

# Dallas Apparel & Accessories Market

## SCENE & STRUT – Dallas Shoes ON 13

Dear Exhibitor,

Congratulations on your decision to exhibit at the June Apparel & Accessories Market, June 3 - 6, 2015. We at the Dallas Market Center stand ready to assist you in your preparation for exhibiting at the show.

Enclosed is your exhibitor kit, including all of the market information and forms, for the June Apparel & Accessories Market. We encourage you to take advantage of every marketing opportunity to maximize your return on investment.

Please review the information carefully, paying particular attention to the various order forms and deadline dates.

We urge you to secure your accommodations as soon as possible. Special rates have been negotiated with several Dallas hotels, so call (214) 744 - 7444 or book your hotel on-line (go to the *MarketTravel* tab at [www.dallasmarketcenter.com](http://www.dallasmarketcenter.com)).

Thanks again for being a part of the June Apparel & Accessories Market. Any one of us can be reached at (214) 744 - 7444 and select the option that applies to your company. We are truly changing the way Fashion business is done, so let us know if we can be of any further assistance to you – now or at show site.

Regards,

The Temporary Leasing Team

Linda Waldrop  
Director of Leasing  
214-879-8192 – Phone  
214-879-8351 – Fax  
[lwaldrop@mcmcmail.com](mailto:lwaldrop@mcmcmail.com)

Stephanie Cole  
Vice President  
214-655-6232 - Phone  
214-879-8351 - Fax  
[scole@mcmcmail.com](mailto:scole@mcmcmail.com)

# IMPORTANT MARKET INFORMATION

## SCENE & STRUT – DALLAS SHOES ON 13

### SHOW HOURS:

Wednesday	June 3	8:30 AM – 6:00 PM
Thursday	June 4	8:30 AM – 6:00 PM
Friday	June 5	8:30 AM – 6:00 PM
Saturday	June 6	8:30 AM – 3:00 PM

### MOVE-IN HOURS:

Tuesday	June 2	8:00 AM – 6:00 PM
---------	--------	-------------------

### MOVE-OUT HOURS:

Saturday	June 6	3:00 PM – 8:00 PM
----------	--------	-------------------

(Pallet jacks strictly prohibited\*Outbound Bills of Lading may be picked up at GES service desk after all GES charges have been satisfied\*Vehicles cannot be left unattended at loading zone\*Buyers are not allowed on floor after show closes\***Dismantling** begins at **3:00PM**, please plan travel accordingly\*)

### INBOUND SHIPPING: PLEASE NOTE: THE UNITED STATES POSTAL SERVICE DOES NOT DELIVER FREIGHT

Exhibitor Name & Booth Number

Hold for:

SCENE & STRUT – DALLAS SHOE ON 13

C/O GLOBAL EXPERIENCE SPECIALISTS

WORLD TRADE CENTER, DOCK 2

2050 STEMMONS FREEWAY

DALLAS, TX 75207

### IMPORTANT DATES:

April 10, 2015	Directory Listing Deadline
April 13, 2015	Advertising in Directory Deadline
May 5, 2015	Full Booth Payment
May 8, 2015	*GES Electrical and Furniture Forms Due *Communication Order Form (phone/internet) *Exhibitor Badge/Show Site Forms Due
May 19 – May 29, 2015	Shipments due to GES
May 25, 2015	Temp Show Directory Deadline

### KEY CONTACTS:

Booth Payments & Account Information	Cheetah Wiebusch	214-655-6182	<a href="mailto:cwiebusch@mcmcmail.com">cwiebusch@mcmcmail.com</a>
General Information & Directory Listing	Allison John	214-655-6107	<a href="mailto:ajohn@mcmcmail.com">ajohn@mcmcmail.com</a>
Marketing	Helen Smith	214-655-6230	<a href="mailto:hsmith@mcmcmail.com">hsmith@mcmcmail.com</a>
Exhibitor Kits	LaKessia Hill	214-879-8349	<a href="mailto:lhill@mcmcmail.com">lhill@mcmcmail.com</a>
Operation/Freight Management	Ruthie Tezeno	214-655-6110	<a href="mailto:rtezeno@mcmcmail.com">rtezeno@mcmcmail.com</a>
Displays & Events	Ana Galaviz	214-746-3636	<a href="mailto:agalaviz@mcmcmail.com">agalaviz@mcmcmail.com</a>
Show Decorator	GES (Global Experience Specialist)	855-384-3965	<a href="mailto:GES_DMEvents@ges.com">GES_DMEvents@ges.com</a>

### ADDITIONAL INFORMATION:

For information on DMC Marketing Opportunities: <a href="http://www.dallasmarketcenter.com/leasing/promotional">http://www.dallasmarketcenter.com/leasing/promotional</a>
Exhibitors may use any freight carrier to ship. GES logistics, UPS and FedEx are all located on-site.

# Dallas Apparel & Accessories Market

## EXHIBITOR INFORMATION & GENERAL POLICIES

(Listed in Alpha Order)

The following regulations are hereby made a part of the Exhibitor Lease Agreement and the provisions of both will be in effect. All matters and questions not covered by these regulations are subject to the decision of Show Management and may be amended at any time to accommodate the best interest of the show.

### **Additional Hours**

Show Management must approve all requests for early or late entry on the show floor other than the designated published hours of operation.

### **Booth Listings**

While every effort will be made to ensure accurate booth listings, Show Management is not responsible for inaccurate exhibitor listings and/or other errors/omissions made in the Dallas Market Center's Buyer's Guide, or the exhibitor directory. Compensation will not be granted in the event of inaccurate listing.

### **Breaking Down Early**

Early packing of product and/or pre-breakdown of booth display is strictly prohibited. Any exhibitor who dismantles, partially or in whole, their booth display prior to the official closing of the show will immediately lose location for next show. Future show participation will also be in jeopardy. **DO NOT** schedule departure flights that may compromise your future participation.

### **Exhibitor Conduct**

- All exhibits MUST be contained within the exhibitor's contracted area. If your booth intrudes into another exhibitor's space or anywhere outside the confines of your assigned booth space, you are in default of your lease agreement and will be required to make immediate changes.
- Exhibitors are not allowed to enter the exhibit space of another exhibitor and at no time may anyone enter an exhibit space that is not staffed.
- Exhibitors are prohibited from taking photographs, filming or taping the exhibit or product of another exhibitor. Violators will be required to immediately relinquish the film, tape or cell phone to show management.

### **Exhibitor Services**

Official Contractors have been appointed to ensure smooth installation, dismantling, and operations during the Exhibition. Although full-time employees of exhibitors and exhibitor-appointed contractors may be authorized to gain access to exhibit areas, exhibitors are urged to obtain required services and labor from the Official Contractors.

### **Fire Regulations**

Exhibitors must comply with all governmental mandated fire rules and regulations. See regulations in the Contractor Services section.

### **Installation/Dismantle Labor**

GES has been appointed Official Labor Contractor to ensure the sufficient number of qualified craftsmen necessary to install and dismantle the Exhibition. Exhibitors are urged to assess labor needs before move-in begins. Use the Installation & Dismantling Order Form provided to order help as needed. GES will assign labor on a first-come, first-serve basis.

Full-time employees of your company may be used to install or dismantle your exhibit or you may utilize an Exhibitor Appointed Contractor. All hired temporary labor personnel must be obtained through GES, the official labor contractor.

# Dallas Apparel & Accessories Market

## EXHIBITOR INFORMATION & GENERAL POLICIES

### CONTINUED

#### Late Installation

If installation of any crated exhibit has not started by 4:00 PM on the last day of move-in and no arrangements for set-up have been made, then Show Management may erect the exhibit and Exhibitor will be billed and agrees to pay for all charges incurred. Show Management shall not be liable for damages that may occur during this exhibit set-up. In the event Show Management arranges to erect exhibit, payment of services must be paid in full before freight can be removed from the show.

#### Miscellaneous

These regulations are hereby made part of the Exhibitor Lease Agreement and the provisions of both will be in effect. All matters and questions not covered by these regulations are subject to the decision of Show Management and may be amended at any time to accommodate the best interest of the show.

#### Music, Audio-Demonstrations, Noise

If your product(s) and/or product demonstration produces sound that may be disruptive to neighboring exhibitors, we ask that you be mindful of volume at all times. Should Show Management receive complaint(s) regarding the noise level coming from your booth, you will be required to lower the volume and possibly eliminate the activity all together.

#### Music in Booths

The performance or use of live or mechanically-produced music that is such type as to come under the jurisdiction of any of the performing rights organizations, such as the American Society of Composers, Authors and Publishers, (collectively "Organizations") is **strictly prohibited**, unless you can provide us written evidence either (a) that any required licensing fees have been previously paid to the appropriate Organizations to cover the period of the Show; (b) that you have express permission from the copyright owner to perform the music at the Show; or (c) that you, in fact, are the owner of the copyright. This may be accomplished by providing us with a copy of an agreement with the appropriate Organizations with respect to such licensing fees, a copy of an agreement with the copyright owner granting you permission to perform such music, or written representation that you are the copyright owner of the music to be used. You should note that express permission from the copyright owner relating to reproduction and/or distribution rights, does not include performance rights; hence the copyright authorization that you provide us must specifically reference performance rights. Moreover, U.S. copyright laws contain no exemption allowing you to perform such music at a tradeshow for purposes of promoting sales of that music. **Exhibitor must provide the above-mentioned requested evidence prior to the Show.**

#### Products Displayed

Exhibitor agrees to advertise or display only such products indicated by the Exhibitor in the "Product/Service Category" section of the Exhibit Lease Agreement. No Exhibitor shall display any product which infringes upon the registered trademark, copyright or patent of another company as has been determined by a court of competent jurisdiction.

#### Registration:

All exhibitors must have badges to gain access to the Dallas Market Center. All completed Badge Forms **(See attached Form)** must be brought to the Exhibitor Registration counter located in the lobby of the World Trade Center. Badges must be worn at all times, including set-up and move-out. Exhibitor personnel are allowed to enter the Show Floor at 7:30 each exhibit day. Any exhibitor requiring earlier entry must obtain written permission from Show Management. **EXHIBITORS ARE PROHIBITED FROM BRINGING IN ANY PERSONNEL FROM THE STREET FOR BOOTH SET-UP AND DISMANTLING PURPOSES.**

## Dallas Apparel & Accessories Market

## EXHIBITOR INFORMATION & GENERAL POLICIES CONTINUED

### **Retail Sales**

Retail sales for delivery at the Show are strictly prohibited. Show staff will not allow removal of any merchandise by anyone except an exhibitor. Please do not embarrass your customer as they will be stopped by Security before they leave the show floor.

### **Security:**

Uniformed security will be on duty from the beginning of move-in through the completion of move-out; however, Show Management cannot accept responsibility for loss or damage. Exhibitors should make arrangements for their own insurance for coverage of their exhibits and exhibit materials.

- Protective Services' office is located at WTC, Suite 113. To report an emergency, please call 214-741-HELP.

### **Space Abandonment**

In the event any space is not claimed and occupied prior to 4:00 PM on the last day of move in, it may be resold or reassigned by Show Management without obligation on the part of Show Management for any refund whatsoever.

### **Subletting Space**

No Exhibitor shall assign, sublet, apportion the whole or any part of the space allotted to him, or have representatives, products, equipment, signs or printed materials from other than its own firm in the said exhibit space without the prior written consent of Show Management.

Events or circumstances not covered in these EXHIBITOR INFORMATION & GENERAL POLICIES may be subject to consideration and stipulations as deemed appropriate by the Dallas Market Center Show Management.

# Dallas Apparel & Accessories Market

## GENERAL BUILDING POLICIES

### GENERAL BUILDING POLICIES

**PLEASE NOTE: BOOTHS ARE NOT TO EXCEED 8' WALL IN HEIGHT.**

1. Decorations, signs, posters, etc., may not be taped, nailed, tacked or otherwise fastened to ceilings painted surfaces, columns, marble or fabric and decorative walls **OR EXTENDED ABOVE THE BOOTH WALL HEIGHT.**
2. Helium balloons are not allowed inside the building(s) and may not be distributed inside the building(s). Helium balloons must be approved by Show Management for attachment as an intrinsic part of authorized displays.
3. Adhesive backed decals and stickers may not be distributed inside the facility or on the DMC campus.
4. Animals and pets are not permitted (*with exception of those assisting the handicap*) in the building.
5. Carrying a firearm on the premises of the Dallas Market Center is **STRICTLY PROHIBITED.**
6. All workers, managers and staff are prohibited from the use or possession of alcohol or drugs, guns or other weapons, abusive language or sexual harassment.
7. Dallas Market Center permanent graphics, signs or displays may not be visibly blocked in any manner, covered with temporary signs or repositioned.
8. Planters and furniture in public areas may not be removed or repositioned.
9. Escalators and passenger elevators are for the use by the general public and may not be blocked and are not to be used to transport equipment or freight.
10. Signs and banners may be attached by the general service contractor to the building inside and in some places outside. Prior to hanging, the signs must be approved by Dallas Market Center. No drilling of the structure is allowed without specific approval from Show Management. Any means of attachment must be nondestructive to the structure.
11. Dallas Market Center office telephones are reserved exclusively for DMC business. Dallas Market Center numbers may not be published as an official show or convention number.
12. The Dallas Market Center has an official in-house caterer for all food and beverage services within the Dallas Market Center. All arrangements for the serving of food and/or beverages must be made through the in-house caterer. Contact Jennifer Aswegan at (214) 749-5493.
13. Smoking is not permitted on the temporary show floors or in any part of the building.
14. The Dallas Market Center does not provide furniture and equipment for exhibit booth use. All arrangements for exhibit booth and lounge furniture should be made through GLOBAL EXPERIENCE SPECIALISTS, INC. (GES).
15. No lit candles, open flames, propane or other bottled gas in DMC buildings without written consent and permit from Dallas Fire Department.

PLEASE REP

**ORT ANY VIOLATIONS OF THE ABOVE TO SHOW MANAGEMENT IMMEDIATELY. EXHIBITORS ARE SUBJECT TO EXPULSION FROM THE SHOW FOR ANY VIOLATIONS**

# Dallas Apparel & Accessories Market

## GENERAL BUILDING POLICIES CONTINUED

### HAZARDOUS WORK AREAS:

1. During move-in and move-out, exhibit halls and loading dock areas are considered **HAZARDOUS WORK AREAS**. As such, the following guidelines will be strictly enforced.
  - No horseplay, practical jokes, etc.
  - Use or possession of illegal or controlled substances of any kind is prohibited. Violators will be prosecuted.
  - No gasoline, kerosene, diesel fuel or other flammable liquids may be stored, permanently or temporarily on the Dallas Market Center Campus, without consent and permit from Dallas Fire Dept.
  - Exit doors may not be blocked with freight, equipment, display material, etc.
2. In general, any and all unsafe conditions or activities are to be corrected promptly. Safety is of primary concern in designated hazardous work areas.

### LOADING DOCKS, EXHIBIT HALLS, PARKING AREAS:

1. No parking is allowed in fire lanes, loading areas or any other location posted "NO PARKING". This policy is strictly enforced. Unauthorized vehicles will be removed at owner's expense.
2. **PARKING IS ALLOWED ON THE DOCKS for a limited amount of time.** Vehicles allowed on the dock are to load or unload only and exit the dock areas promptly. Unauthorized vehicles will be towed at owner's expense.
3. All items to be suspended from exhibit hall ceilings, including signs, displays, light and sound equipment, etc., must be approved in advance by Show Management.
4. Rigging of cable and other hanging devices on or near ceiling electrical buss ducts and conduits is strictly prohibited.
5. Any approved ceiling equipment, material and rigging must be removed immediately upon close of the show. Utility panels and switchgear, hose cabinets and stand pipes located in exhibit hall columns and around perimeter walls must remain accessible at all times.
6. Clear access is to be maintained to exhibit hall concession stands and restrooms.

### MISCELLANEOUS

Events or circumstances not covered in these operations policies and procedures may be subject to consideration and stipulations as deemed appropriate by the Dallas Market Center Show Management.

### SECURITY:

1. Dallas Market Center Protective Services patrols the DMC premises on a twenty-four (24) hour basis.
2. Individual security arrangements must be made through the in-house Security Contractor and are subject to approval by the show management.
3. All service contractor and show related working personnel, temporary labor, etc., should enter and exit the building through designated employee entrances and are to be properly badged.
4. Exterior exhibit hall exit doors and loading dock exit doors are not to be propped open. Automatic closing devices are not to be removed or tampered with.
5. Abusive language, threats, assault, vandalism, theft and all other inappropriate actions will result in immediate removal from the premises and may be prosecuted if appropriate.
6. Safety of all occupants of the center is of utmost concern. Any and all unsafe conditions or activities will be brought to the attention of the responsible parties and corrective measures will be taken immediately.

# Dallas Apparel & Accessories Market

## EXHIBITOR BADGE REQUEST

Deadline: May 8, 2015

**NOTE: DMC does not mail advance badges. Exhibitors must pick up onsite.**

List the complete first and last names of all members of your firm who will be attending the show and will require a badge. The completed form may be faxed to **214/879-8333** or **emailed to [wtcregistration@mcmcmmail.com](mailto:wtcregistration@mcmcmmail.com)** or presented to the registration desk. All Exhibitor badges must be worn at all times.

### PLEASE TYPE OR PRINT CLEARLY

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

Badge Type: EXHIBITOR

Show Name: **\_June App & Acc Market\_** Market Dates: **\_June 2015\_**

Booth / Room Number: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

**RETURN THIS FORM TO:**  
**DALLAS APPAREL & ACCESSORIES MARKET**  
**2100 Stemmons Freeway, MS 300**  
**Dallas, TX 75207**  
**[wtcregistration@mcmcmmail.com](mailto:wtcregistration@mcmcmmail.com) or (f) 214/879-8333**



## Dallas Apparel & Accessories Market SHOW SITE CONTACT INFORMATION

Deadline: March 8, 2015

Please provide the names and contact information of the primary individual who will be staffing your booth on-site. This information will allow us to contact your representative after show hours **in the event of an emergency**. This information will be kept confidential.

**Company Name:** \_\_\_\_\_

**On-Site Contact Person:** \_\_\_\_\_

**Cell Phone Number:** \_\_\_\_\_

**Home Number (If Local):** \_\_\_\_\_

**Hotel Name:** \_\_\_\_\_

**Hotel Telephone Number:** \_\_\_\_\_

### RETURN THIS FORM TO:

Dallas Apparel & Accessories Market – 13<sup>TH</sup> FL  
2100 Stemmons Freeway, MS 300  
Dallas, TX 75207  
214/655-6110 (P) 214/760-2855 (F)  
[Ajohn@mcmcm.com](mailto:Ajohn@mcmcm.com)

## Dallas Apparel & Accessories Market

## LOCATION OF ADDITIONAL SHOW FORMS

The below forms can be found on our website.

<http://www.dallasmarketcenter.com/leasing/promotional>

- ..... Buyer's Lounge Sponsorship Form
- ..... Dallas Showtimer
- ..... FashionCenterDallas® Mannequins & Accessories Display Opportunities Participation Form
- ..... Mannequins & Accessories Display shipping arrival deadline
- ..... Gateway Badge Scanners
- ..... Kim Dawson Runway Café Participation Form
- ..... Complimentary Valet Participation Form