



BRIDAL SHOWCASE ON THE 8th FLOOR MARKET SUITES

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.

This opportunity is limited to 2 exhibitors. **The fee is \$1500.**

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 **Monday, March 19th**.

If you have any questions about this exciting opportunity, please feel free to contact the Fashion Office at 312.527.3095 or via email at krandazzo@mmart.com.

Send form to fax number: **312.527.7807**

Line Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Booth #: _____ Amount: _____

CC: Visa / MC / Amex (circle one): _____ Security code: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

Please ship gowns to :
The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.3095 fax: 312/527.7807

***PLEASE NOTE:** Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to shipping. We are not responsible for loss or exchange of hangers or special tags. The coordination and selection of merchandise is at the discretion of the Fashion Director.



BRIDAL FASHION SHOW COMMITMENT FORM

"The Age of Bridal"

Sunday, March 25th, 2012 • Cocktails 6:00 PM, Show 6:30 PM • 8th Floor Atrium

Sign up today to be part of Bridal Fashion Show, a highlight of the National Bridal Market Chicago! We will be coordinating this bridal fashion show on Friday and Saturday, March 23rd & 24th, so please do not leave your booth until we work with you. Merchandise will be picked up from your booth on Saturday afternoon, beginning at 3:00 PM for the fitting and returned to your booth by Sunday morning by 9:00 AM. Merchandise will be picked up for the show on Sunday afternoon beginning at 3:30 PM and returned on Monday by 9:00AM.

There is a limit of 3 entries per line, per category, with a maximum of 9 entries per participant. The show will be divided up into the following categories:

BRIDAL GOWNS • BRIDESMAIDS • SPECIAL OCCASION • MOTHER OF THE BRIDES • VEILS • HEADPIECES • ACCESSORIES

Please note: There will not be a Flower Girl Category.

FEES: \$150 per gown, PREPAID / \$125 per veil, headpiece or accessory, PREPAID

We request that your reservation be received by Friday, March 16th, 2012 and your earliest commitment would be appreciated. Please fill out the attached form and return with payment, payable to MMPI. In order to guarantee a place in the show, full payment must accompany this form.

Please feel free to call 312-527-3095 or via email at krandazzo@mmart.com if you have any questions.

FAX THIS FORM TO: 312-527-7807

Exhibitor/Company: _____

Showroom/Booth # : _____ Representative: _____

Phone #: _____ Fax # : _____

Address: _____

City: _____ State: _____ Zip: _____

of Total Entries: _____ Amount Enclosed: _____

CC: Visa/ MC / AMEX: _____

Name on Card: _____ Expiration Date: _____ Security Code: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

**Mailing Address: The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
ph: 312/527.3095 fax: 312/527.7807**

***PLEASE NOTE:** Please write line names as you would like them printed in the directory. Checks can be made payable to: MMPI. Please remove all special tags and hangers prior to pick-up for the show. We are not responsible for loss or exchange of hangers or special tags. The coordination and selection of merchandise is at the discretion of the Fashion Director. Please do not leave your booth until the Fashion Office has seen you.



ACCESSORY DISPLAY

We invite you to take advantage of this incredible opportunity to display your accessory product during the March 2012 National Bridal Market. Show your merchandise in a display case that will be located on the 8th floor of the Merchandise Mart, and will be on display throughout the entire market!

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

The samples must be sent to the Fashion Office by **Tuesday, March 20th, 2012** and will be returned to your booth on Tuesday, March 27th, 2012 by the close of the show. 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, March 18th, 2012**.

The cost per each 2' X 2' display area will be **\$150.00**. **The limit per booth is one display area and availability is on a first come, first serve basis!** Payments can be made by credit card below or check made payable to **MMPI** and sent to the Fashion Office with your samples by **March 18th**.

If you have any questions about this exciting opportunity, please feel free to call the Fashion Office at 312.527.3095 or via email at krandazzo@mmart.com.

Send form to fax number: **312.527.7807**

Line Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Booth #: _____ # of Entries: _____ Amount: _____

Gown category: _____

CC: Visa / MC / Amex (circle one): _____ Security code: _____

Expiration Date: _____ Name on Card: _____

Signature: _____

**Mailing Address: The Fashion Office of the Merchandise Mart,
222 Merchandise Mart Plaza, Suite 470, Chicago, IL 60654
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(Attached 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 you have granted the undersigned to enter _____
In The Merchandise Mart and/or The Apparel Center in Chicago Illinois and/or adjacent or nearby property managed by
MMPI (collectively, the "Property") on [date(s)] _____ for the purpose of
_____, 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. Except for the willful actions of Merchandise Mart L.L.C., a Delaware limited liability company 350 North Orleans L.L.C., a Delaware limited liability company; 527 West Kinzie L.L.C., a Delaware limited liability company; Merchandise Mart Properties, Inc.; Merchandise Mart Services L.L.C., a Delaware limited liability company; Vornado Realty L.P., a Delaware limited partnership; Vornado Realty Trust, a Maryland real estate investment trust; (Any additional parties, if applicable) Urban Retail Properties Co.; LaSalle National Bank, as T/U/T # 121000 and 111429; Wolf Point Owners, L.L.C.; Merchandise Mart Owners, L.L.C.; 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 Building caused or occasioned by or through me or arising out of my entry onto the property.
3. 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
PRINT NAME: _____
ADDRESS: _____

TELEPHONE: (____) _____
DATE: _____
 (rev 10/99)



Show Directory Advertising

March 25-27, 2012

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	\$2,000	_____

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 Stephanie Ambuehl
 at 312.527.7758 or sambuehl@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 **February 24th** to:

Stephanie Ambuehl
sambuehl@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:

Stephanie Ambuehl
 MMPI
 222 Merchandise Mart Plaza
 Suite 470
 Chicago, IL 60654
 312.527.7758