



Show Directory Advertising

October 10-12, 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 28, 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
 312.527.7751



ACCESSORY DISPLAY

October 10-12, 2015

We invite you to take advantage of this incredible opportunity to showcase your accessory product in a display case on the show floor throughout the entire market!

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

The samples must be sent to the Fashion Office by **Wednesday, September 30, 2015** and will be returned to your booth on Monday, October 12, 2015 by 5pm.

Please fill out the form below, as well as the attached waiver, and return both to the Fashion Office via fax at 312.527.7807 no later than Wednesday September 30, 2015.

The cost per each 2' X 2' display area will be **\$200.00**. Payments should be made payable to **MMPI** and sent to the Fashion Office with your samples by **September 30th**. Please ship to:

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

Please note: Displays are limed to one per booth and availability is on a first come, first serve basis. The selection of accessory merchandise is at the discretion of the Fashion Office.

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.

Fax this form to: 312.379.3136

Company Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth #: _____

Visa/MC/AMEX: _____

Expiration Date: _____ Amount: _____

Name on Card: _____

Product Description: _____

(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 MMPI has granted the undersigned to enter Accessories Piers 92/94 in New York, NY and/or adjacent or nearby property managed by MMPI (collectively, the "Property") on [dates(s) October 10-12, 2015 for the purpose of 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.

Except for the willful actions of Merchandise Mart Properties, Inc., MMPI Piers LLC, MMPI Piers MTS LLC, Vornado Realty L.P., Vornado Realty Trust, City of New York, the New York City Economic Development Corporation, Port Parties, Ltd., Apple Industrial Development Corp 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 Property caused or occasion by or through me or arising out of my entry onto the Property.

2. I understand that I shall bear the entire risk of loss to or damage of any property I bring unto the Property. 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 Property 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: _____



BRIDAL SHOWCASE

October 10-12, 2015

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 near registration.

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

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 a place in the show, full payment must accompany this form. Gowns must be received by **Wednesday, September 30, 2015**. Please ship to:

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

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.

Fax this form to: 312.379.3136

Company Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Email Address: _____

Booth # _____

Visa: _____ MC: _____ Amex: _____

Expiration Date: _____ Amount: _____

Name on Card: _____