



**NORTHWEST MARKET ASSOCIATION  
2012 FALL MARKET  
March 3 - 5, 2012  
9am – 6pm Saturday and Sunday  
9am – 4pm Monday**

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. The event takes up floors 2-8 of the Tigard Embassy Suites Hotel, with exhibitors grouped on different floors by product category and length of stay. Exhibitors pay NMA for basic show costs and the hotel for room rental and display tables. Be sure to call or email the office if you have any questions. We look forward to seeing you at the upcoming show!

## **March 3 - 5, 2012 Show Application**

### **Exhibitors must return the following forms**

- Exhibitor application form
- Directory information form
- Exhibitor sign form (new exhibitors only)

### **Optional Forms**

- Exhibitor sign form (if changing or replacing existing sign)
- Directory advertising form

### **Show Costs**

- Show fee (\$115) and 2012 annual dues (\$50), payable to NMA, due January 6, 2011  
If you are a first time exhibitor, you will also need to order a sign (\$25)
- Optional: Equipment, directory advertising, displays and sign updates, payable to NMA, due January 6, 2011
- Hotel Room at \$129/night payable directly to Embassy Suites upon checkout from the show in March
- Optional: Display tables for your hotel room (\$30 each) payable directly to Embassy Suites upon checkout from the show in March

**ALL NMA FEES ARE DUE JANUARY 6.** You may opt to pay immediately (upon receipt of application) or have your payment deposited January 6. Be sure to make this choice on the application page. If you do not indicate "process my payment on January 6," your credit card will be charged or your check deposited upon receipt of your application. **A late fee of \$50 will be charged after January 6, 2012.**

## **APPLICATION DEADLINE: JANUARY 6, 2012**

### **SHOW SCHEDULE**

<b>Move-in</b>	Friday	Mar 2	Starting at 3pm
<b>Show</b>	Saturday	Mar 3	9am – 6pm
<b>Show</b>	Sunday	Mar 4	9am – 6pm
<b>Show</b>	Monday	Mar 5	9am – 4pm

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  
DIRECTORY INFORMATION**

March 3 - 5, 2012 • Embassy Suites Hotel, Tigard, OR

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

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

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

**LINES REPRESENTED**

**KEY: S(shoes) (CS)childrens shoes (C)childrens AP(apparel) L(lingerie) AC(accessories) G(gifts)**

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**Attach sheet with additional lines if necessary**

**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 \_\_\_\_\_

**NORTHWEST MARKET ASSOCIATION  
EXHIBITOR SIGN FORM**

March 3 - 5, 2012 • 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 . 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!***

- 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)

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

**Lines** (maximum 10)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

**NORTHWEST MARKET ASSOCIATION  
ADVERTISING CONTRACT**

March 3 - 5, 2012  
Embassy Suites • Washington Square • Tigard, Oregon

**Payment deadline: January 6, 2012      Ad copy deadline: January 20, 2012**

**INSTRUCTIONS FOR ADVERTISING IN THE NMA DIRECTORY**

1. Fill out this form and submit it along with your show application to NMA, 2522 N Proctor St #45, Tacoma, WA 98406 or fax to 253-752-3033
2.  Ad paid by Rep (payment included with NMA show application, deadline January 6)  
 Ad paid by Manufacturer (payment submitted to NMA separately, deadline January 6)  
Manufacturer contact name \_\_\_\_\_  
Phone \_\_\_\_\_ Email \_\_\_\_\_
3. Send ad copy to: Directory Publisher, Gail Wodzin, 10255 34th Ave SW, Seattle, WA 98146 or email to [gwodzin@clearwire.net](mailto:gwodzin@clearwire.net). Deadline January 20, 2012.

**AD COPY SPECIFICATIONS** QUESTIONS? Call Gail @ 206-371-0585 / email: [gwodzin@clearwire.net](mailto:gwodzin@clearwire.net)

1. Deadline: Ad copy must be received by January 20, 2012. Advertising must be paid for in full before book is printed. Payment deadline: January 6, 2012.
2. 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: \_\_\_\_\_
3. Email a 300dpi PDF file to: [gwodzin@clearwire.net](mailto:gwodzin@clearwire.net) **Note:** The room number assigned by NMA will be automatically inserted. Only paid exhibitors' names will appear in the ad.
4. Please identify all materials with name of sales rep as well as company names.
5. Tearsheets will be supplied if payment is deferred until after the publication. (Must be pre-approved)
6. NMA reserves the right to position placement of all advertising and compiling index to advertisers.
7. Responsibility for accuracy rests with advertiser. Although NMA makes every effort to be accurate, it is not liable for advertising errors.
8. Indicate delivery of ad copy:  
 300 dpi PDF file being sent via email to: [gwodzin@clearwire.net](mailto:gwodzin@clearwire.net)  
 being sent under separate cover to: Gail Wodzin, 10255 34th Ave SW, Seattle 98146  
 to be picked up from last directory  
 contact my company art dept at: \_\_\_\_\_

**DIRECTORY ADVERTISING RATES AND SIZES**

**Premium Placement** (available on a first come first serve basis; call for availability)

_____ Inside Front or Inside Back Cover (4.5" x 7.5")	\$145 - Full color only
_____ Outside Back Cover (4.5" x 7.5")	\$165 - Full color only
_____ Inside Center (2 facing pages)	\$250 - Full color only
_____ Page 1	\$125 - Full color only

**Regular Placement**

_____ Full Page (4.5" x 7.5")	\$100 - Full color
_____ Full Page (4.5" x 7.5")	\$ 85 - B/W
_____ Half Page (4.5" x 3.6")	\$ 50 - B/W only

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

**Enclose remittance (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](mailto:pat@northwestmarket.org)