payment, payable to MMPI. In order to guarantee a place in the show, full payment must accompany this form. Please feel free to call 312-527-7758 or via email at mclark@mmart.com if you have any questions.



FASHION SHOW COMMITMENT FORM

Please indicate which fashion show you would like to participate in:

"Bridal Mystique" Bridal Fashion Show (\$175 per gown / \$150 veil, headpiece, or accessory)

"Prom Magic" Prom Fashion Show (\$125 per dress OR 5 models for \$550)

FAX THIS FORM TO: 312.379.6136 or email to mclark@mmart.com

Exhibitor/Company: _____

Showroom/Booth # : _____ Representative: _____

Phone #: _____ Email: _____

Address: _____

City: _____ State: _____ Zip: _____

of Total Entries: _____ Amount Enclosed: _____

CC: Visa/ MC / AMEX: _____

Name on Card: _____ Expiration Date: _____ Security Code: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

**Mailing Address: The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.7758 fax: 312/379.6136**

***PLEASE NOTE:** Please write line names as you would like them printed in the program. Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to pick-up for the show. We are not responsible for damage to gowns or loss of hangers or special tags. The coordination and selection of merchandise is at the discretion of the Fashion Director. Please do not leave your booth until the Fashion Office has seen you, once the fitting is over no more gowns will be accepted.



ACCESSORY DISPLAY CASE

We invite you to take advantage of this incredible opportunity to display your accessory product during the September 2015 National Bridal Market. Show your merchandise in a display case that will be located on the 7th floor of the Merchandise Mart, and will be on display throughout the entire market!

Picture your merchandise in a display case with signage to be seen by every buyer that comes to the National Bridal Market Chicago! You will have an individual **2' X 2' display case** in which your product(s) will be merchandised by our professional visual merchandiser.

The samples must be sent to the Fashion Office by **Monday, September 21st, 2015** and will be returned to your booth on Wednesday, September 30 by the close of the show. Please fill out the form below, as well as the attached waiver, and return both to the Fashion Office via fax at 312.379.3136.

The cost per each 2' X 2' display area will be **\$150.00**. **The limit per booth is one display area and availability is on a first come, first serve basis!** Payments can be made by credit card below or check made payable to MMPI and sent to the Fashion Office with your samples by **Monday, September 21st**.

If you have any questions about this exciting opportunity, please feel free to call the Fashion Office at 312.527.7758 or via email at mclark@mmart.com.

Send form to fax number: **312.379.3136** or email to mclark@mmart.com

Line Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth #: _____ # of Entries: _____ Amount: _____

Gown category: _____

CC: Visa / MC / Amex (circle one): _____ Security code: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

**Mailing Address: The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.7758 fax: 312/379.3136**

***PLEASE NOTE:** Please write line names as you would like them printed on the signage. Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to pick-up for the show. We are not responsible for loss or exchange of hangers or special tags. The coordination, placement & selection of merchandise is at the discretion of the Fashion Director.



(Attached Waiver)

AGREEMENT OF RELEASE, INDEMNITY AND WAIVER OF CLAIMS
(STORAGE/DISPLAY OF PROPERTY)

TO: MMPI
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

In consideration of the permission you have granted the undersigned to enter Bridal Accessories In The Merchandise Mart and/or The Apparel Center in Chicago Illinois and/or adjacent or nearby property managed by MMPI (collectively, the "Property") on [dates(s) September 27 – 30, 2014 for the purpose of The National Bridal Market Chicago Accessory Display, the undersigned agrees as follows:

1. I shall comply at all times with all rules, regulations and instructions from building personnel respecting my access to and entrance upon the property and the storage and display of property therein.
2. Except for the willful actions of Merchandise Mart L.L.C., a Delaware limited liability company 350 North Orleans L.L.C., a Delaware limited liability company; 527 West Kinzie L.L.C., a Delaware limited liability company; Merchandise Mart Properties, Inc.; Merchandise Mart Services L.L.C., a Delaware limited liability company; Vornado Realty L.P., a Delaware limited partnership; Vornado Realty Trust, a Maryland real estate investment trust; (Any additional parties, if applicable) Urban Retail Properties Co.; LaSalle National Bank, as T/U/T # 121000 and 111429; Wolf Point Owners, L.L.C.; Merchandise Mart Owners, L.L.C.; and their respective owners, partners, directors, officers, members, shareholders, agents, employees, beneficiaries, lenders, successors and assigns (collectively, "the Building Interests"), I hereby waive any claims I may have against the Building Interests for any damage to person, property or business of any person or entity by whomever or howsoever caused and I agree to assume any and all risks caused by my entering onto the property or storing or displaying property therein. I shall protect, defend, indemnify and hold harmless the Building Interests from and against any and all liabilities, claims, demands, cost and actions of whatever nature (including reasonable attorneys' fees) for injury to person or damage to or loss of property in or about the Building caused or occasion by or through me or arising out of my entry onto the property.
3. I understand that I shall bear the entire risk of loss to or damage of any property I bring unto the Building. In no event shall the Building Interests become bailees, (either voluntary or involuntary), accept or be charged with the duties thereof, or any property I bring into the Building or store or display therein. All stored or display property will be promptly removed upon the expiration or revocation of my permission granted hereunder.

SIGNATURE

PRINT NAME: _____

ADDRESS: _____

TELEPHONE: (____) _____

DATE: _____

(rev 10/99)