



**NORTHWEST MARKET ASSOCIATION**  
**2011 FALL MARKET**  
**March 5 - 7, 2011**  
**9am – 6pm Saturday & 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. Be sure to call or email the office if you have any questions about the application or the show. We look forward to seeing you at the upcoming show!

## March 5 - 7, 2011 Show Application

**Exhibitors must return the following forms:**

- Exhibitor application page
- Directory Information page
- Exhibitor Sign Form (if new exhibitor)

**Optional Forms:**

- Exhibitor sign form if changing existing sign
- Directory advertising form

**Show costs:**

- Each exhibitor must pay the show fee and 2011 annual dues.
- Booth exhibitors pay a booth fee to the association; Room exhibitors pay room charges directly to the hotel upon checkout.
- New exhibitors must pay the one-time sign fee.
- Optional charges include equipment, directory advertising, displays and sign updates.

**Payment:**

- **Select deposit date option; if none selected, payment will be processed immediately.**
- Process my payment immediately     Process my payment on January 21

**Cancellation fee:**

- Before January 21: total payment will be refunded
- After January 21: \$50

**APPLICATION DEADLINE: JANUARY 7, 2011**

**BOOTH EXHIBITORS**

Booth space is very limited and is assigned based on past attendance at the show, advance payment of fees, and date of receipt of applications in the NMA office. New exhibitors please be aware that there is a waiting list for booth space in the ballrooms and that three-quarters of the exhibitors show in hotel rooms on floors reserved exclusively for our show.

**SHOW SCHEDULE**

<b>Move-in</b>	Friday	Mar 4	Ballroom Exhibitors 9am Room Exhibitors from 3p
<b>Show</b>	Saturday	Mar 5	9a – 6p
<b>Show</b>	Sunday	Mar 6	9a – 6p
<b>Show</b>	Monday	Mar 7	9a – 4p (2-day exhibitors check out by 11:00am)*

\*Some exhibitors, primarily shoe reps, may opt to show Saturday and Sunday only. If you wish to show only Saturday and Sunday, be sure to check the 2 day option on the application. Two-day exhibitors are in rooms only, not booths.

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 EXHIBITOR APPLICATION

March 5 - 7, 2011 - Embassy Suites Hotel, Tigard, OR

**APPLICATION DEADLINE JANUARY 7, 2011**

Name \_\_\_\_\_

Company Name (printed on badge) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_

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

Additional badges needed (list names) \_\_\_\_\_

**I WANT TO SHOW IN A HOTEL ROOM**

Do not make reservations with the hotel. The association makes all reservations, including early arrivals and extended stays. Room rate is \$129/night plus hotel taxes and is paid directly to the hotel. Two-day exhibitors stay for 3 nights; Three-day exhibitors stay for 4 nights.

I will be showing for:     2 days     3 days     Checking in early - Thursday, Mar 3

I want \_\_\_\_\_ draped tables @ \$25 each per show payable to the hotel upon checkout (\$25 at show)

(Optional) I will be sharing my room with \_\_\_\_\_

**I WANT TO SHOW IN A BOOTH** (limited availability)

All booth exhibitors show for three days. Booth space is \$225 per 100sf (10 x 10). Due to space limitations, no exhibitor may take more than 3 booths. The hotel will deliver tables to your booth. Booth exhibitors who plan to stay at the hotel during the show are responsible for booking their own room.

I want:     1 booth (\$225)     2 booths (\$450)     3 booths (\$675)

I want \_\_\_\_\_ draped tables @ \$10 each per show

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

Process my payment immediately     Process my payment on January 21

**SHOW FEE, DUES AND SPACE**

Show Fee (mandatory for all exhibitors) .....	\$115.00	<b>115.00</b>
LATE FEE after Jan 7 deadline (except new exhibitors) .....	\$ 50.00	_____
Annual Dues for 2011 .....	\$ 25.00	<b>25.00</b>
Sign Fee (required for new exhibitors only – fill out sign form) .....	\$ 25.00	_____
Exhibitors in Booths .....	X \$225.00	_____
Draped Tables in Booth Area .....	X \$ 10.00	_____

**OPTIONAL ADD-ONS**

Sign Update (\$5 for each line – fill out Sign Form) .....	X \$ 5.00	_____
Clamp-on lights (\$10 each) .....	X \$ 10.00	_____
4-foot risers (\$15 each) .....	X \$ 15.00	_____
Mannequins (\$20 each) .....	X \$ 20.00	_____
Hot Items display (\$5 each, limit 5) .....	X \$ 5.00	_____
Mailing labels (\$25/set) .....	X \$ 20.00	_____
Electronic Retailer List (no charge) .....	N/C X \$ N/C	_____
Directory Advertising (fill out ad form) .....	varies by size	_____

Check enclosed

**SUBTOTAL / CHECK TOTAL**

Charge my credit card (Visa or Mastercard only) with a 4% service fee    credit cards add 4%

Expires \_\_\_\_ / \_\_\_\_    3-digit number on back \_\_\_\_\_    **CREDIT CARD TOTAL** \_\_\_\_\_

Date \_\_\_\_\_    Signature \_\_\_\_\_

## NORTHWEST MARKET ASSOCIATION DIRECTORY INFORMATION

March 5 - 7, 2011 - Embassy Suites Hotel, Tigard, OR

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

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

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)

	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)
	(S)	(CS)	(C)	(AP)	(L)	(AC)	(G)

**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 5 - 7, 2011 - 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 or booth. 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

Show is March 5 - 7, 2011  
Embassy Suites - Washington Square - Tigard, Oregon

**DEADLINE: January 21, 2011**

**DIRECTORY ADVERTISING RATES AND SIZES:** Check the ad size and placement you prefer:

**Inside Placements**

\_\_\_\_\_ Full Page (4.5" x 7.5") (Circle one) \$85.00 B/W or Full color \$100  
\_\_\_\_\_ Half Page (4.5" x 3.6") \$50.00 B/W only

**Premium Placements (Call first to see if available)**

\_\_\_\_\_ \*Inside Front or Inside Back Cover (4.5" x 7.5") \$145.00 / FULL COLOR ONLY!

\_\_\_\_\_ \*Outside Back Cover (4.5" x 7.5") \$165.00 / FULL COLOR ONLY!

\_\_\_\_\_ \*Inside Center Pages (2 pages) (Circle one) \$165.00 B/W or Full color \$200

\*These positions will be offered to those requesting them on a first come first serve basis.

**ADVERTISING COPY IS:**

\_\_\_\_\_ 300 dpi PDF file being sent via email to: gwodzin@clearwire.net

\_\_\_\_\_ Contact my company art dept at: \_\_\_\_\_

\_\_\_\_\_ to be picked up from last directory.

\_\_\_\_\_ being sent under separate cover to: NMA c/o Gail Wodzin, 10255 34th Ave SW, Seattle 98146

**SPECIFICATIONS: DEADLINE: January 21, 2011.**

1. 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: \_\_\_\_\_
2. Email a 300dpi PDF file to: gwodzin@clearwire.net **Note:** The room number assigned by NMA will be automatically inserted. Only paid exhibitors' names will appear in the ad.
3. Please identify all materials with name of sales rep as well as company names.
4. Tearsheets will be supplied if payment is deferred until after the publication. (Must be pre-approved)
5. NMA reserves the right to position placement of all advertising and compiling index to advertisers.
6. Responsibility for accuracy rests with advertiser. Although NMA makes every effort to be accurate, it is not liable for advertising errors.

**QUESTIONS? Call Gail @ 206-371-0585 / email: gwodzin@clearwire.net**

Rep Name \_\_\_\_\_ Product Line \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**Reps: add advertising cost to the payment page of the application**

**Manufacturers: Select check or credit card; send checks to the address below.**

Total \_\_\_\_\_ Check enclosed (payable to NMA)

Total \_\_\_\_\_ Charge my credit card (Visa or Mastercard only) with a 4% service fee

\_\_\_\_\_ Expires \_\_\_\_ / \_\_\_\_ 3-digit number on back \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

NORTHWEST MARKET ASSOCIATION  
2522 N. Proctor St. #45, Tacoma WA 98406  
**Phone: 253-759-9692 Fax: 253-752-3033 pat@northwestmarket.org**

**NOTE: Advertising must be paid for in full before book is printed (January 21 deadline)**