



## FIRST FLOOR LOBBY DISPLAY - *STARTING GATE*\*

Display your product in a fashion-forward presentation of products on the first floor. Merchandised by a professional designer, this display features product in an eye-catching way that buyers notice before they even reach the show floors! Buyers can pick-up a checklist that includes participants and their locations.

**\*If you plan on submitting product that is new to Chicago – please fill out the *NEW PRODUCT – First Floor Lobby Display* form instead. New product is showcased within the First Floor Display so that buyers will see “What’s New to Chicago!”**

- Cost: \$100 per submission\*      ▪ Registration Deadline: **TUES, June 1, 2010**
- Product **MUST** be received at the address below by **WED, June 9, 2010** to be considered for placement. *Display space is limited.* (Must include a copy of this form with product package.)
- \* **Payment is due no later than the registration deadline: June 1, 2010**

### TERMS (read carefully):

- Product received after the deadline, or product brought directly to market, will NOT be placed in the display NOR will any reimbursement be given.
- You are responsible for retrieving product from the display on the Tuesday of Market.\*\*
  - \*\***Product Pick Up: (NOTE: Deserted product will be donated to charity.)**
    - Exhibitors: TUES, July 27, 2-5 pm | Showrooms: WED, July 28 by 5 pm
- Product **WILL NOT** be relocated within the display once it has been set by the Designer.
- Please limit your product submission to **EITHER 1 large piece OR 3 small pieces.**
- No literature or pictures of any kind (ex. business cards, pamphlets, signage or images) can be placed out with your product.
- **NOTE: Please send display materials necessary to present your product (i.e. stands, stuffing, etc.)**

Company Name: \_\_\_\_\_ Showroom/Booth #: \_\_\_\_\_

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

Contact Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Contact E-mail Address: \_\_\_\_\_

Credit Card Information: (OR, send check made payable to Merchandise Mart Properties, Inc.)

Circle Card Type:    **MC**    **VISA**    **AMEX**    Other: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

(ALL PAYMENTS ARE NON-REFUNDABLE AND NON-TRANSFERABLE)

Please provide category & a brief description of the product(s): \_\_\_\_\_

Please check if your product applies to the following categories:     Home                       Kids

**Send form and payment to the address or fax below:**

Attn: Carrie Schmitt

The Chicago Market: Living and Giving

222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654

Fax: 312/527-7912 | Phone: 312/527-7885 | [cschmitt@mmart.com](mailto:cschmitt@mmart.com)

WITHIN 2 - 3 WEEKS OF SUBMITTING THIS FORM, YOU SHOULD RECEIVE AN EMAIL CONFIRMATION FROM US.

**The Indemnity Agreement on the next page must be signed and returned with this form.**

**GENERAL PRODUCT DISPLAY FORM AGREEMENT RELEASE, INDEMNITY AND WAIVER OF CLAIMS**

TO: Merchandise Mart Properties, Inc.  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654

In consideration of the ability to participate in the First Floor Lobby Display in The Merchandise Mart in Chicago, Illinois managed by MMPI (collectively, the "Property") on July 22-28, 2010 for the purpose of displaying product in the Retail Vignette Showcase, 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. MMPI reserves the right to remove product at any time.
3. Except for the willful actions of Merchandise Mart L.L.C., a Delaware limited liability company; MTS - Merchandise Mart L.L.C., 350 North Orleans L.L.C., a Delaware limited liability company; MTS-MM LLC company; Merchandise Mart Properties, Inc.; Vornado Realty L.P., a Delaware limited partnership; Vornado Realty Trust, a Maryland real estate investment trust; 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, costs 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 occasioned by or through me or arising out of my entry onto the property.
4. **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: \_\_\_\_\_

PRINTED NAME: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

TELEPHONE: \_\_\_\_\_

DATE: \_\_\_\_\_

(rev 3.11.10)