



## February 24-26, 2019

Ft. Lauderdale/Broward County Convention Center

### Corporate Office

4839 SW 148 Avenue • #517 • Davie, FL 33330

Phone 786.331.9000 • Fax 786.331.9955

[www.smota.com](http://www.smota.com)

Organizer	Shoe Market of the Americas - Miami 4839 SW 148 Avenue • #517 • Davie, FL 33330 Phone 786.331.9000 • Fax 786.331.9955 <a href="http://www.smota.com">www.smota.com</a> • E-mail: <a href="mailto:info@smota.com">info@smota.com</a>
Important Deadlines	Exhibitor Contract..... November 2, 2018 Directory Listing/Booth Sign/Exhibitor Badges..... November 2, 2018 Advertising Contract..... December 10, 2018
New	Exhibitors if this is the first time you're exhibiting with Shoe Market of the Americas/Miami, you are responsible for the initiation fee and 2019 SMOTA dues.
Points	Membership in Shoe Market of the Americas is necessary in order to keep your points on an updated accrual basis.
Location/Assignment	Space is assigned by category of merchandise, and by points. 1) Greater Fort Lauderdale - Broward County Convention Center 1950 Eisenhower Blvd. Ft. Lauderdale, FL 33316 Convention Center Booth - 10' x 10', fully equipped and draped, open booths, located in 64,887 square foot meeting and exhibition space. Shelving units and phone service are available at an additional charge. 2) Fashion Avenue Showrooms
Exhibitor Fee	Every person working in your booth (Office Help, Factory Personnel, etc.) is responsible for paying the \$175 market fee. No one will be allowed on the premises without a badge during show hours, and badges will not be issued until the market fee is paid. Company executives and spouses working with you are invited to participate at no charge. They must show proper credentials.
Advertising	1. SMOTA sells advertisements in our market directory. For a small fee, an ad in the market directory enables you to promote your name and line during the market and throughout the season. For prices and details, see attached addendum F.
Improper Payment/Late Fees	There is a \$50 fine for contracts postmarked AFTER November 2, 2018. This will be enforced! Also, if your contract is received with improper payment, it will be returned. <b>NO ONE WILL BE ASSIGNED SPACE UNLESS PAYMENTS ARE MADE IN FULL.</b> You may pay with either Visa, MasterCard, American Express, check or cash.
Tear-Down	Tear-down will begin at 3:00 p.m. on Tuesday. Any exhibitor doing so prior to show closing without prior consent of the ethics committee will be penalized \$500.00. Additionally, any exhibitor doing so will lose seniority at the next rooming committee meeting. Each and every individual along with their line must remain open until the official closing time.
Material Handling/ Convention Services	If you are shipping material refer to your <b>EXPO</b> packet and send it to: <b>EXPO</b> 15959 NW 15th Avenue Miami, FL 33169 305-751-1234 Label with your name, company and booth number. There is a charge based on weight per shipment.

## MARKET CONTRACT TERMS

Exhibitor Responsibilities	Exhibitor is responsible for timely return of show contracts, all appropriate fees including payment of any past in indebtedness. All fees must accompany contract or it will be returned. Signature on contract signifies understanding and agreement with Shoe Market of the Americas (SMOTA) contract terms. Failure to comply with provisions as set forth will subject exhibitor to penalties, expulsion, suspension and/or denial of the privilege to be an exhibitor. This or any other disciplinary action will be at the discretion of the Directors of SMOTA.
Liability	Each exhibitor agrees to hold harmless SMOTA/GREATER FT. LAUDERDALE - BROWARD COUNTY CONVENTION CENTER from any and all liability that might ensue from any cause whatsoever, including accidents or injuries to exhibitors, their agents or employees. Exhibitors assume all responsibility for accident, injury or property damage to any person viewing his/her exhibit, where such accident, injury or property damage is caused by negligence of EXHIBITOR, his/her agent or employee.
Destruction of Property	In the event that, because of war, fire, strike, government regulation, public catastrophe, act of God or the public enemy or other cause beyond the control of the association, the show or any part thereof is prevented from being held, is cancelled by the Association in its sole discretion shall determine and refund to the Exhibitor the proportionate share of the balance of aggregate exhibit fees received which remains after deducting expenses incurred by SMOTA and reasonable compensation to the Association, but in no case shall the amount of refund to the Exhibitor exceed the amount of the exhibit paid.
Insurance	Exhibitor shall maintain such insurance as will fully protect Show management and the GREATER FT. LAUDERDALE - BROWARD COUNTY CONVENTION CENTER from any and all claims of any nature, including claims under Workman's Compensation Act, and claims for damages for property damage and personal injury including death which may arise from the operations of exhibit in connection with his/her rental.
Room Assignments	All contracts received on or before printed market deadlines will be assigned according to category, and by (points) seniority of membership until the registration deadline. Contracts received after the deadline date will then have space assigned on a first-come, first-served basis. Failure to be at the Market (no show) will cost the exhibitor 100% of his/her market and space fee. SMOTA reserves the right to adjust requested footage or rooms based on space availability.
Cancellation	IN THE EVENT OF CANCELLATION, VERBAL NOTICE MUST BE RECEIVED IN THE ASSOCIATION OFFICE FOLLOWED BY WRITTEN CONFIRMATION OF THE SAME. THERE WILL BE NO REFUNDS AFTER DECEMBER 10, 2018.
Convention Center	No member may reassign, sublet or share with or to any party any showroom/Convention Center booth exhibit space assigned to such member at any market event unless permission is granted in writing by the Convention Committee. The only exception to this provision is that members who have incorporated their sales businesses se authorized to let such personal corporations use such show room or exhibit areas, provided that such members must be present or in control of showroom/booth areas during the entire market.
Market Directory	The Market Directory is published as a service of SMOTA for the benefit of exhibitors and their customers. Every reasonable effort is taken to make it accurate, but SMOTA assumes no responsibility for any inaccuracies or omissions. Responsibility for complete and correct copy listings for the directory rests with exhibitors. SMOTA assumes no responsibility for the directory listings for contracts received after deadline date.
Rules & Regulations	The following Rules and Regulations must be observed by all Exhibitors at all times: <ol style="list-style-type: none"><li>1. Buttonholing of customers is prohibited.</li><li>2. If a salesperson comes in from any territory to work, even one customer, in your exhibit area during market, they MUST pay a market fee. A salesperson in your exhibit area whose name is not in the show directory, is not registered, YOU ARE RESPONSIBLE FOR THEIR FEES. Any salesperson who permits another to use their room or booth without having paid market fees will be called before the Ethics Committee which retains the right to close exhibit space for duration of market, cancel membership, or both. This does not apply to bonafide executives.</li><li>3. If an executive or sales manager from your company replaces you at any of SMOTA's market, he/she must join and is responsible for all necessary fees. Management is invited to attend market with you at no charge.</li><li>4. All exhibit areas must be manned and remain open during published market hours, subject to a \$500 fine. NO PACKING OF MERCHANDISE PERMITTED DURING MARKET HOURS.</li><li>5. Directors of SMOTA reserve the right at all times to clear the Market of persons acting in an objectionable manner.</li><li>6. ALL SHOE MARKET OF THE AMERICAS members will be required to exhibit in open booths or showrooms in order to be listed in the market directory.</li><li>7. BADGES MUST BE WORN AT ALL TIMES</li></ol>
Show Hours	Move In: Set up is Friday from 1:00 pm to 6:00 pm and Saturday from 8:30 am to 6:00 pm, before the market. Show Hours: Sunday and Monday 9am - 6pm • Tuesday 9 am - 3 pm Move Out: At close of show



**February 24-26, 2019**  
 Ft. Lauderdale/Broward County Convention Center

OFFICE USE ONLY	
CK # _____	App. # _____
SMOTA _____	Inv. # _____
RC _____ Board _____	FI Plan _____
Hotel _____	Showroom _____
Last Location _____	
Points _____	No. of Booths _____

**MEMBER'S INFORMATION & PAYMENT SUMMARY**

**Member's Information** Member's Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cellular \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Signature \_\_\_\_\_

I agree to uphold rules and regulations set forth by SMOTA as outlined on the market contract terms.  
 Exhibitor must be a member of SMOTA.  
 Deadline: November 2, 2018 • \$50 Late Registration Penalty. Read carefully! Fill out entire contract. All dues, registration fees, booth fees and sign fees must be enclosed or contract will be returned. Postdated checks will not be accepted.

**Amount Enclosed**

**Payment Summary** Market fee per person..... x \$175.00 ea. \_\_\_\_\_

**Booth Exhibitors Only**

Booth Charge for a 10' x 10' ..... x \$780.00 ea. \_\_\_\_\_

\*Raw Booth Charge for a 10' x 10' ..... x \$680.00 ea. \_\_\_\_\_

*\*For Raw Booths Only - Subject to SMOTA Approval*

**Fashion Avenue Exhibitors Only**

Showrooms 5 ..... x \$4,200.00 ea. \_\_\_\_\_

Showrooms 8 ..... x \$4,200.00 ea. \_\_\_\_\_

**If Applicable**

Late Fee..... \$50.00 \_\_\_\_\_

SMOTA 2019 DUES..... \$45.00 \_\_\_\_\_

Initiation Fee (for new members)..... \$100.00 \_\_\_\_\_

**Advertising Rates**

Full page(s) in color ..... \$225.00 \_\_\_\_\_

Inside front or back cover in color ..... \$375.00 \_\_\_\_\_

Back Cover in color..... \$425.00 \_\_\_\_\_

Center spread in color ..... \$425.00 \_\_\_\_\_

Add 3.25% for Amex charges or 2.48% for Visa/Mastercard charges .....

**TOTAL** .....

Form of Payment Check Cash Visa MasterCard American Express Acct # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security code \_\_\_\_\_ Signature \_\_\_\_\_

Make Check Payable to: Shoe Market of the Americas • Mail original to SMOTA.

**Preferred Exhibit Space** 1st Choice \_\_\_\_\_ 2nd Choice \_\_\_\_\_ 3rd Choice \_\_\_\_\_



**BOOTH & SHOWROOM SIGNAGE**

Booth _____
Showroom _____

Signage All listings will be exactly as you specify.  
 PLEASE PRINT CLEARLY AND LEGIBLY ON THIS FORM!

MEMBER'S NAME \_\_\_\_\_

COMPANY or BRAND \_\_\_\_\_

Exhibitor Badges Because of strict security codes, badges are required for admittance to the show. Your family members, staff, factory personnel, etc. may help you on Saturday (set-up day), but all personnel working on Sunday thru Monday will need badges to get on the show floor.

In order to obtain badges for those working in your booth, you'll need to pay the \$175 market fee PER PERSON. Fill out the form below and enclose \$175 for each badge you require. As usual your spouse may join you at no charge — include his/her name below and designate as spouse. Executives joining you from your company can also do so at no charge provided a business card with the individual's title/position in the company accompanies the badge request.

The person who is responsible for signing up for the booth on his or her points is responsible for all reps in their booth. Any person traveling a territory must be registered and pay the \$175 market fee, plus SMOTA dues and initiation fee.

REP NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

SPOUSE (if attending) \_\_\_\_\_

REP NAME \_\_\_\_\_ COMPANY \_\_\_\_\_

SPOUSE (if attending) \_\_\_\_\_

EXECUTIVE \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

SPOUSE (if attending) \_\_\_\_\_

EXECUTIVE \_\_\_\_\_ COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

SPOUSE (if attending) \_\_\_\_\_



## TO: FASHION AVENUE SHOWROOMS EXHIBITORS

### Showroom Set-up

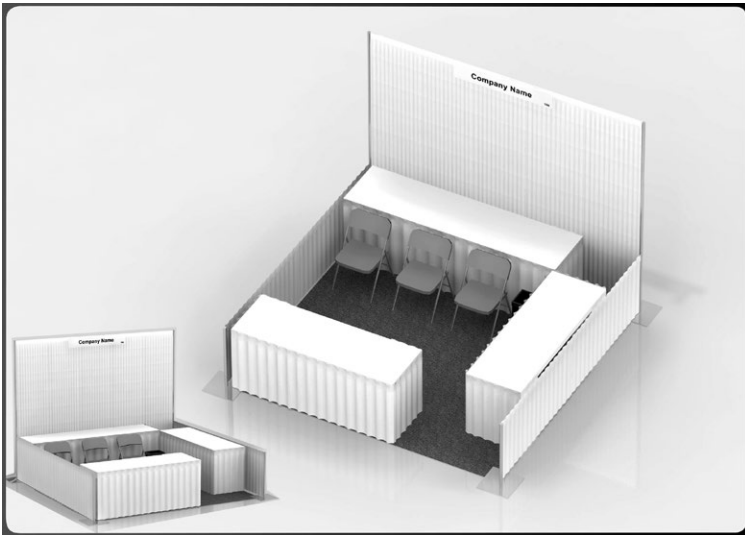
When you arrive for set-up, your showroom will be set with a standard set-up unless it is a custom build out. The tables will be skirted and have white plastic covering on the tops.

1. The following set-up is standard in the showrooms.
  - (3) Three 8' writing tables
  - (3) Three 6' writing tables
  - (6) Six chairs
  - (2) Two trash cans
2. Etageres must be ordered directly from Expo.
3. Should you decide to change from the standard set-up after your showroom is decorated, there will be a \$50.00 charge, payable at the show.

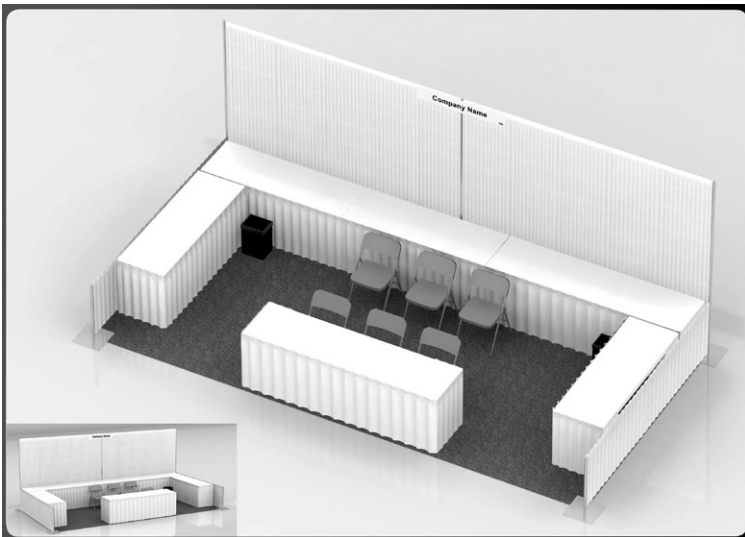
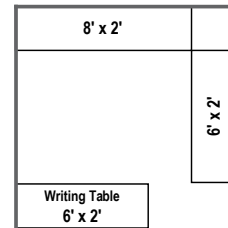
### Hall D - First Floor



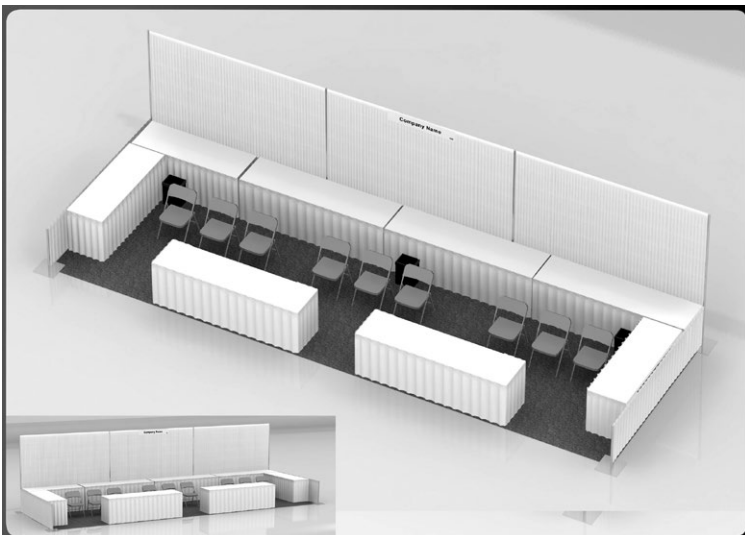
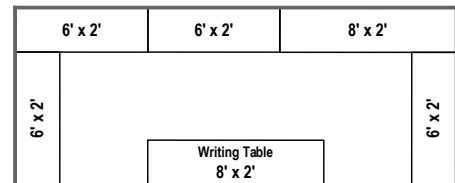
## CONVENTION CENTER BOOTH SET-UP PLANS



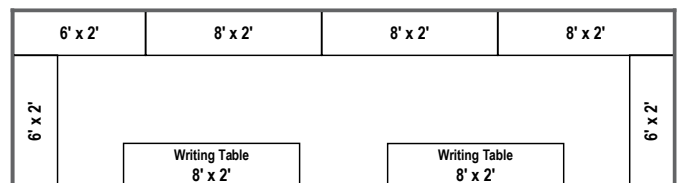
10x10 BOOTH



10x20 BOOTH



10x30 BOOTH



## TO: CONVENTION CENTER EXHIBITORS

### Booth Set-up

When you arrive for set-up, your booth will be set based on your instructions outlined on your contract. The tables will be skirted and have white plastic covering on the tops. Skirting is part of your booth cost at no additional charge to you.

On the reverse side are suggested booth plans for single, double, and triple booths. Exhibitors requiring larger or custom booth locations should specifically inform us of their set-up requirements by enclosing a detailed sketch of their booths with their contract.

All exhibitors should be aware of the following related to booth set-up in the Convention Center:

1. All booths will be set no further out than 8 1/2 feet from the back of the booth to allow for chairs within the booth. Chairs may not be placed in the aisles.
2. Some booth set-ups may be slightly altered due to columns.
3. Etageres must be ordered directly from EXPO.
4. Should you decide to change from the standard set-up after your booth is decorated, there will be a \$50.00 charge, payable at the show.
5. The following is provided in the cost of the booth:
  - a. (1) 8' table and (2) 6' tables skirted and draped
  - b. (1) Waste basket
  - c. (3) Chairs
  - d. Pipe & drape
  - e. An electrical outlet per build-out.
  - f. Carpet

### Raw Space

Custom units must submit a floor plan and photos to SMOTA for approval. Units may not exceed 8 feet in height. The following is provided in the cost of the raw space.

- a. An electrical outlet per build-out.
- b. (1) Waste Basket
- c. (1) 8' Draped table.
- d. (2) Chairs
- e. Carpet



# ADVERTISING CONTRACT

**NOTICE: BE ADVISED THAT ALL THE ADS IN THE DIRECTORY WILL BE PRINTED IN COLOR**

**FULL PAGE BLEED**  
**5 3/4" x 8 3/4"**  
**Final Trim Size**  
**5 1/2" x 8 1/2"**  
**Live Image Area**  
**4 1/2" x 7 1/2"**

**FULL PAGE NON-BLEED**  
**4 1/2" X 7 1/2"**  
**FINAL TRIM SIZE**  
**5 1/2" X 8 1/2"**

**ADVERTISING RATES - SHOW DIRECTORY**

Full Page(s) <b>COLOR</b> .....	\$225.00
Inside front or inside back cover - <b>COLOR</b> .....	\$375.00
Back Cover - <b>COLOR</b> .....	\$425.00
Center Spread <b>COLOR</b> .....	\$425.00

**ADVANCE PAYMENT REQUIRED. PAYMENT MUST ACCOMPANY DIGITAL ARTWORK IN ORDER FOR AD TO BE PRINTED**

**DIGITAL SPECIFICATIONS**

**PAGE SIZE:** 5-1/2" x 8-1/2" PLUS 1/8" ALL AROUND FOR BLEEDING ADS

**PRINTING PROCESS:** Offset

**BINDING METHOD:** Perfectbound

**MEDIA:** MAC or PC formatted disks. All MAC CD-ROMS must be formatted as ISO 9660 so as to be read by MAC OS. Submitted media must be clearly labeled. NO floppy discs will be accepted.

**FORMAT:** We accept HIGH RESOLUTION PDF FILES ONLY (made ONLY through Acrobat Distiller) No native application files accepted. PDF files MUST be made using Acrobat Distiller.

**The Hi res PDF distilled files must have:**

1. All fonts embedded (NO True Type fonts accepted)
2. The correct mode (ie. CMYK). Never RGB or LAB or embedded color profiles. (ie. ICC profiles).
3. NO spot colors accepted. NO PMS colors accepted.
4. OPI must NEVER be included in the file. (see advanced tab in distiller)
5. Resolution: 300 DPI for all submitted images and files.
6. Please include position marks for non-bleed ads and trim and bleed marks for bleed ads.

**BACKUP WORKFOLDERS:** For all Hi res PDF files please include all supporting fonts, illustrations, and scans.

Submitted fonts MUST be for MAC OS (NO PC FONTS), and Postscript in nature, NO 'True Type' fonts.

A disc directory and proper proof must accompany each ad file.

**ACCEPTED PROOFS:** Matchprint DIGITAL H/T Proof, Kodak APPROVAL Proof or Fuji FINALPROOF

All ads supplied without a color proof will have one made (time permitting) at advertiser or ad agency's expense. Since client will not be able to sign off on the proof made, the show is not responsible for color of proof. The show is not responsible for color or content of proofs or files that do not conform to the specifications listed.

THE CORRECT SIZE PROOF MUST ALWAYS BE GENERATED DIRECTLY FROM THE DISK/FILE YOU SUBMIT. Proofs MUST be created with SWOP Web Offset gains. The show not responsible for variance between digital file, and any proof not listed above. Proof must be screened at 150 line screen on the publication base, color calibration SWOP Standards, Density max 260%-280%.

**NOTE:** Charges will be made to advertiser or agency at commercial rates for ads or digital files that require operator intervention other than adding a representative's name and booth number.

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

REP. NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

REP. NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

Return contracts and materials to:  
 Shoe Market of the Americas Miami • 4839 SW 148 Avenue • #517 • Davie, FL 33330



**FT. LAUDERDALE/BROWARD COUNTY CONVENTION CENTER  
 HALL "D" BOOTHS**

140	141	240	241	340	341	440	441	540	541	640	641
138	139	238	239	338	339	438	439	538	539	638	639
136	137	236	237	336	337	436	437	536	537	636	637
134	135	234	235	334	335	434	435	534	535	634	635
130	131	230	231	330	331	430	431	530	531	630	631
128	129	228	229	328	329	428	429	528	529	628	629
126	127	226	227	326	327	426	427	526	527	626	627
124	125	224	225	324	325	424	425	524	525	624	625
122	123	222	223	322	323	422	423	522	523	622	623
120	121	220	221	320	321	420	421	520	521	620	621
118	119	218	219	318	319	418	419	518	519	618	619
116	117	216	217	316	317	416	417	516	517	616	617
114	115	214	215	314	315	414	415	514	515	614	615
112	113	212	213	312	313	412	413	512	513	612	613
110	111	210	211	310	311	410	411	510	511	610	611
106	107	206	207	306	307	406	407	506	507	606	607
104	105	204	205	304	305	404	405	504	505	604	605
102	103	202	203	302			403	502	503	602	603
100	101	200	201	300	301	400	401	500	501	600	601

MEN'S & KIDS

COMFORT

BETTER

JUNIOR / BRANDED

POPULAR

POPULAR

5	8
---	---

HALL D  
 LOBBY