



MARKETING OPPORTUNITIES / FORMS

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LIGHT BOX GALLERY

We invite you to take advantage of this opportunity to direct retailers to your booth at the National Prom Market™ Chicago. The six photo blow-up images will be displayed in light boxes on the 2nd-floor pedway, connecting the Holiday Inn Mart Plaza to the Merchandise Mart. Retailers frequently travel this pedway during the market. Let retailers know you are at the market, while giving them a preview of your current line or newest hot seller! The light boxes are approximately 32" wide x 48" high and are real eye catchers.

This opportunity is limited to 1 exhibitor. **The fee is \$1400.**

The sponsor will provide their own images, which must fit the above measurements and be saved as PDF files. Please leave 1" allowance on edges. Be sure to list your booth number! Return shipping is not included in the costs for photo blow-ups.

Images must be received by **July 20th 2009** to:

Stephanie Ambuehl
National Prom Market Chicago
222 Merchandise Mart Plaza, Suite 470
Chicago, IL 60654

Please fill out the form below and fax to 312.527.7971 or email sambuehl@mmart.com. Please feel free to contact Stephanie Ambuehl at 312.527.7758 with any questions.

Company Name: _____

Representative/Contact: _____

Phone: _____ Fax: _____

Email Address: _____

Booth # _____

Visa: _____ MC: _____ Amex: _____

Expiration Date: _____ Amount: _____

Name on Card: _____



PROM SHOWCASE ON THE 7TH-FLOOR MARKET SUITES

We invite you to take advantage of this great opportunity to feature your prom and special occasion 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. This showcase is center stage throughout the entire market.

This opportunity is limited to 1 exhibitor. **The fee is \$1,000.**

Please fill out the attached form and return with payment, payable to **Merchandise Mart Properties**. 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, August 4th. Please ship to:

Stephanie D'Ambrosio
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: _____



PROM DISPLAY on the AISLE 7TH-FLOOR MARKET SUITES

We invite you to take advantage of this great opportunity to feature your prom and special occasion gowns on the show floor, where every buyer will see your product. Our professional visual merchandiser executes a showcase, highlighting one gown in any shade of pink or orchid on a bust form with your custom logo. This display is center stage throughout the entire market.

This opportunity is limited to 1 gown per exhibitor. **The fee is \$100.**

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. Your gown must be received by Tuesday, August 4th. 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: _____ Email: _____

Booth # _____

CC (Visa/MC/Amex): _____

Expiration Date: _____ Amount: _____

Name on Card: _____ Signature: _____



NORTH LOBBY SHOWCASE

Spotlight your gowns in the historic Merchandise Mart lobby to be seen by thousands of 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 \$200 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, August 4th. 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: _____ Email: _____

Booth # _____

CC (Visa/MC/Amex): _____

Expiration Date: _____ Amount: _____

Name on Card: _____ Signature: _____



"Center Stage: Prom & Special Occasion"

Prom Fashion Show

Saturday, August 8, 2009

Cocktails 6:00 PM, Show 6:30 PM

7th Floor Prom Café Stage

Stepping out with all of the right moves in both the Prom and Special Occasion categories. We will be coordinating this fashion show on Friday, August 7, 2009, so please do not leave your booth until we work with you. Merchandise will be picked up from your booth on Friday afternoon for the fitting and returned to your booth by Saturday morning. Merchandise will be picked up for the show on Saturday afternoon beginning at 3:30 pm and returned Sunday by 9:00AM.

PREPAID FEES:

\$125 per dress

OR

Special Offer **5 dresses for \$500***

OR

Special Offer **10 dresses for \$800****

Special Offers

*In addition, you will receive one free gown in the Prom Display on the Aisle of the 7th floor.

** In addition, you will receive one free gown in the Prom Display on the Aisle on the 7th floor along with one gown on the 1st floor North Lobby display.

We request that your reservation be received no later than Friday, July 31, 2009 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 fax this form to 312.527.7807

Feel free to call us at 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.

Company Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth # _____

CC (Visa/MC/Amex): _____

Expiration Date: _____ Amount: _____



ACCESSORY DISPLAY

We invite you to take advantage of this incredible opportunity to display your accessory product during the August 2009 National Prom Market Chicago. Show your merchandise in a display case that will be located on the 7th 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 Prom 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, August 4, 2009** and will be returned to your booth on Tuesday, August 11th by 3pm.

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, July 31st, 2009**.

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 August 4th.

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 312.527.7807.

Company Name: _____

Representative/Contact: _____

Phone: _____ Email: _____

Booth # _____

CC (Visa/MC/Amex): _____

Expiration Date: _____ Amount: _____

Name on Card: _____ Signature: _____



AGREEMENT OF RELEASE, INDEMNITY AND WAIVER OF CLAIMS
(STORAGE/DISPLAY OF PROPERTY)

TO: Merchandise Mart Properties, Inc
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 [dates(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 occasion 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)



EXHIBITOR WEBSITE LINK



PLEASE LINK MY COMPANY WEBSITE TO
National Prom 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 September 2009.
- 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.nationalprommarket.com
- We cannot guarantee that requests for links received after July 31, 2009 will be live in time for market.

Fax this form to: 312.527.7971

LIST ORDER FORM –August 2009

National Prom 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: khumennyj@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 \$ _____

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!

Credit Card # _____ Exp. Date _____

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: Merchandise Mart Properties, Inc. Mail to: MMPI Marketing Information Services, 470 The Merchandise Mart, Chicago, IL 60654.