

MARKETING & SPONSORSHIP OPPORTUNITIES

We have developed National Bridal Market Chicago with your success in mind, and we believe it is through this partnership that we will produce an outstanding best-in-class Market in one of the world's great fashion cities. As National Bridal Market quickly approaches, we encourage you to take advantage of available resources to elevate awareness of your participation in the Show.

- **Extensive Direct Mail & E-Marketing Campaign** – Targeting Department and Specialty stores, National Bridal Market Chicago mails over 50,000 mail pieces per show. These print pieces include important information about dates, travel, special events and deadline dates. In addition to these mail pieces, we promote the show and our exhibitors through numerous e-blasts that are sent prior to each market.
- **Exhibitor Website Link** – Drive traffic to your website by linking your company's website to the National Bridal Market Chicago website.
- **National Bridal Market Chicago Website** – Our website, nationalbridalmarket.com, is a very important tool for Buyers and Exhibitors. With information on travel, dates, line listings, special events and much more, our website is the go-to place for any questions about Market.
- **Mailing Lists** – All lists of the National Bridal Market Chicago attendees are available. Make your presence known at National Bridal Market Chicago by promoting your product line(s) to these high level buyers.
- **Promotional Postcards / Stickers** – Stylish color postcards are available, free of charge, for appointment setting confirmation.
- **Show Directory Advertising** – Feature your advertisement in the National Bridal Market Chicago show directory that reaches all of our buyers.
- **Premier Buyer Program** – Our primary goal for the Premier Buyer program is to continuously bring in the most influential and qualified buyers that have not attended National Bridal Market Chicago in the past two years. Simply fill out the **Wishlist Form** with the stores you want to see here and fax it to us.
- **Fashion Show** – We invite you to participate in the runway show that is a must for the buyers. This exciting presentation highlights better, Bridal and Special Occasion lines for the next season. Buyers mix and mingle at a lively cocktail party and then proceed directly to the fashion show.
- **Dress Displays** – There are several opportunities to showcase your gowns in a display at market.
- **Accessory Display Cases** – Accessory exhibitors have the opportunity to show merchandise in a display case that is set up throughout the entire market. See Accessory Display case form for details.





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 312.527.7654. In order to guarantee a place in the show, full payment must accompany this form. Gowns must be received by Tuesday, March . Please ship to:

Stephanie D'Ambrosio
MMPI Fashion Office
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

If you have any questions about this exciting opportunity, please feel free to contact the Fashion Office at 312.527.7751 or via email at sdambrosio@mmart.com.

Company Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Email Address: _____

Booth # _____

Visa: _____ MC: _____ Amex: _____

Expiration Date: _____ Amount: _____

Name on Card: _____



NORTH LOBBY SHOWCASE

Spotlight your gowns in the historic Merchandise Mart lobby to be seen by thousands of bridal retailers. Attendee Registration is located in the north lobby, and therefore, it is a key place to grab the attention of bridal retailers. Your gown will be highlighted in a show-stopping display for the duration of market.

This opportunity is limited to 6 exhibitors. **The fee is \$250 per gown - PREPAID**

Please fill out the attached form and return with payment, payable to **MMPI**. You may also fax this form to 312.527.7654. In order to guarantee a place in the show, full payment must accompany this form. Gowns must be received by Tuesday, September 29th. Please ship to:

Stephanie D'Ambrosio
MMPI Fashion Office
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

If you have any questions about this exciting opportunity, please feel free to contact the Fashion Office at 312.527.7751 or via email at sdambrosio@mmart.com.

Company Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Email Address: _____

Booth # _____

Visa: _____ MC: _____ Amex: _____

Expiration Date: _____ Amount: _____

Name on Card: _____

Gown Category: _____



BRIDAL FASHION SHOW COMMITMENT FORM

"The Best of Bridal"

Sunday, March 21, 2010 • Cocktails 6:00 PM, Show 6:30 PM • 8th Floor Market Suites Atrium

We will be coordinating this bridal fashion show on Friday and Saturday, March 19 & 20, so please do not leave your booth until we work with you. If you do leave early, contact us at 312- 527-7751 so that we can make arrangements. Merchandise will be picked from your booth on Saturday afternoon, beginning at 3:30 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 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 be no 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 20, 2009 and your earliest commitment would be appreciated. Please fill out the attached form and return with payment, payable to Merchandise Mart Properties. In order to guarantee a place in the show, full payment must accompany this form. Please feel free to call 312-527-7751 or via email at sdambrosio@mmart.com if you have any questions.

***Please note: The coordination and selection of merchandise is at the discretion of the Fashion Director.**

Exhibitor/Company: _____

Showroom/Booth # : _____ Representative: _____

Phone #: _____ Fax # : _____

Address: _____

City: _____ State: _____ Zip: _____

of Total Entries: _____ Amount Enclosed: _____

Visa: _____ MC: _____ Amex: _____

Name on Card: _____ Expiration Date: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

Line Name: _____

Category: _____ Entries: _____

Please reserve your space by mailing this form and check, made payable to **Merchandise Mart Properties** by Friday, March 20, 2009 to:

Stephanie D'Ambrosio
Fashion Office
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654
ph: 312.527.7813 fax: 312.527.7654

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.

PLEASE NOTE: 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 2010 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' view 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 16, 2010** and will be returned to your booth on Tuesday, March 23, 2010 by 1pm.

Please fill out the form below, as well as the attached waiver, and return both to the Fashion Office via fax at 312.527.7654 no later than **Friday, March 12, 2010**.

The cost per each 2' X 2' display area will be **\$125.00**. Payments should be made payable to **MMPI** and sent to the Fashion Office with your samples by March 16th.

The mailing address is:

Stephanie D'Ambrosio
MMPI Fashion Office
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

The limit per booth is one display area and availability is on a first come, first serve basis!
The selection of accessory merchandise is at the discretion of the Fashion Office.

If you have any questions about this exciting opportunity, please feel free to call the Fashion Office at 312.527.7751 or via email at sdambrosio@mmart.com. The fax number is 312.527.7654.

Company Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Booth # _____

Visa: _____ MC: _____ Amex: _____

Expiration Date: _____ Amount: _____

Name on Card: _____

Product description: _____

(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.

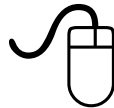
3. I understand that I shall bear the entire risk of loss to or damage of any property I bring onto the Building. In no event shall the Building Interests become bailees, (either voluntary or involuntary), accept or be charged with the duties thereof, or any property I bring into the Building or store 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)



EXHIBITOR WEBSITE LINK



PLEASE LINK MY COMPANY WEBSITE TO
National Bridal Market™ Chicago WEBSITE

Company Name _____

Contact Person Name _____

Phone Number _____

Website Address _____

Please note:

- **DO NOT** submit this form if you have already listed your website address on your Directory Form.
- Website links are updated weekly.
- The above links will be active through October 2010.
- It is the responsibility of the exhibitor to notify Stephanie Ambuehl by phone at 312.527.7758, or by fax 312.527.7971 if any changes occur.
- Visit www.nationalbridalmarket.com
- We cannot guarantee that requests for links received after March 15, 2010 will be live in time for market.

Fax this form to: 312.527.7971

LIST ORDER FORM –October 2010

National Bridal Market Chicago

A service offering of MMPI Marketing Information Services

KEN HUMENNYJ - Manager of Information Services
Tel: 312.527.7588 Fax: 312.527.7675
e-mail: khumenyj@mmart.com

SEAN O'DONNELL- List Management Representative
Tel: 312.527.7775 Fax: 312.527.7675
e-mail: sodonnell@mmart.com

ORDERING INFORMATION (PLEASE PRINT CLEARLY)

Lists will be available three weeks from the close of the show.

Customer/Tenant Information:

Contact Name: _____ Tel: _____

Suite Name & #: _____ Fax: _____

Shipping Information:

Contact Name: _____ Tel: _____

Company Name: _____ Fax: _____

Street Address: _____ City: _____ State: _____ Zip: _____

LIST REQUEST INFORMATION

Data Items

Each list will include the following data items:

Contact Name

Company Name

Street Address, City, State, Zip, Tel # (Diskette only)

Format

Please circle the format(s) you require:

A. Registration list on paper C. 3½" Diskette (comma delimited ASCII text with layout)

B. Mailing labels D. **E-MAIL** (_____)

include your e-mail address

CIRCLE ALL THAT APPLY

(for mailing labels and diskette orders only)

UNITED STATES

ALL AK AL AR AZ CA CO CT DC DE FL GA HI IA ID IL IN KS KY LA MA MD ME MI
MN MO MS MT NC ND NE NH NJ NM NV NY OH OK OR PA RI SC SD TN TX UT VA VT WA WI
WV WY

CANADA

AB BC MB NB NF NS NT ON PE PQ SK YT

INTERNATIONAL (All excluding US & Canada)

SUMMARY OF LIST ORDER FEES

HARD COPY: \$10.00

LIST-LABELS: \$25.00

LIST-DISKETTE: \$25.00 per copy

E-MAIL \$25.00

VISA, MC, AMEX

TOTAL \$ _____ Credit Card # _____ Exp. Date _____

NOTE! All label lists and diskette orders are selected on a one label per store basis.
Please indicate if your order should be shipped. THANK YOU for your order!

DATE OF REQUEST _____ **ALLOW A MINIMUM OF 5 DAYS FROM RECEIPT OF ORDER TO PROCESS!**

Each list is customized to your specifications indicated on this form. **Fax in the form to 312.527.7675 and your order will be compiled and you will be notified of the cost and quantity before processing.** Payment is accepted by credit card or check (US funds) and should be forwarded to MMPI Marketing Information Services along with order. **If you are faxing in your order, payment must be received prior to delivery of your order.** Make check payable to: MMPI. Mail to: MMPI Marketing Information Services, 470 The Merchandise Mart, Chicago, IL 60654.