

Organizer	Shoe Market of the Americas - Miami 2335 NW 107th Avenue • Suite 2M31, Box 120 • Miami, Florida 33172 Phone 786.331.9000 • Fax 786.331.9955 <a href="http://www.smota.com">www.smota.com</a> • E-mail: <a href="mailto:shoeshow@smota.com">shoeshow@smota.com</a>
Important Deadlines	Exhibitor Contract.....November 4, 2011 Directory Listing/Booth Sign/Exhibitor Badges.....November 4, 2011 Postcard Request .....November 4, 2011 Advertising Contract.....December 5, 2011
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 2012 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) Miami Airport Convention Center 777 NW 72 Avenue Miami, FL 33126 Convention Center Booth - 10' x 10', fully equipped and draped, open booths, located in 172,000 square foot meeting and exhibition space. Shelving units and phone service are available at an additional charge. 2) Fashion Avenue Showrooms 3) Fashion Square Booths 4) SMOTA Collections at the DoubleTree Miami Mart / Airport
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. 2. Column wraps advertising is now available
Improper Payment/Late Fees	There is a \$50 fine for contracts postmarked AFTER November 4, 2011. 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 se 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 expo packet and send it to: <b>Expo Convention Contractors • (305) 751-1234</b> 57 NE 179 Street, North Miami, FL 33162 Label with your name, company and booth number. There is a charge based on weight per shipment.
Hotel Exhibitors	<b>DoubleTree Miami Mart / Airport • (305) 261-3800</b> 711 NW 72 Avenue Miami, FL 33126
Postcards	SMOTA offers you preprinted postcards advertising the show to send to your customers. Please fill out the enclosed addendum E and return with your contract. Postcards are on an "as available" basis.

## 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/MIAMI AIRPORT CONVENTION CENTER/ DOUBLEETREE MIAMI MART/ AIRPORT 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 MIAMI AIRPORT CONVENTION CENTER/ DOUBLEETREE MIAMI MART/ AIRPORT 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 THE MARKET DIRECTORY GOES TO PRINT. DoubleTree Miami Mart / Airport requires 72 hour cancellation notification on sleeping rooms as well.
Convention Center	No member may reassign, sublet or share with or to any party any showroom/Convention Center booth or hotel 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 se observed by all Exhibitors at all times: 1. Buttonholing of customers is prohibited. 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. 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. 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. 5. Directors of SMOTA reserve the right at all times to clear the Market of persons acting in an objectionable manner. 6. ALL SHOE MARKET OF THE AMERICAS members will be required to exhibit in open booths, showrooms or hotel exhibit space in order to be listed in the market directory. 7. BADGES MUST BE WORN AT ALL TIMES
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 9 a.m. - 6 p.m. • Monday 9 a.m. - 6 p.m. • Tuesday 9 a.m. - 3 p.m. Move Out: At close of show



**February 26-28, 2012**  
 2335 NW 107th Avenue • Suite 2M31, Box 120 • Miami, FL 33172  
 Phone 786.331.9000 • Fax 786.331.9955  
**www.smota.com**

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 4, 2011 • \$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.

Payment Summary	Amount Enclosed
<b>Market fee per person</b> ..... x \$175 ea.	_____
<b>Booth Exhibitors Only</b>	
Booth Charge..... x \$650 ea.	_____
*Raw Booth Charge ..... x \$560 ea.	_____
*For Raw Booths Only - Subject to SMOTA Approval	
<b>Fashion Avenue Exhibitors Only</b>	
Showrooms 5..... x \$1,000 ea.	_____
Showrooms 10..... x \$1,700 ea.	_____
Showrooms 15..... x \$2,300 ea.	_____
<b>Hotel Exhibitors</b>	
Hotel Assessment..... \$175	_____
<b>If Applicable</b>	
Postcards.....\$20	_____
Late Fee.....\$50	_____
SMOTA 2012 DUES.....\$45	_____
Initiation Fee (for new members).....\$100	_____

Advertising Rates

Column Wraps.....\$500	_____
Full page(s) in color.....\$200	_____
Inside front or back cover in color.....\$350	_____
Back Cover in color.....\$400	_____
Center spread in color.....\$400	_____
Add 3.25% for Amex charges or 2.48% for Visa/Mastercard charges.....	_____
<b>TOTAL</b> .....	_____

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 and keep yellow copy for your records.

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

Hotel Exhibitor Only  
 Room Deposit DoubleTree Miami Mart / Airport • Room rate: \$159.00 + tax. There is a four night minimum for all exhibit rooms.

Credit Card Info Arrival/Departure Date: \_\_\_\_\_ (For hotel exhibitors only)

Card # \_\_\_\_\_ Expiration Date: \_\_\_\_\_



**BOOTH, SHOWROOM & HOTEL 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 Tuesday 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 \_\_\_\_\_

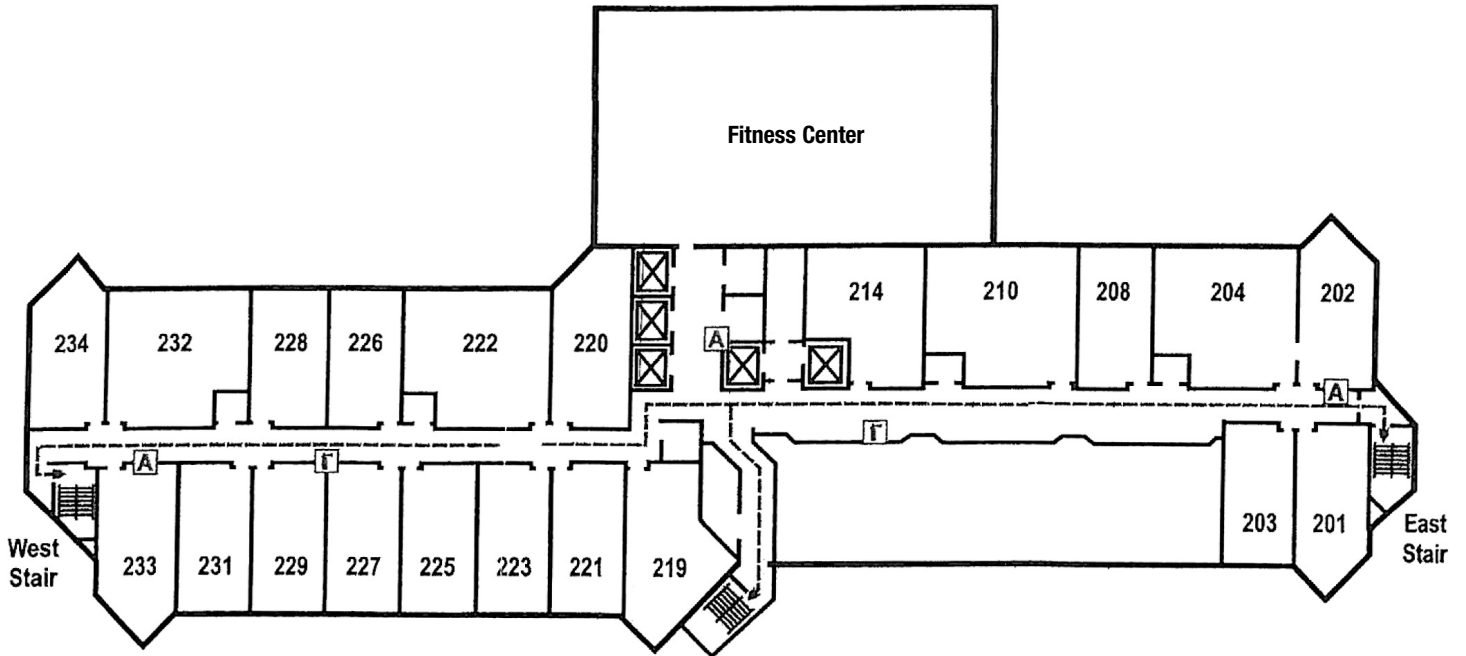
ADDRESS \_\_\_\_\_

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

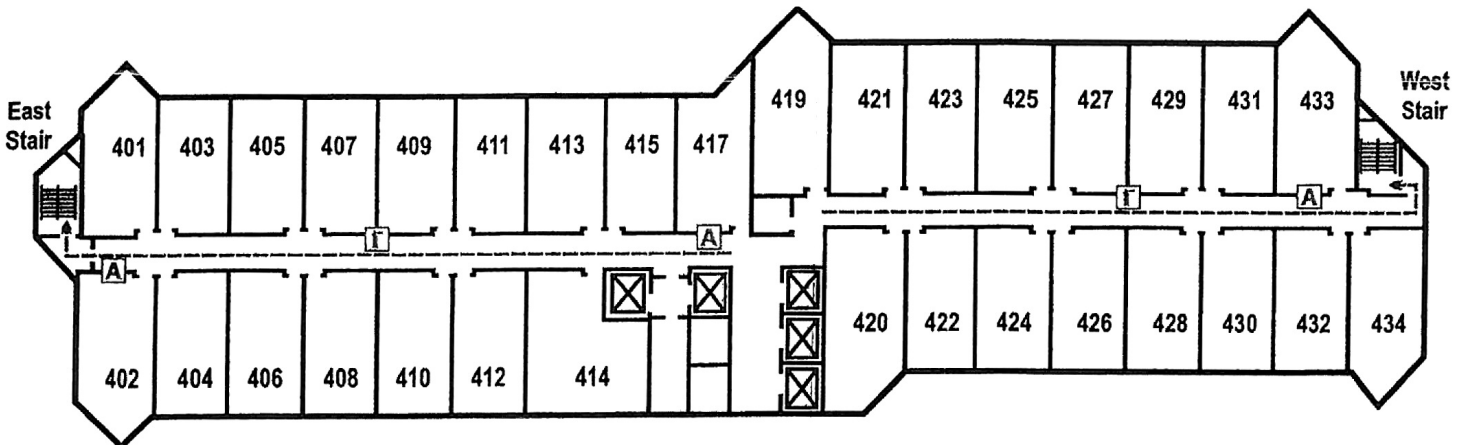


**DOUBLETREE MIAMI MART / AIRPORT  
 HOTEL ROOMS**

**2ND LEVEL**



**FOURTH LEVEL**

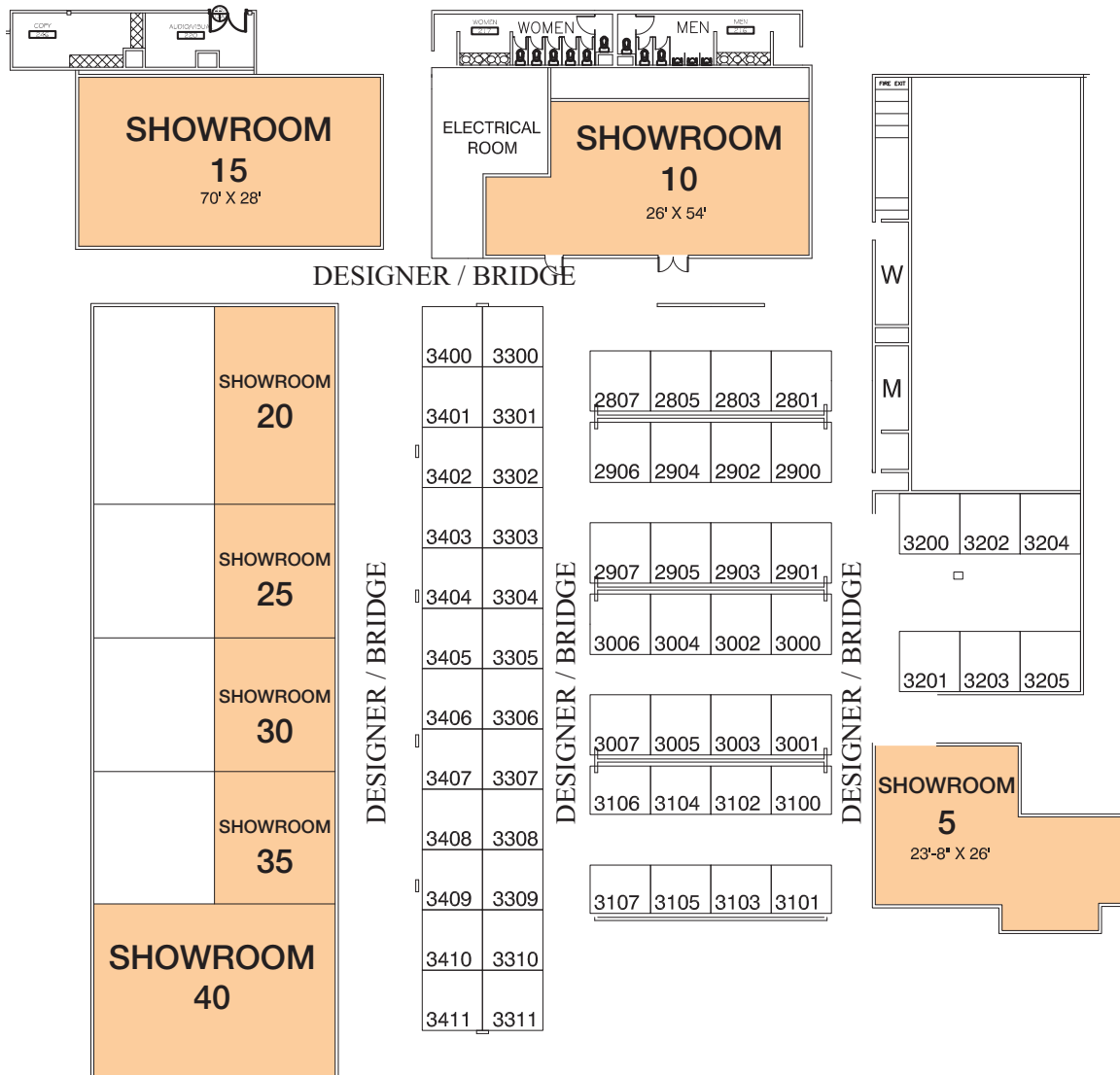


## TO: FASHION AVENUE SHOWROOM EXHIBITORS

### Showroom Set-up

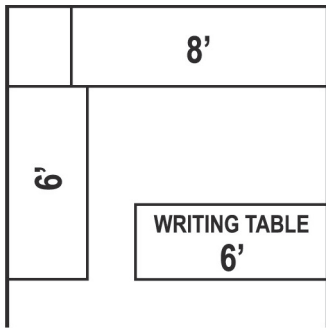
When you arrive for set-up, your showroom will be set with a standard set-up unless it is a custom build out. The tables will be skirted and have white plastic covering on the tops.

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.

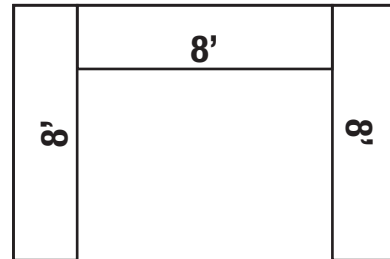


## CONVENTION CENTER BOOTH SET-UP PLANS

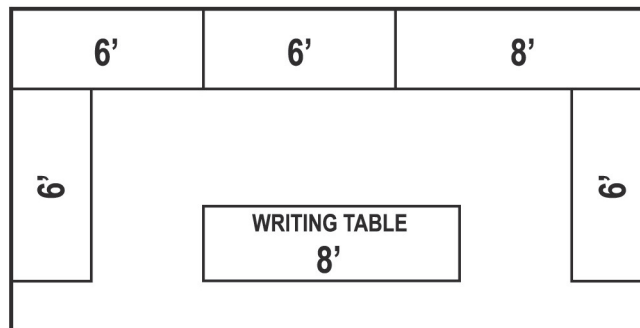
**SINGLE BOOTH - 10' X 10"**



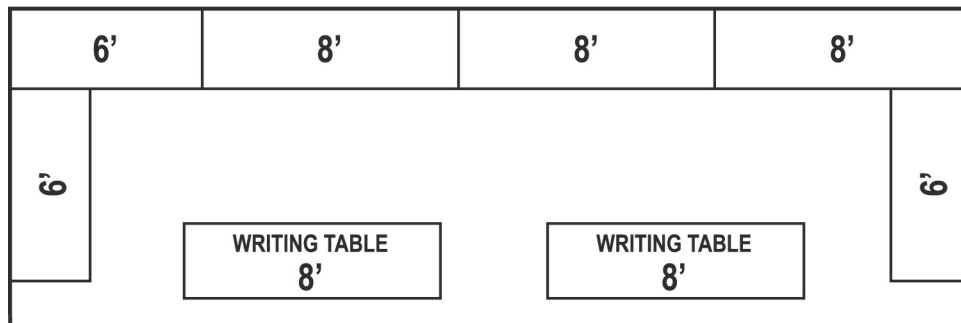
**SINGLE BOOTH - 8' X 12"**  
 (Fashion Square Booths Only)



**DOUBLE BOOTH - 10' X 20"**



**TRIPLE BOOTH - 10' X 30"**



**SEE REVERSE SIDE FOR SET-UP INFORMATION**

## 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
  - 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
- b. (1) Waste Basket
- c. (1) 8' Draped table.
- d. (2) Chairs
- e. Carpet

### Fashion Square Booths

The following is provided in the cost of the booth

- a. (3) 8' table skirted and draped
- b. (1) Waste basket
- c. (3) Chairs
- d. Pipe & drape
- e. An electrical outlet
- f. Carpet

## PROMOTIONAL POSTCARDS (OPTIONAL)

### Postcards

Please join us in promoting your participation in the Shoe Market of the Americas. We will supply you with promotional postcards, designed with artwork in the show's theme and preprinted with the show dates. All you do is insert your name, location and a personal message if you desire, label and mail. The only cost to you is \$20 to cover postage and handling. (Payable along with show fees on contract).

SMOTA postcards will be mailed out to you in the quantity you request on an "as available" basis.

Please Circle Desired Quantity            25            50            75            100

Name \_\_\_\_\_

Address (to send postcards): \_\_\_\_\_

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

**RETURN EACH OF THESE FORMS WITH YOUR CONTRACT BY NOVEMBER 4, 2011**



## TOP 5 BUYERS WISH LIST

Help us ensure that your preferred buyers attend the upcoming Market by providing SMOTA with a list of the top five buyers you would like to reach. Fax your "wishlist" to 786-331-9995 **NO LATER THAN** November 15, 2011. Contact Chely Alvarez at 786-331-9000 or [chely@smota.com](mailto:chely@smota.com) with questions.

**ALL CUSTOMER CONTACT INFORMATION MUST BE PROVIDED.**

Company Name: \_\_\_\_\_

Exhibitor: \_\_\_\_\_

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**PLEASE LIST YOUR KEY PROSPECTS SO WE CAN INVITE THEM TO MIAMI!**

**Store:** \_\_\_\_\_

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

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Store:** \_\_\_\_\_

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

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Store:** \_\_\_\_\_

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

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Store:** \_\_\_\_\_

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

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Store:** \_\_\_\_\_

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

Address : \_\_\_\_\_

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

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

# 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"**

## ADVERTISING RATES - SHOW DIRECTORY

Full Page(s) COLOR .....	<b>\$200.00</b>
Inside front or inside back cover - COLOR.....	<b>\$350.00</b>
Back Cover - COLOR.....	<b>\$400.00</b>
Center Spread COLOR.....	<b>\$400.00</b>

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 5.0 (preferred) and also 4.0.

**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). 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: (            ) \_\_\_\_\_

## ADVERTISING RATES & SPECS - COLUMN WRAPS OUTSIDE OF THE CONVENTION CENTER

RATE PER EACH PANEL .....**\$500.00**

SIZE: 38" x 91"

**AD MATERIALS:** Artwork for column wraps MUST be supplied in Adobe Illustrator or Corel Draw ONLY

Return contracts and materials to: **Shoe Market of the Americas Miami** • 2335 NW 107th Avenue • Suite 2M31, Box 120 • Miami, FL 33172

**ADVERTISING DEADLINE DECEMBER 5, 2011**



# MIAMI AIRPORT CONVENTION CENTER

## FIRST FLOOR BOOTHS



# MIAMI AIRPORT CONVENTION CENTER

## SECOND FLOOR BOOTHS

