



THE COLLECTION AT  
**SWIMSHOW**  
S W I M . B E A C H . R E S O R T

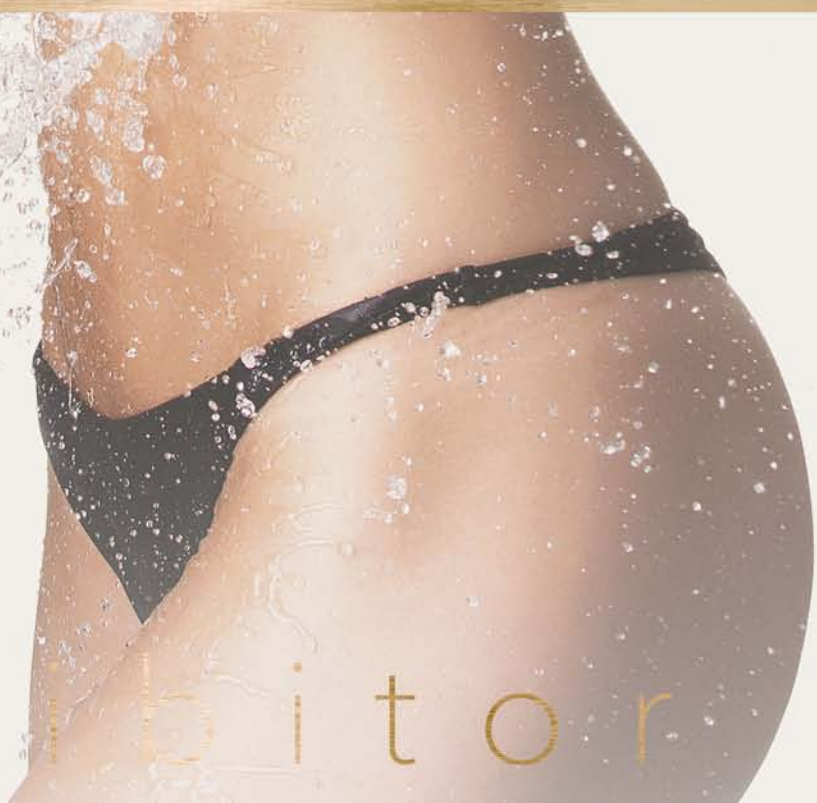
JULY 16-19, 2016

**IMPORTANT:** Please complete all forms. To navigate more efficiently, be sure to select "View / Navigation Panels / Bookmarks" from the top menu bar in Acrobat Reader—this will enable you to move from page to page more quickly and easily. It is also helpful to click on the upper right "Highlight Fields" button. Use the "Save As" option to save a copy of this document. Electronic signatures can be used for forms requiring a signature or print and sign and return to the SAF office by the deadlines indicated.


**MAC USERS:** You must open this document in Acrobat Reader to save and print your forms. Please contact SAF if you have any questions.

MIAMI VISITOR AND CONVENTION AUTHORITY  
BEACH AUTHORITY

e x h i b i t o r k i t







July 16 - 19, 2016



A close-up photograph of a person's back and shoulder, showing skin covered in water droplets. The person is wearing a black strap, likely from a bikini or swimsuit. The background is white.

will be HAUTE



and FABULOUS



We've created an exciting new area for **The Collection**—our show within a show—located inside the convention center with its own special section

It will be a completely high-end exclusive exhibition area where your brand/s will be surrounded by other well curated brands

The booths will be turnkey; however if your booth is 400 sq. ft. or larger, you may utilize your pre constructed booth

Make the change to exhibit at **The Collection** which was conceived with your brand in mind

Come join us at **The Collection**...the perfect environment for your brand!

# the COLLECTION





# LOCATION







*SwimShow continues to be supported by the top swimwear companies and is known for launching the newest and most creative brands in the industry.*









## RETAIL HIGHPOINTS

AMAZON.COM  
ANTHROPOLOGIE  
ASOS  
ATLANTIC  
BARNEY'S NEW YORK  
BASE  
BEACH HOUSE OF MAPLES  
BERGDORF GOODMAN  
BLOOMINGDALE'S  
BOCA RATON RESORT  
CANYON BEACHWEAR  
DIANE'S BEACHWEAR  
EVERYTHING BUT WATER  
FENWICK LIMITED  
FONTAINEBLEAU HOTEL  
FREE PEOPLE  
GILT GROUPE  
GONE BANANAS  
HARRODS  
HARVEY NICHOLS  
HAUTELOOK  
HOLT RENFREW  
HOUSE OF FRASER  
ISHINE365  
LA MAISON SIMONS  
MGM RESORTS  
NASTY GAL  
NEIMAN MARCUS  
NET-A-PORTER  
NIC DEL MAR  
NIKKI'S BEACH HOUSE  
NORDSTROM  
ORCHID BOUTIQUE  
REVOLVE CLOTHING  
RIGBY & PELLER  
RITZ CARLTON HOTELS  
RUE LA LA  
SAKS FIFTH AVENUE  
SCOOP NYC

## SELFRIDGES

SHOPBOT  
SOUTH MOON UNDER  
SWIM IN SPORT  
THE PRESSERS  
THE STANDARD HOTEL  
TRUMP INTERNATIONAL SPA  
URBAN OUTFITTERS  
VICTORIA'S SECRET  
ZAPPOS

## MEDIA HIGHPOINTS

A PINCH OF LOVELY  
CALIFORNIA APPAREL NEWS  
BEACHES AND BUBBLY  
BIKINI BIRD  
BIKINI.COM  
COSMOPOLITAN  
CREATIONS LINGERIE  
DECO DRIVE  
DISFUNKSHION MAGAZINE  
DOWNTOWN MAGAZINE  
FASHION SNOOPS  
NPD GROUP  
OCEAN DRIVE  
PEOPLE STYLEWATCH  
RACKED.COM  
SELF  
SEVENTEEN  
SPORTS ILLUSTRATED  
SUN SENTINEL  
SURFING MAGAZINE  
THE SWIM JOURNAL  
TRINKETS AND TRENDS  
WGSN  
WWD



# get STARTED



OPTION A—Standard length garments • OPTION B—Longer hanging garments • OPTION C—Standard length garments

## 10' Booth includes:

- White backwall; side walls with built-in hang bars
- 1 table, 2 chairs, 1 wastebasket, 4x6 image
- Laminate wood flooring
- All drayage and material handling fees





Dear **Exhibitor,**

We want to take this opportunity to thank you for participating in our July 2016 SwimShow tradeshow. This year we are proudly celebrating **34 SWIMtastic Years** and we are honored to have you be a part of it. Many wonderful things are planned that we know you will enjoy!

***Due to the renovations at the convention center, space will be limited so it is important that you get your contract into the SAF office as soon as possible as they will be accepted on a first come, first serve basis.***

Although you will see a price increase, please note that we haven't raised our prices in ten years and continue to maintain our inexpensive show rate. We also provide you with payment options depending on your preferred form of payment. This is the ONLY tradeshow in which you will get the most value for your dollar including the fun of being in South Beach while conducting all your necessary business! Not to mention the very best rates from contractors/display houses, drayage, electrical and more.

Every year, brands are juried to ensure that only the finest swimwear, beachwear and accessories are presented and the top brands from around the world are featured. SAF will continue to guarantee that only the best curated, quality brands and most creative new companies are offered space to showcase their new collections.

As always, please feel free to contact the SAF office if you have any questions or need additional information.

We look forward to seeing you at the show!

Swimwear Association of Florida  
Board of Directors



8900 SW 117th Avenue, Suite C-205 Miami, Florida 33186  
t: 305.596.7889 f: 305.596.7713 info@swimshow.com www.swimshow.com

Swimwear begins in Miami Beach!



# Look inside *the Exhibitor Kit to find:*

✓ **FREE WiFi!**

*The building will be set for free wifi so access will be available in all booths and throughout the halls*



✓ **The COLLECTION**

*Now a show-within-a-show with its own special area inside the Convention Center! Private and separate within the tradeshow with extremely affordable all-inclusive turnkey booth packages*

✓ **Show Hours** *on the last day the SwimShow tradeshow will close at 5pm on Tuesday, July 19*

✓ **Ready, Set, SCAN!**

*Exhibitor Lead Retrieval System for your booth*

✓ **Special Events**

- *Happy Hour—Saturday & Monday evenings*
- *Cocktail Reception—Sunday evening*
- *Informal Modeling—daily*
- *Trend Seminar—Saturday*
- *Zen Relaxation Area—daily*



## REMINDER

### EARLY BREAKDOWN POLICY—\$1,000 FINE AND A ONE YEAR SUSPENSION FROM EXHIBITING AT THE TRADESHOW

Move out will begin at 5pm on Tuesday, July 19, 2016.

Do not start packing your samples or dismantling your booth until 5pm on Tuesday.

Exhibitors must staff their booths until the close of the tradeshow.

Please make your travel plans accordingly.

Let's keep a strong order-writing environment going and maintain professionalism for BOTH your fellow exhibitors and retailers.

## DEADLINE

### PLEASE NOTE THE SHOW DATES ARE SATURDAY, JULY 16 – TUESDAY, JULY 19, 2016

All applications must be received by February 26, 2016 in order to be assigned a location space.

Applications are due with payment in full.

Applications received after February 26, 2016 will be subject to a \$100 late fee, availability of exhibition space and listing will be included in the Show Supplement.

If you represent multiple companies within your booth, it is your responsibility to secure full payment to the association. The Association no longer accepts multiple company payments.

Credit card numbers and expiration dates must be provided on the contracts as this office does not keep that information on file.

No contract will be completely processed until full payment has been received; if payment is received after the deadline date, this will factor into rooming placement in the tradeshow.

WE APPRECIATE YOUR COOPERATION!



**Important Information:**

**RULES & REGULATIONS**

**EXECUTIVE OFFICE:**

Swimwear Association of Florida  
8900 SW 117th Avenue, Suite C-205 Miami, Florida 33186  
Telephone: 305-596-7889 • Fax: 305-596-7713  
info@swimshow.com • [www.swimshow.com](http://www.swimshow.com)

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**TRADESHOW LOCATION:**

Miami Beach Convention Center  
1901 Convention Center Drive, Miami Beach, FL 33139

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**MOVE-IN SCHEDULE:**

**Heavy Load-in:** Structural Building for Large Booth Construction ONLY:

Tuesday, July 12, 2016..... 8am-8pm

Wednesday, July 13, 2016..... 8am-8pm

**Exhibitor Move-in:** Thursday, July 14, 2016..... 8am-10pm

Friday, July 15, 2016..... 8am-12midnight

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**SHOW HOURS:**

Saturday, July 16, 2016..... 9am-6pm

Sunday, July 17, 2016..... 9am-6pm

Monday, July 18, 2016..... 9am-6pm

Tuesday, July 19, 2016..... 9am-5pm

Doors open to buyers with early appointments at 8am

**Exhibits MUST remain intact until 5pm on Tuesday, July 19**

At the close of the show each day, exhibitors are requested to exit their booths  
in a timely manner as the hall needs to be cleared of all personnel

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**MOVE-OUT SCHEDULE:**

Tuesday, July 19, 2016..... 5pm-12midnight

Wednesday, July 20, 2016..... 8am-8pm

On Tuesday evening, the last day of the tradeshow, the aisle carpet  
will be rolled up at 7pm; empty crates will be returned at 8pm

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**NEW EXHIBITORS:**

If this is the first time you're exhibiting with the Swimwear Association of Florida, you are responsible  
for the initiation fee and 2016 SAF dues. Membership is non transferable.

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**FLORIDA REPS:**

Any rep who works the Florida territory must join the association as a member or they will not be  
allowed to exhibit inside the booth at the tradeshow.

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**POINTS:**

Membership in the Swimwear Association of Florida is necessary in order to keep your points on an  
updated accrual basis. Membership in the association is based on the individual membership (not  
the company) and is non transferable.

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**IMPROPER PAYMENT / LATE FEES:**

There is a \$100 fine for contracts postmarked AFTER February 26, 2016. This will be enforced! Also,  
if your contract is received with improper payment, it will be returned. NO ONE WILL BE ASSIGNED  
SPACE UNLESS PAYMENTS ARE MADE IN FULL. You may pay with a personal or company  
check, American Express, Visa, MasterCard, wire transfer or electronic (with restrictions) payment.  
Checks should be made out to Swimwear Association of Florida.

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**BREAKDOWN / MOVE-OUT:**

Early breakdown WILL BE ENFORCED! There will be no exceptions! Breakdown will begin on Tuesday, July 19 at 5pm until midnight and on Wednesday, July 20 from 8am to 8pm. Each and every individual along with their line(s) must remain open until the official closing time. The integrity of the exhibit space must remain intact and must be manned and open for business with at least one complete sample line. Any exhibitor not adhering to this rule will be fined \$1,000 and will not be allowed to exhibit in the tradeshow for one year.

This rule will be strongly enforced in order to avoid disruption of business during show hours. Please make your travel plans accordingly to allow adequate time to break down and move out after 5pm on the last day of the show. Enclosed booth structures are not exempt from the early breakdown policy.

**LOCATION / ASSIGNMENT:**

Space is assigned by category of merchandise (missy, contemporary, designer, junior, children's, men's) and by points. **Booth space is sold as raw space only.**

**BOOTHS:**

Booths are sold as raw space in 10' increments equating to 100 square feet. The smallest booth is 10'x10' (examples: 10'x10'; 10'x20'; 20'x20' and so on). **The booth fee is for the raw square footage which includes just the markings on the tradeshow floor.** You **MUST** work with a contractor / decorator to create and build your booth, inclusive of whatever equipment you want inside your booth (i.e., chairs, tables, dressing room, etc).

**BOOTH SHARING:**

Sharing or subletting of contracted exhibit space is strictly prohibited.

**BOOTH RESTRICTIONS:**

All materials utilized **MUST** be flame retardant. All pre-constructed booths must be hardwall panels or gatorboard. **No foamcore, gridwalls or curtains are acceptable.** Booths and displays must be a minimum of 8' (feet) in height and cannot exceed 12' (feet) in height for back and side walls, except for those booths that will be placed on the perimeter of the tradeshow floor which can be 16' (feet) high maximum. **All booth displays must be finished walls. They must be completely self supporting and sections that are in view must be completely finished and attractive.** If you request an island booth or receive one during booth placement, the booth must be completely finished walls on all **FOUR** sides. Cables and wires must be discretely placed and will not be allowed in plain sight. With an island location, back walls, front walls and side walls can all be viewed so you are responsible for the overall aesthetics of your booth.

Any booth with a ceiling that is 300 square feet or larger, **MUST** have 24-hour fire watch for the duration of the tradeshow.

Any enclosed booth larger than 1,000 square feet **MUST** have two separate remotely located entrances and exits due to fire regulations.

All signs, electrical displays, mannequins, display materials, advertising messages, names of companies, trademarks, logos, etc. that exceed 8' (feet) must have suitable backing so they are not visible to the adjacent booth. Any unfinished walls will be covered by Expo Convention Contractors and billed to the exhibitor.

SAF requires all in-line booths to provide a 9" electrical access behind each booth, for a total of 18". All peninsula booths must provide 18" of electrical access behind each booth. be sure to allow for power lines to go under the back wall to permit installation of service. If access is not readily available, electric power will be denied.

**COMMERCIAL GENERAL LIABILITY INSURANCE:**

The Exhibitor shall maintain a certificate of liability insurance policy naming the Swimwear Association of Florida, city of Miami Beach; global Spectrum and Expo convention contractors as an additional insured and fully protected from any and all claims of any nature, including claims arising under the Worker's Compensation Act, and claims for damages for property and personal injury

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including death which may arise from the operations of the Exhibitor in connection with his or her exhibit space. Certificate of liability insurance to read no less than \$1,000,000 per occurrence and \$2,000,000 aggregate. The policy must be for the duration of the show, including move-in and move-out dates. Exhibitors must contact their insurance company or [click here](#) for application form.

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**JURIED FASHION EXHIBITION:**

The collective vote of the Membership Committee will have the final decision on all potential exhibitors. The samples must be screened to assure acceptance into the show. The criteria considered in the evaluation process ranges from originality of design, quality, price points, trendsetting and execution. Companies are required to submit samples from every group they wish to exhibit in order to familiarize the committee with the quality and design sense of the collection. The submission of samples is not a guarantee of acceptance into the tradeshow. The Committee will review previous season samples if current season samples are not yet available. Sketches and press kits are welcome, but will not be accepted as a substitute for actual samples. You must generate an online prepaid shipping return label from your UPS or FedEx account (DHL or TNT Express shipments will not be accepted) with the company's shipper number and signature on the waybill for the return of your samples. This label must be sent in along with your samples or e-mail the label directly to us. International applicants must send samples marked 'free domicile' and must fulfill all requirements at your company's expense, including the payment of all shipping / freight costs and duty / tax (make sure to mark the box that assigns payment responsibility to your company). SAF will not accept delivery of samples if all costs have not been met by your company (shipping / freight and duty / tax). Please send as many samples as necessary to give a good representation of your collection but no less than ten. Paperwork to be included along with the samples: line sheets with wholesale prices; press kit; list of your most important accounts that you are presently selling; packing list of samples sent with descriptions. SAF shall not be liable or held responsible for any loss or damage of any nature to any of the collections submitted. You agree to indemnify and hold harmless SAF from any damages, loss, claims, suits, actions, judgments, expenses and costs connected with your submission. If unclaimed by July 31, 2016, SAF has the right to donate your submission(s) to charity.

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**SHOW SITE WORK RULES:**

To assist you in planning your participation in your Miami Beach show area, we are certain you will appreciate knowing in advance that union labor will be required for certain aspects of your exhibit handling.

The local union has jurisdiction through a labor agreement with Expo Convention Contractors for the erection, touch-up painting, dismantling, and repair of all exhibits when this work is done by persons other than your full time company personnel. This work is to include wall coverings, floor coverings, hanging of signs and decorative materials from the ceiling, placement of all signs and the erection of platforms used for exhibit purposes. The union's jurisdiction does not cover the placement of your products on display, the opening of cartons containing your products nor the performance, testing, maintenance or repairs of your products. If full-time company personnel are utilized to set an exhibit, they must carry positive company identification, such as a payroll stub. This rule prohibits the utilization of workers hired from a non-union agency or company.

The local union has jurisdiction through a labor agreement with Expo for the loading and unloading of all trucks, trailers and common and contract carriers as well as the handling of empty crates and the operation of material handling equipment.

Expo has the responsibility of receiving and handling all materials and empty crates. It is their responsibility to manage docks and schedule vehicles for the smooth and efficient move-in / move-out of the tradeshow. Expo will not be responsible for any material it does not handle.

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**MATERIAL HANDLING / CONVENTION SERVICES:**

If you are shipping material in advance refer to your Expo packet and send it to:  
**Expo Convention Contractors**, 15959 NW 15 Avenue, Miami, FL 33169-5607; (305) 751-1234  
Label with your name, company and booth number

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**DEADLINES & DISCOUNTS:**

Be sure to fill out and return the forms enclosed in this kit by the printed deadlines. Expo Convention Contractors offers incentive rates for getting your orders in early.

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**ADVERTISING:**

SAF sells advertisements in the market directory. For a small fee, an ad in the market directory enables you to promote your name and lines during the market and throughout the year. For prices and details [click here](#).

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**PRODUCT LINES:**

It is required that as an exhibitor, all of your product lines that pertain to swimwear and related are shown at the tradeshow. Additionally, exhibitor shall not exhibit any merchandise other than that specified by exhibitor on [FORM A](#).

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**LABOR:**

Exhibitors can set up and dismantle their own exhibits with full-time company personnel who must carry positive company identification. The utilization of workers hired from a non-union agency or company is prohibited. Labor is available through Expo; please refer to their exhibit kit for labor rates.

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**DRESSING ROOM CEILING COVERAGE:**

All dressing rooms must have covers over the ceiling/top area prior to use by models, including move-in days. In the best interest of privacy, this rule will be strictly enforced.

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**MODELS / BOOTH STAFF:**

Models are not allowed to display merchandise or hand out anything outside the exhibitor's assigned booth. Cover-ups must be worn when outside the booth or away from the booth. Models and/or booth staff must not promote their product or otherwise solicit outside of or away from the contracted exhibit space. Violation of this rule is subject to a \$250 fine per occurrence, payable to SAF.

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**CAMERAS:**

Personal cameras and video taping equipment are strictly prohibited in all exhibit areas and all other portions of the show floor. Authorized press personnel and photographers must register for SAF badges.

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**IN-BOOTH MUSIC / FASHION SHOWS:**

All exhibiting companies must abide by the rules including maintaining the sound level of 75 decibels or less. Courtesy and consideration of your neighbors is important therefore the sound level and positioning of the speakers must maintain a high quality of performance acceptable to the Show. Violators will be forced to shut down the music/fashion show.

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**CATERING:**

Exhibitors who order catering for their booths are required to order booth cleaning services. The order form can be found in the Expo Convention Contractors Kit. Additionally, if electrical is required, then electrical service must be ordered, as well as a service area (i.e., tables) if necessary.

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**GUESTS:**

Exhibitors are not allowed to bring guests—there is a \$100 fee for any exhibitor bringing a guest. **DUE TO INSURANCE RESTRICTIONS, NO CHILDREN UNDER 16 WILL BE ALLOWED.**

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## EXHIBITOR CHECK LIST

### FROM THE SAF CONTRACT:

<u>Due Date</u>	<u>Order Form</u>	<u>Date Sent</u>
<input type="checkbox"/> February 26, 2016	Contract & Full Payment .....	_____
<input type="checkbox"/> February 26, 2016	Terms & Conditions .....	_____
<input type="checkbox"/> February 26, 2016	Directory Listing..... <b>Form A</b>	_____
<input type="checkbox"/> February 26, 2016	Advertising Contract Show Directory .....	<b>Form C</b> _____
<input type="checkbox"/> February 26, 2016	Column Wraps.....	<b>Form D</b> _____
<input type="checkbox"/> February 26, 2016	Pre-Constructed Booth.....	<b>Form E</b> _____
<input type="checkbox"/> February 26, 2016	Tradeshaw Booth Placement Feedback .....	<b>Form F</b> _____
<input type="checkbox"/> February 26, 2016	Merchandising Information Form .....	<b>Form G</b> _____
<input type="checkbox"/> February 26, 2016	Financial Information (New Members Only).....	<b>Form H</b> _____
<input type="checkbox"/> April 8, 2016	Ad Materials for Show Directory.....	<b>Form C</b> _____
<input type="checkbox"/> May 6, 2016	Exhibitor Appointed Contractor (EAC) .....	<b>Form I</b> _____
<input type="checkbox"/> May 27, 2016	Swimwear Samples for Informal Modeling .....	_____
<input type="checkbox"/> June 17, 2016	Booth Scanner—Exhibitor Lead Retrieval System .....	<b>Form K</b> _____
<input type="checkbox"/> June 17, 2016	Cocktail Reception.....	<b>Form L</b> _____
<input type="checkbox"/> June 24, 2016	Exhibitor Insurance.....	_____
<input type="checkbox"/> June 30, 2016	Electrical .....	_____
<input type="checkbox"/> June 30, 2016	Hotel Lodging Information .....	<b>Form J</b> _____
<input type="checkbox"/> July 1, 2016	Badges for Exhibitor Personnel & Manufacturers.....	<b>Form B</b> _____

**Please refer to Expo Convention Contractors contract for their deadlines!**

You can download their contract from the Expo Convention Contractors website at [www.expocci.com](http://www.expocci.com)

Food Service (Centerplate), Telecommunications (Smart City) and Audio Visual (Prestige) forms are included in the Expo contract and need to be returned to the individual vendor

# EXHIBITOR CONTRACT • SwimShow • July 16-19, 2016

## Deadline February 26, 2016

**PLEASE FILL IN COMPLETELY—THIS INFORMATION WILL APPEAR IN THE SHOW DIRECTORY**

*Original contract with payment must be sent to SAF; please keep a copy for your records*

Member Name: *(must be an individual – not a company)* \_\_\_\_\_

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

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

Office Phone: \_\_\_\_\_ Office Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Birthday Month: \_\_\_\_\_ Day: \_\_\_\_\_

Directory Listing e-mail: \_\_\_\_\_ Facebook.com/ \_\_\_\_\_

Twitter: @ \_\_\_\_\_ Instagram: @ \_\_\_\_\_

What territory do you represent? \_\_\_\_\_

**SIGNATURE** (contract **must** be signed to be processed): \_\_\_\_\_

Signature on contract signifies understanding and agreement with the Swimwear Association of Florida contract Terms & Conditions and Rules & Regulations

**ALL CONTRACTS MUST BE SIGNED OR THEY WILL NOT BE PROCESSED**

SIGN IT!

### Select your exhibit space:

▶ **Booth Charges Raw Space** includes **only the floor space**; booth display(s) and equipment must be ordered separately through the show display companies

Raw Space is sold as 10' x 10' booths (example: 10' x 10'; 10' x 20'; 20' x 20'; etc.) Booth size: \_\_\_ ft. wide X \_\_\_ ft. deep X \_\_\_ ft. high

**Booth Charges Raw Space**—cost is \$9.00 per square foot ..... \$ \_\_\_\_\_

▶ **Turnkey Booth Packages** are all-inclusive 10X10 or 10x20 booth packages; please [click here](#) for complete details

Turnkey Booth:  10x10 for \$3,700.00 **–or–**  10x20 for \$5,400.00 **–or–**  10x30 for \$7,000.00:..... \$ \_\_\_\_\_

**If applicable**  Late fee..... \$100.00: \$ \_\_\_\_\_

Membership Fee (FOR NEW MEMBERS) ..... \$1,200.00: \$ \_\_\_\_\_

**2015 Dues (MANDATORY)**  Annual Dues ..... \$500.00: \$ \_\_\_\_\_

If you attended the 2015 General Membership Meeting ..... \$400.00: \$ \_\_\_\_\_

**Booth Scanner**  Exhibitor Lead Retrieval System; please [click here](#) for details..... \$130.00: \$ \_\_\_\_\_

**Advertising Rates**  Full Page; black & white..... \$600.00: \$ \_\_\_\_\_

Full Page; 4-color ..... \$900.00: \$ \_\_\_\_\_

Premium Advertising Pages are awarded on a lottery basis—if you are paying by check you must provide a separate check for the cost of the advertisement and do not include it with the rest of the show costs; please [click here](#) for complete details

Inside Front Cover or Inside Back Cover; 4-color premium ..... \$1,200.00: \$ \_\_\_\_\_

Center Spread; 4-color premium..... \$2,250.00: \$ \_\_\_\_\_

Back Cover; 4-color premium..... \$3,000.00: \$ \_\_\_\_\_

**Column Wraps (38" x 91")** are located at the entrances to the Convention Center and awarded on a lottery basis—if you are paying by check you must provide a separate check for the cost of the column wrap and do not include it with the rest of the show costs; please [click here](#) for complete details

Column Wrap ..... \$600.00: \$ \_\_\_\_\_

**SUBTOTAL:** \$ \_\_\_\_\_

Please add service fee of 3.5% for all credit card transactions: \$ \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

### Payment

CASH  CHECK (payable to Swimwear Association of Florida)  CREDIT CARD:  Visa  MasterCard  American Express

ONLINE ELECTRONIC PAYMENT (SAF will direct you to a secure website—U.S. banks only; available for current members only)  WIRE TRANSFER

Account #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_

Name on card: \_\_\_\_\_ Signature: \_\_\_\_\_

SIGN IT!



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**RESPONSIBILITIES**

The Swimwear Association of Florida is the show organizer and herein referred to as 'SAF'. The applicant signing this document is herein referred to as 'Exhibitor'. This document, properly executed by Exhibitor, shall upon written acceptance by SAF, constitute a valid and binding contract. Exhibitor represents and warrants that all information provided by Exhibitor to SAF is and shall be true and correct.

No Exhibitor shall be allowed to participate in the SAF Market unless the Exhibitor has complied with all of the terms and conditions/rules and regulations contained herein, including payment in full to SAF along with the signed Application/Contract and any past and/or current indebtedness. All efforts will be exhausted for the payment of outstanding invoices that could arise from default of payment for delivery shipments of approval samples, fashion show samples, etc.; at which time the credit card on file will be utilized to clear any indebtedness.

Any rep who works the Florida territory must join the association as a member or they will not be allowed to exhibit inside the booth at the tradeshow.

**TRADESHOW BOOTH PLACEMENT/ASSIGNMENT OF SPACE:** SAF reserves the right, in its sole and absolute discretion, to determine location of exhibition space for which application is made. Prior shows/seniority of attendance, nature of product displayed, number of booths requested, category of merchandise and other factors may influence, but not guarantee booth location. Once payment has been processed and/or booth assignments have been distributed, no refunds will be granted. Notification of booth assignment shall be e-mailed to Exhibitor. After assignment, space location may not be transferred or cancelled by Exhibitor except upon written request and with the written approval of the request by SAF; however, no refunds will be granted. SAF reserves the right to reassign exhibit space at any time (without any refund or obligation to Exhibitor). Written notice will be provided to Exhibitor if booth location is changed. While every effort will be made to honor rooming requests, SAF CAN NOT guarantee placement and is under no obligation to refund payment for any reason. Contracts received after the deadline date will then have space assigned on a first-come, first-serve basis and the Exhibitor will lose its previous seniority status. Seniority status is accrued on an annual basis, therefore, ongoing membership in SAF is required to keep that status. Membership in the association is based on the individual membership (not the company) and is non transferable. Failure to be present at a market ("no-show") will cost the Exhibitor one hundred percent (100%) of its market and exhibit space fee. SAF reserves the right, in its sole discretion, to determine the eligibility of any company, display, or product and based thereon deny access to, or use of, the event, the exhibit hall, and/or any exhibit space. SAF reserves the right at all times to remove persons acting in an objectionable manner from the Market. Failure to comply with provisions as set forth will subject exhibitor to penalties, expulsion, suspension and/or denial of exhibitor privileges. This or any other disciplinary action will be at the discretion of the Directors of SAF.

**OFFICIAL SERVICE PROVIDER INFORMATION:** SAF, acting on behalf of all exhibitors and in the best interest of the exposition, has appointed Official Service Providers to perform and provide necessary services and equipment. Exhibitor shall abide by and comply with rules and regulations concerning local unions having agreements with SAF or with authorized contractors employed by SAF.

- Insure the orderly and efficient installation and removal of the overall exposition
- Assure the distribution of labor to all exhibitors according to need
- Provide sufficient labor to satisfy the requirements of exhibitors and for the exposition itself
- See that the proper type and limits of insurance are in force
- Avoid any conflict with local union and/or exhibit hall regulations and requirements

**PARTICIPATION AT JULY SWIM SHOW:** It is an expectation of membership in SAF that each member will make all reasonable efforts to participate annually at the July tradeshow as an exhibitor. If a member chooses not to participate, they are prohibited from exhibiting their products for five (5) days prior to the SwimShow, during the SwimShow, and for five (5) days following the SwimShow in Broward and Miami-Dade Counties, Florida, or they will forfeit their membership in SAF. Exemptions from this provision shall be made by a majority vote of the Board of Directors at least thirty days prior to the SwimShow upon written application of an exhibitor which must be submitted no later than sixty days prior to the SwimShow. If an exemption is granted, the exhibitor will be notified in writing of same.

The Rules and Regulations of SAF prohibits any exhibitor from having private exhibitions, hospitality functions, meetings, receptions, banquet functions, etc. outside of those arranged in the exhibitor's booth space during tradeshow hours or official SAF

functions. In addition, although SAF cannot prohibit a non-member manufacturer from exhibiting at a location other than the designated tradeshow and not having any presence at the tradeshow, because you are a member doing so would jeopardize your membership status and negatively impact the Association and its members.

No Exhibiting Member or Company represented by a Member shall hold any event during the regular business hours of the SwimShow.

**DISPLAY:** The Exhibitor shall not assign, sublet, and/or otherwise permit any other person or entity to use for any purpose all or any portion of the Exhibitor's assigned exhibit space, without the prior written consent of SAF, which consent can be withheld at SAF's sole discretion. Violators forfeit their right to exhibit at future tradeshow. Exhibitors must display and/or market only goods manufactured or dealt in by Exhibitor in the regular course of its business. Only exhibitors assigned exhibit space may solicit business within the exhibit hall(s). Exhibit displays, including all related structures, banners or wall hangings, must comply with specific dimensions and restrictions set forth in materials supplied by and/or established by SAF. All exhibit displays, including all related structures, banners or wall hangings, must be approved in advance by SAF, which approval may be withheld in SAF's sole discretion. Exhibit displays, including all related structures, banners or wall hangings, must not extend into any passageway in such a way as to obstruct traffic, violate local fire regulations, or reduce the visibility of adjacent exhibit space and exhibit displays. Exhibit display material exposing an unfinished surface to neighboring exhibit space is not permitted and must be finished at the Exhibitor's expense. All electrical wiring on exhibit space and exhibit displays, including all related equipment, must conform to federal, state, municipal and other applicable codes or laws. Exhibit displays may vary according to advanced written agreement with SAF.

Any and all hazardous items must be properly safeguarded, protected, registered, and/or avoided in accordance with applicable federal, state, and municipal regulations. As used herein, "hazardous items" includes without limitation, evacuated containers or components, radioactive materials, x-ray producing equipment, high voltage equipment, particle accelerators, and inflammable or explosive materials.

SAF reserves the right to restrict or prohibit all or any portion of an exhibit display which it determines, in its sole discretion, is objectionable for any reasons, including but not limited to, aesthetics, noise, method of operations, materials, or for any reasons which may relate to, among other things, persons, objects, conduct, or printed matter. Show Management reserves the right to terminate any video presentation deemed inappropriate or offensive. SAF may also restrict or prohibit, with or without giving cause, any exhibit display which, in SAF's sole opinion, may detract from the character of the Market as a whole. In the event of such restriction or prohibition, SAF shall not be liable for any refunds or other expenses of the Exhibitor. Exhibitors shall comply with all show guidelines established by SAF.

SAF shall have the right in its sole and absolute discretion to establish rules for the show and the use of exhibit spaced covered by this Agreement. All exhibitors are required to comply with all such rules which are deemed incorporated by this reference.

**SECURITY:** SAF makes efforts to secure the hall and keep it staffed with security personnel. However, SAF, The Miami Beach Convention Center and Expo Convention Contractors are not responsible for lost or stolen merchandise. Do not store anything in or on waste receptacles in your booth area. Exhibitors can also hire additional security for their booth.

Exhibitor must completely vacate the show building promptly following the close of the show, and in accordance with SAF's Rules & Regulations. SAF is not able to thoroughly police removal of exhibits. SAF will be unable to determine who is authorized to remove articles, merchandise, equipment and displays, so Exhibitor should make certain only Exhibitor's staff performs removal; same applying to move-in. SAF will provide limited security personnel during the move-in, show and move-out period.

**MARKET DIRECTORY:** The Market Directory is published as a service of SAF for the benefit of Exhibitors and their customers. Every effort is taken to make it completely accurate, however, SAF assumes no responsibility for any inaccuracies or omissions. The responsibility for complete and correct copy listings for the Directory rests with the Exhibitor. SAF assumes no responsibility or otherwise guarantees the publication of Directory listings for contracts received after the deadline date. SAF shall not assume or be liable for any failure of an advertisement. SAF does not assume liability for any errors or omissions in any advertisement or any consequential damages arising there from. Advertiser agrees to indemnify (including attorney fees and costs) and hold SAF, its agents, servants, workers, employees, successors and assigns, harmless of and from any claim, suit, demand or charge including, but not limited to, any advertisement which is alleged to be false, fraudulent, misleading, obscene, libelous, slanderous or an

**I understand and agree to the Terms & Conditions and Rules & Regulations:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_



**This form must accompany your contract by February 26, 2016**

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 S W I M . B E A C H . R E S O R T

infringement of any intellectual property right. Advertiser represents and warrants that it has model releases for each and every person depicted in each advertisement.

**EVENT HOURS:** Exhibitors must have their exhibit display set up during the specified Exhibitor set-up hours. Under no circumstances may Exhibitors dismantle their exhibit displays, prior to 5:00 p.m. on the last day of the Market. The integrity of the exhibit space must remain intact and must be manned and open for business with at least one complete sample line on the last day of the show. Enclosed booth structures are not exempt from this. Exhibitors who violate this guideline shall be subject to a penalty of one thousand dollars (\$1,000) per occurrence and will not be allowed to exhibit the following year. Failure to pay the penalty will result in your application being denied for non-payment. The following activities will be subject to a fine of one hundred dollars (\$100) per occurrence: 1) Solicitation of customers outside of members/assistants' exhibit area, which is prohibited; 2) No exhibitor may stand in front of or enter another exhibitor's booth space without permission; 3) All exhibit areas must be manned and remain open during published Market hours. 4) During market hours badges must be worn at all times. 5) No packing of merchandise is permitted during Market hours; 6) During the Market, models must remain in their exhibit space at all times. If they must leave their exhibit space for any reason, they must wear a cover-up without exception; 7) Models are not allowed to walk through the Market exhibit hall(s) in an attempt to self-promote for themselves or the company they are working for; 8) Models cannot hand out any type of flyers, brochures, business cards or the like under any circumstances; 9) Loud music will not be permitted during the Market. Exhibitors must be conscious of their adjacent exhibitor and keep any type of background music to a reasonable sound level; 10) There is a "no smoking policy" in effect for the Miami Beach Convention Center; 11) Children under the age of sixteen are not permitted; and 12) Exhibitors are not allowed to request access to the tradeshow for their textile companies and/or fabric suppliers.

**BADGES:** Badges must be visibly worn at all times while in the Miami Beach Convention Center, especially while on the show floor. The replacement fee for a lost or forgotten exhibitor badge is \$50 which must be paid on-site at the time of re-issuance. Any badge changes and/or additions made after 5pm on Friday, July 17, 2015 will be charged \$50.

**SET-UP & BREAKDOWN:** It is understood that during set-up and breakdown, the convention center is a working construction area. You, your employees, staff personnel and outsourced workers are entering the hall at their own risk. You acknowledge that the show site and surrounding areas are active work zones. Customers, its agents, employees and representatives are present at their own risk.

**SHIPPING:** Costs for shipping and insurance for all display materials is the sole responsibility of the Exhibitor. For further information regarding material handling, please see the section entitled "Drayage."

**ACCOMMODATIONS:** Accommodation costs are the sole responsibility of the Exhibitor. Hotel discounts have been requested at area hotels in close proximity to the Miami Beach Convention Center. To receive discounted rates, please mention the Swimwear Association of Florida when contacting the hotels. No guarantee as to availability and/or cost of accommodations is made by SAF.

**VIOLATIONS:** If violations of show rules and regulations are not rectified within the specified periods of time, the offending firm may be imposed a fine and SAF may exercise its right to cancel the exhibit space without a refund.

**OTHER:** SAF reserves the right to use the names and logos of the companies which Exhibitors represent for promotional purposes.

**FOR YOUR SAFETY, PLEASE BE AWARE OF THE FOLLOWING:** Do not enter dock areas in search of empty crates. Entry into these areas is at your sole risk. Be aware of vehicle traffic inside and outside of the facility. All attendees are solely responsible for their own safety in parking lots, driveways, access roads and non-exhibit hall areas.

**CANCELLATION POLICY**

If the premises in which the event is conducted becomes unfit for occupancy or substantially interfered with due to any cause not reasonably within the control of SAF, the event may at the sole discretion of SAF, be cancelled or moved to another appropriate location and date. SAF shall not be responsible for delays, damage, loss, increased cost, or other favorable or unfavorable conditions arising out of causes not reasonably within the control of SAF, including, but not limited to, fire casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, hurricane, government restraints, acts of public enemy or civil disturbance, acts of war, acts of terrorism, impairment, or lack of adequate transportation, inability to secure sufficient

labor, technical or other personnel, municipal, state or federal laws, or acts of God. Should SAF cancel the event pursuant to the provisions of this section, Exhibitor waives claims for damages arising therefrom. Refunds in the event of cancellation shall be made to the Exhibitor in the amount of the original fee paid by the Exhibitor, less the Exhibitor's pro rata share of SAF's costs incurred producing the event or the Market, but in no case shall the amount of refund to the applicant exceed the amount of the exhibit fee paid to SAF by Exhibitor. SAF shall have no other obligation to Exhibitor.

**EXHIBITORS**

Exhibitor Contracts, and all related rights including the corresponding use of its face, are non-transferable. For purposes of this Application/Contract, a transfer is an acquisition, merger or other transaction which results in a name change of the Exhibitor and/or the Exhibitor is not the surviving entity. SAF may, in its sole discretion, approve such transfers in writing, subject, however, to satisfaction of certain conditions by the transferee which will be specified by SAF, including but not limited to a transfer fee to be established by SAF. In such case of a transfer, the prior exhibitor's seniority within SAF with regard to Exhibitor space assignments shall not be transferable under any circumstances. No cash refunds will be given.

In the event of a cancellation by Exhibitor, SAF is not obligated to make any refund to Exhibitor; Exhibitor remains obligated to pay any unpaid amounts and SAF reserves the right to reassign the cancelled booth(s) without any refunds or obligations to Exhibitor. Unclaimed exhibit space by 7am on the opening day of the tradeshow reverts back to SAF to be utilized at SAF's discretion, without any refunds or obligations to Exhibitor.

Initiation fees are non refundable under any circumstances.

**LIMIT OF LIABILITY**

Neither SAF nor its officers, directors, employees, agents or representatives will be responsible for any injury, loss or damage that may occur to the person, property or business of Exhibitor, its guests, invitees, employees or agents from any cause whatsoever. Exhibitor expressly holds harmless and releases SAF and its officers, directors, employees, agents or representatives from any and all claims from such loss, damage or injury. In any event, the liability of SAF arising out of any kind of legal claim (whether in tort, contract or otherwise) in connection with the Market shall not exceed the price paid by Exhibitor pursuant to its Contract.

**EXHIBITOR RESPONSIBILITIES**

Exhibitor is responsible for all costs related to labor, equipment, and services (other than general heating, lighting and air conditioning) ordered at the request of the Exhibitor from any and all service contractors including, but not limited to, electricians, decorators, shippers, material handling companies, compressed air/gas suppliers, telephone companies, hotels, cleaning services, photographers, parking and all other services and goods. SAF suggests that all requests for such services from the contractors be in writing and signed by an authorized representative. Exhibitor agrees to pay promptly for any and all damage to the exhibition hall, its own exhibit space, and the exhibition spaces and exhibition displays of any other Exhibitor, and all related equipment, incurred through carelessness or otherwise, caused by Exhibitor, its employees, agents, contractors and representatives. Should Exhibitors display, including all related material, fail to timely arrive, or any other occurrence prevents Exhibitor from using its exhibit space, Exhibitor is nevertheless responsible for paying SAF for its exhibit space.

The Exhibitor acknowledges that SAF does not maintain insurance for the benefit of, or covering, Exhibitor including, but not limited to, damage, destruction, or loss of Exhibitor's property. Accordingly, it is the sole responsibility of Exhibitor to obtain business interruption, property damage and other insurance covering such losses. Additional insurance including, but not limited to, fire, theft, and liability, if so desired, may be obtained at the Exhibitor's own expense. Valuable exhibit displays, including related materials and products, should be placed in a secure location by Exhibitor. Commercial security will be on duty throughout the event. However, neither the event facility nor SAF will be responsible for the safety of Exhibitor against robbery, fire, water, accident or any other cause. It is the exhibitor's responsibility to secure their booth by either covering their samples, or hiring overnight security to add another level of protection. Should loss by theft occur, cooperation of Exhibitor is requested in reporting it immediately to commercial security on duty. Show Management goes to great lengths to secure the hall and keep it well staffed with security personnel. The Swimwear Association of Florida, City of Miami Beach; Global Spectrum and Expo Convention Contractors are not responsible for lost or stolen merchandise.

The Exhibitor shall maintain a certificate of liability insurance policy naming the Swim-

**I understand and agree to the Terms & Conditions and Rules & Regulations:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_



**This form must accompany your contract by February 26, 2016**



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wear Association of Florida, the Miami Beach Convention Center and Expo Convention Contractors as an additional insured and fully protected from any and all claims of any nature and claims for damages for property and personal injury including death which may arise from the operations of the Exhibitor in connection with his or her exhibit space. Certificate of Liability Insurance to read no less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

**EXHIBIT REQUIREMENTS**

All booth arrangements shall conform in all respects to the dimensional and height requirements as specified by SAF. Exhibitor shall care for and keep in good order the space occupied by Exhibitor and surrender such space at the close of the show in the same condition it was when taken over. Exhibitor, its employees, agents and invitees shall not injure or deface the walls or floors of the building, any booth, the equipment or furnishings in the booths or building within which the show takes place. If damage should occur, Exhibitor will assume full liability for any such damage caused by Exhibitor or Exhibitor's employees, agents or invitees. Exhibitor takes full responsibility for assigned booth space and for exhibit complying with local, city and state rules and regulations concerning safety, health or fire. If the space occupied by Exhibitor or the merchandise or articles therein shall be damaged or destroyed by show participants, Exhibitor, Exhibitor's employees, agents or otherwise, Exhibitor shall and does hereby assume all legal and financial responsibility for any claims and for the restoration of the space to its original condition.

**TRADEMARK LICENSE AND JOURNALISTIC RELEASE SECTION**

Exhibitor grants SAF a non-exclusive license to use Exhibitor's trademarks and/or service marks (collectively, "Marks") solely for the purposes of promoting and conducting the tradeshow, including, without limitation, in any television, print or other advertising produced or authorized by SAF to promote the tradeshow. Exhibitor further acknowledges that various media may be present at the tradeshow and may photograph or videotape various portions of the tradeshow for purposes such as news commentary. Accordingly, Exhibitor hereby grants its permission to SAF, and to those media personnel to whom SAF permits access during the tradeshow, to photograph or videotape Exhibitor's booth, personnel, and/or signage for purposes of promoting the tradeshow or future tradeshow conducted by SAF and for purposes of news reporting or commentary.

Throughout the year, supplied images may be used on social media sites, eblasts, brochures, etc. SAF and its affiliates are relinquished from all responsibility in utilizing these images.

**COPYRIGHTED MATERIALS**

Exhibitors shall not play or permit the playing or performance of, or distribution of any copyrighted materials at the exhibition unless it has obtained all necessary rights and paid all required royalties, fees or other payments to any third party including, but not limited to, ASCAP, BMI and SESAC (or such other third party) authorized licensing organizations that collect fees on behalf of composers and publishers of music.

**INDEMNITY**

Exhibitor will protect, indemnify, defend, save and hold harmless SAF and its officers, directors, employees, agents and representatives against all claims, liabilities, losses, damages, government charges, and costs (including attorney's fees and costs) arising out of, caused by, or related to: (1) Exhibitor's installation, removal, maintenance, occupancy, or use of the exhibit hall and/or exhibit space, or any part thereof; (2) any action or omission to act of the Exhibitor or its guests, invitees, employees, agents, or contractors; (3) the use of any Marks owned by the Exhibitor or any third party; or (4) any breach by Exhibitor of its obligations under this Application/Contract.

Exhibitor will protect, indemnify, defend, save and hold harmless Expo Convention Contractors and the Miami Beach Convention Center for SAF, and its officers, directors, employees, agents and representatives against all claims, losses, and damages to persons and property, government charges or fines, and attorney's fees and costs arising out of or caused by Exhibitor's negligence, recklessness, or intentional misconduct during the installation, removal, maintenance, occupancy or use of the exhibit hall, exhibit space, or any part thereof, excluding any such liability caused by the negligence, recklessness, or intentional misconduct of the owners or operators of the Miami Beach Convention Center and Expo Convention Contractors, its employees or agents.

**COMPLIANCE WITH RULES**

Exhibitor assumes all responsibility for compliance with all show rules and pertinent ordinances, regulations, laws and codes of duly authorized local, state and federal government bodies concerning fire, safety, and health, together with the rules and regulations of operators and owners of the premises in which the Market is held. Any exhibitor not complying with rules, ordinances, regulations, and codes, after giving of notice of noncompliance and reasonable opportunity to cure, will be required to dismantle their exhibit display and vacate their exhibit space and the exhibit hall. In such event, no refund will be given and SAF will not be responsible for damages incurred by Exhibitor.

**SUBLETTING**

Subletting or licensing of space by Exhibitor, or use of the space by anyone other than Exhibitor is prohibited. Exhibitor shall not exhibit or permit to be exhibited in the space allotted to Exhibitor any merchandise other than that specified by Exhibitor on FORM A.

**MISCELLANEOUS**

This Contract shall be construed in accordance with and all disputes hereunder shall be governed by the internal laws of the State of Florida. In the event of any controversy or dispute arising out of this Contract, the prevailing party or parties shall be entitled to recover from the non-prevailing party or parties reasonable expenses, including without limitation, attorneys' fees and costs actually incurred. The parties agree that exclusive jurisdiction, to the exclusion of any other jurisdiction, for the resolution of all legal disputes arising out of the terms of this Contract will be the courts of Miami-Dade County, the State of Florida.

No Exhibitor or Manufacturer associated with an Exhibitor is allowed to present a Fashion Show or host a buyer party prior to the SAF Fashion Show held on the Sunday of each July SwimShow.

**BREACH OF CONTRACT**

SAF shall have the right, in the event of any violation of any of the terms hereof or any of the Rules & Regulations by Exhibitor or by any of Exhibitor's employees, agents or invitees to discontinue any and all services to Exhibitor, to refuse show entry to Exhibitor, its agents and employees and to remove Exhibitor and Exhibitor's employees and agents from the show. In addition, SAF shall have a lien upon Exhibitor's personal property located at the show. Moreover, in the event of breach of any of the terms hereof or any of the Rules & Regulations, Exhibitor shall be liable for and indemnify SAF from and against all claims, costs and expenses incurred by SAF, including but not limited to attorney's fees, court costs, etc. All rights granted to SAF shall be cumulative and exercisable at SAF's option.

**PETS**

No pets or animals are allowed on the property.

**SAMPLES**

Selling of samples is prohibited.

**ENTIRE AGREEMENT**

These items constitute the entire agreement between Exhibitor and SAF and such agreement may not be modified except in writing. If any provision is invalid or unenforceable under applicable law, it is to that extent deemed omitted and the remaining provisions will continue in full force and effect.

**PAYMENT**

Payment in full is due at the time of submitting the Application/Contract to SAF. No space will be guaranteed, subject to the reservation set forth in these Terms and Conditions, without full payment. SAF accepts personal and company checks, American Express, Visa, MasterCard, wire transfer and electronic (with restrictions) for payment. Checks should be made out to Swimwear Association of Florida.

There is a one hundred dollar (\$100.00) fine for contracts postmarked after the deadline, and your listing will be included in the Show Supplement. If your contract is received with improper payment, it will be returned. Postdated checks will not be accepted. Checks returned for insufficient funds will be charged a one hundred dollar (\$100.00) processing fee.

**I understand and agree to the Terms & Conditions and Rules & Regulations:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

**SIGN IT!**

**This form must accompany your contract by February 26, 2016**

## BOOTH DIAGRAM

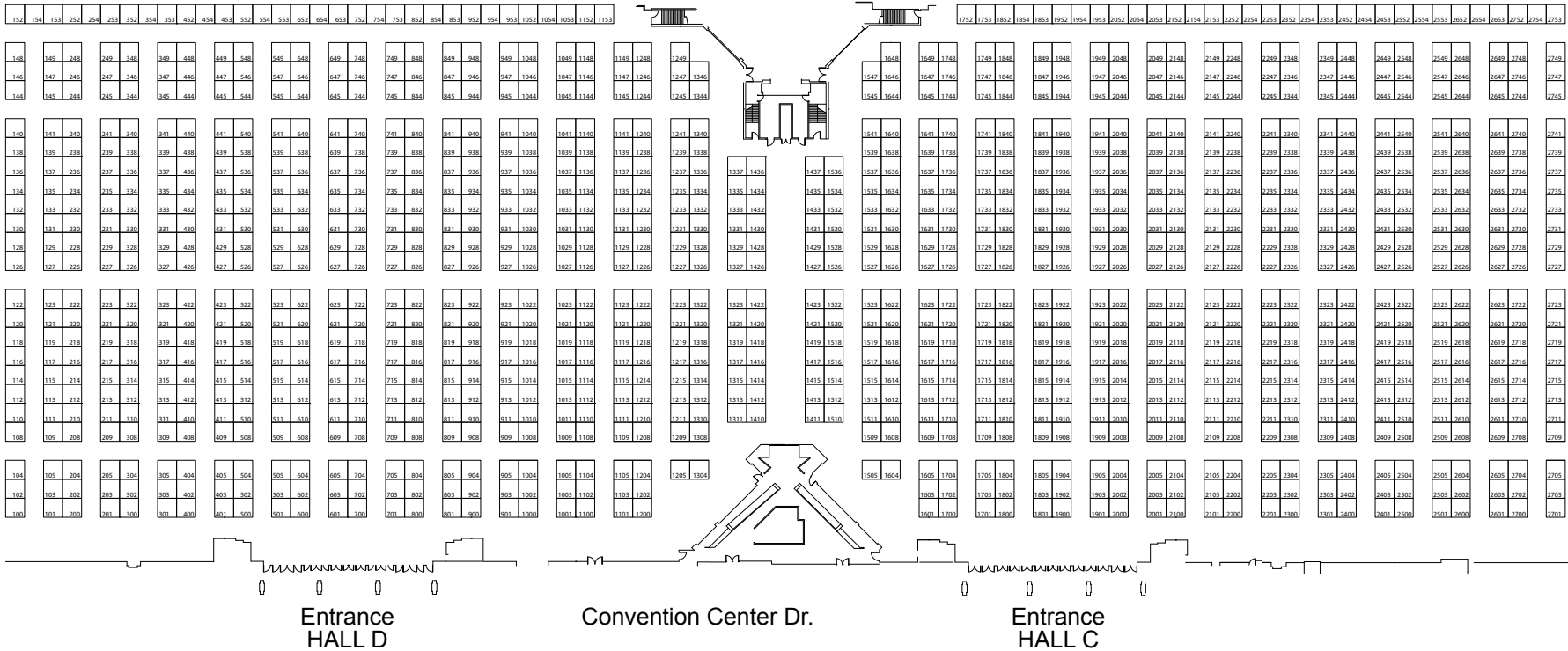
IT IS MANDATORY THAT YOU PROVIDE A PHOTO OR DIAGRAM OF YOUR BOOTH OR YOUR CONTRACT WILL NOT BE PROCESSED.

IT IS IMPORTANT THAT YOU INDICATE OPEN AND CLOSED WALLS OR HARDWALLS. IF YOU HAVE AN OVERSIZED BOOTH, PLEASE INDICATE WHERE YOUR ENTRANCES WILL BE LOCATED. THIS INFORMATION IS NECESSARY WHEN DOING BOOTH ASSIGNMENTS.

AN OVERSIZED BOOTH IS ANY BOOTH THAT EXCEEDS ANY OF THE DIMENSIONS 20' x 20' x 12' (FOR EXAMPLE: 30' x 20' x 12' OR 20' x 20' x 16').

THE MINIMUM HEIGHT IS 8' AND THE MAXIMUM HEIGHT IS 12'; ANY BOOTH EXCEEDING 12' IN HEIGHT (NOT TO EXCEED 16' HEIGHT) OR ANY OVERSIZED BOOTH THAT IS LARGER THAN 20' x 20' WILL BE PLACED ACCORDINGLY. THIS WILL ALLOW FOR EASY ACCESS ON THE TRADESHOW FLOOR FOR OUR RETAILERS.











## BADGES FOR EXHIBITOR PERSONNEL AND MANUFACTURERS

Badges are not transferable. This form is to be used strictly for personnel who will staff your booth during the tradeshow. **Business cards need to be provided for each name listed or badges will not be issued.**

Do not list your booth display, set-up/breakdown, I & D personnel, etc. Please provide that on a separate sheet or indicate their capacity under company name on this form.

Please do not request badges for your retailers. Retailers need to get their badges at Buyer Registration. It is important that we capture all the retailer data for our statistics with retailers properly identified with the correct badge.

Exhibitors are not permitted to register textile companies, fabric suppliers, contractors or trimmers.

**SAF has been made aware that participants are improperly giving out badges; therefore SAF will be forced to take proper action against the offenders. Any exhibitor caught giving their badge out will be asked to leave the show.**

**5 BADGES WILL BE ISSUED PER 10' x 10' BOOTH (INCLUDING REPS, MODELS AND PERSONNEL).** Please indicate MODEL next to each model name. Models will be able to pick up their badges at Registration when they present their booking form. If they are not booked through an agency, contact SAF to request a booking form.

It is the responsibility of whoever picks up the badges to distribute them accordingly to their personnel. **There will be a \$50 charge for each badge that needs to be replaced.**

For insurance purposes, absolutely no children under 16 years of age will be allowed in the tradeshow.

**LIST MUST BE COMPUTER GENERATED— HANDWRITTEN LISTS WILL NOT BE PROCESSED  
 I.D. REQUIRED TO RECEIVE YOUR BADGE**

**Member Name:**

**Line or Company Name:**

\_\_\_\_\_

**BADGES:**

**First and Last Name:** (TYPE ONLY, NO HANDWRITTEN LISTS!)

**Line or Company Name:** (TYPE ONLY, NO HANDWRITTEN LISTS!)

1		
2		
3		
4		
5		
6		
7		
8		

*(Please list additional names and company/lines on a separate sheet)*

**This form must be submitted by July 1, 2016**



## **ADVERTISING CONTRACT SHOW DIRECTORY**

### **ADVERTISING RATES:**

Full Page, black & white.....	\$600.00
Full Page, 4-color .....	\$900.00
Inside Front Cover or Inside Back Cover, 4-color premium* .....	\$1,200.00
Center Spread, 4-color premium* .....	\$2,250.00
Back Cover, 4-color premium* .....	\$3,000.00

*Advance payment required. Payment must accompany contract in order for ad to be printed.*

\*IMPORTANT: Because there are limited premium pages in the SwimShow directory as they are grandfathered in to those companies that currently hold the locations, a premium position only becomes available if a company gives it up. If you wish to be included in the lottery for a premium directory position and are paying by check, we require that you provide us with a separate check for the cost of the advertisement; please do not include the charge with the rest of the show costs. Your check will not be processed if you are not awarded a premium directory position. If you are paying by credit card, the advertisement cost will not be processed with the initial show charges but will be charged at a later date in the event you are selected in the lottery.

### **AD MATERIALS DEADLINE: APRIL 8, 2016**

#### **PAGE SIZE: 6.75" x 9.25" BLEED; 6.5" x 9" TRIM**

Center Spread or 2-page Ads: 13.25" x 9.25" BLEED; 13" x 9" TRIM

Please create double pages as a SINGLE FILE; **DO NOT** supply artwork as separate page files

The show directory is spiral bound, please refer to the ad template for important size and layout requirements

Contact SAF for Inside Front Cover, Inside Back Cover or Back Cover specs

#### **FILES: HIGH RESOLUTION 300dpi PDF, EPS, TIFF or JPEG FILES ACCEPTED**

Please provide all fonts used in your document to avoid problems when opening the file to insert your booth assignment

**Artwork must be submitted with editable booth text and all font files provided!!**

Ad placement cannot be guaranteed, therefore we recommend submitting BOTH left-facing and right-facing artwork

**IMPORTANT:** 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

**PRINTING/BINDING:** 4-color offset; spiral bound – please refer to the ad template for important image restrictions

E-mail ad files to Judy Stein at [judy@swimshow.com](mailto:judy@swimshow.com)

For large files, please use a secure file transfer site like [www.WeTransfer.com](http://www.WeTransfer.com); do not submit files using Google Drive

**ALL FILES MUST BE LABELED WITH THE EXHIBITOR NAME AND DATE SUBMITTED**

*(Please fill in completely)*

Member Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

*Payment in full must accompany your contract in order to have your ad printed*

*For advertising questions, please contact the SAF office: 305-596-7889; Fax 305-596-7713; [info@swimshow.com](mailto:info@swimshow.com)*

**While every precaution will be made, SAF is not responsible for the final printing of ads in the Show Directory**

**This form must accompany your contract by February 26, 2016**



AD MATERIALS DEADLINE: APRIL 8, 2016

The SwimShow directory is SPIRAL BOUND  
Page size must be 6.75" x 9.25" to include BLEED

Keep all logos and text 0.375" from all edges!!

9 inches TRIM

9.25 inches BLEED

6.5 inches TRIM

6.75 inches BLEED

# Column Wraps!

Get your message across in a big way... advertise with column wraps located at the entrances to the convention center

Generous 38" x 91" image (one panel side) size is a great way to make an immediate impact!

Please refer to the Exhibitor Contract to select this option

**Cost: \$600.00\***

**Contact SAF for Digital File Guidelines**



*(Please fill in completely)*

Member Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

\*IMPORTANT: Because there are limited column wraps, those lines selected to participate are done so on a lottery basis. If you wish to be included in the lottery for column wraps and are paying by check, we require that you provide us with a separate check for the cost of the column wrap: please do not include the charge with the rest of the show costs. Your check will not be processed if you are not awarded a column wrap. If you are paying by credit card, the column wrap cost will not be processed with the initial show charges but will be charged at a later date in the event you are selected in the lottery.





## PRE-CONSTRUCTED BOOTH

DO YOU HAVE A PRE-CONSTRUCTED BOOTH THAT WILL BE SHIPPED IN?

YES       NO

*If your answer is YES, please fill in the form below; if NO, skip this page*

*(Please fill in completely)*

Member Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Booth dimensions:

Height:       Width:       Length:

**PLEASE NOTE:** any enclosed booth larger than 1,000 square feet must have two separate remotely located entrances and exits due to fire regulations.

# ←-----size matters-----→

## Typical In-Line Booth

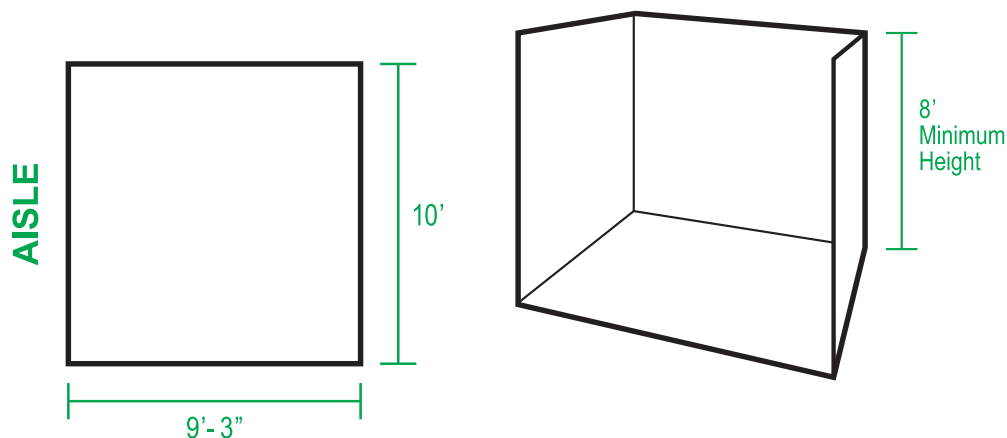
Minimum height of a typical in-line booth is 8' — this includes left, right and back walls.

All back and side walls, visible from any aisle, must be finished.

Please note required allowances for electrical access as indicated in the diagrams below.

Be sure to allow for power lines to go under the back wall to permit installation of service; if access is not readily available, electrical power will be denied.

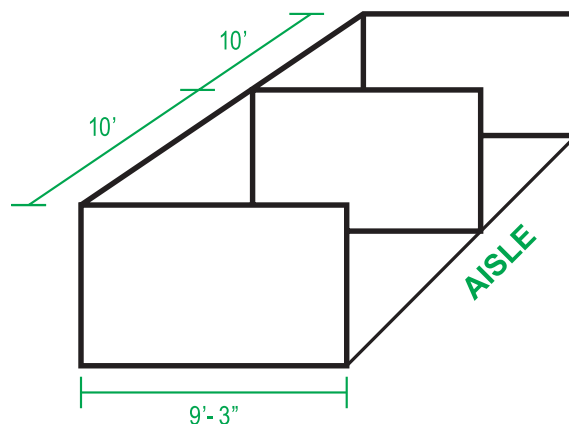
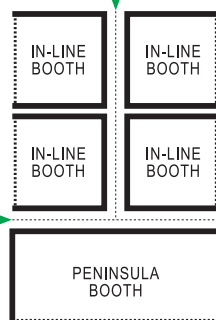
Any enclosed booth larger than 1,000 square feet must have two separate remotely located entrances and exits due to fire restrictions.



### OVERHEAD VIEW:

Each in-line booth must provide a **9 INCH ELECTRICAL ACCESS** behind each booth for a total of **18 INCHES**

Peninsula booths must provide an **18 INCH ELECTRICAL ACCESS** behind each booth







## TRADESHOW BOOTH PLACEMENT FEEDBACK

REQUESTS FOR BOOTH SPACE WILL BE ALLOTTED AS AVAILABLE. SAF WILL ATTEMPT TO HONOR EXHIBITING COMPANY'S PREFERENCES DESCRIBED BELOW, BUT ALL DECISIONS REGARDING EXHIBITOR SPACE, LOCATION, NEIGHBORS AND CONFIGURATION ARE STRICTLY AT THE DISCRETION OF SWIMSHOW.

PLEASE MAKE SURE TO LIST REQUESTS IN ORDER OF PRIORITY; BUT IT IS **IMPERATIVE** THAT YOU PROVIDE US WITH :

- UTILIZING HARDWALLS OR AN OPEN BOOTH
- LOCATION OF BOOTH OPENING
- COLLECTIONS YOU WOULD PREFER TO BE PLACED NEAR
- COLLECTIONS YOU WOULD PREFER NOT TO BE PLACED NEAR
- PHOTO OR DIAGRAM OF YOUR BOOTH

*(Please fill in completely)*

Member Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Comments:

**This form must accompany your contract by February 26, 2016**



## MERCHANDISING INFORMATION FORM

In order to process your application, please complete the form below  
 THIS IS STRICTLY CONFIDENTIAL.

Member Name: \_\_\_\_\_

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

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

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

**LIST TOP THREE ACCOUNTS YOU SELL:**

Department Store:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Specialty Store:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Independent Specialty Store:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Mass Merchant or Discount:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Name three of your competitors:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**PLEASE LIST FOUR RETAIL STORES THAT YOU WOULD LIKE TO ATTEND OUR SHOW:**

Buyer's Name: \_\_\_\_\_  
 Store Name: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_

Buyer's Name: \_\_\_\_\_  
 Store Name: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_

Buyer's Name: \_\_\_\_\_  
 Store Name: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_

Buyer's Name: \_\_\_\_\_  
 Store Name: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_





## FINANCIAL INFORMATION—NEW MEMBERS ONLY

In order to be considered for membership and entitled to exhibit at the tradeshow, you are required to complete this form; references will be checked. THIS IS STRICTLY CONFIDENTIAL

*(Please fill in completely)*

Date: \_\_\_\_\_

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

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

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

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

Country: \_\_\_\_\_ Foreign Zip: \_\_\_\_\_

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

Mobile: \_\_\_\_\_ E-mail: \_\_\_\_\_

**PRINCIPALS:**

President: \_\_\_\_\_ Vice President: \_\_\_\_\_

Secretary: \_\_\_\_\_ Treasurer: \_\_\_\_\_

**TRADE REFERENCES:** list companies that you do business with (i.e., suppliers, textile vendors, etc.)

Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____	Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____
--	--

Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____	Name: _____ Address: _____ City: _____ State: _____ Zip: _____ Phone: _____ Fax: _____ E-mail: _____
--	--

## NEW MEMBER QUESTIONNAIRE

*Only new applicants to the tradeshow are required to complete this form:*

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

Contact: \_\_\_\_\_ Job Title: \_\_\_\_\_

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

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

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Website: \_\_\_\_\_ Facebook.com/: \_\_\_\_\_

Twitter: @ \_\_\_\_\_ Instagram: @ \_\_\_\_\_

- Who will be the member? *(one name only—an individual, not a company; non-transferable)* \_\_\_\_\_
- What is the member's position within the company? \_\_\_\_\_
- How long has the member been in that position? \_\_\_\_\_ How long has the company manufactured the product? \_\_\_\_\_
- Where does the company manufacture its product? \_\_\_\_\_ Where does the company purchase its fabrics? \_\_\_\_\_
- Are you part of a showroom? YES  NO  What is the name of the showroom? \_\_\_\_\_
- What type of product does the company manufacture? \_\_\_\_\_ Approximate worldwide sales volume? \_\_\_\_\_
- Does the company manufacture anything other than the product exhibited? YES  NO   
 If yes, what? \_\_\_\_\_
- How many total style numbers are in your previous catalog/line sheet? \_\_\_\_\_ In your current catalog/line sheet? \_\_\_\_\_
- Will you please send us your most current catalog/line sheet? YES  NO
- Please tell us about your product line:

- Will the designer be present at the show? YES  NO
- What labels does your collection hang with in stores? \_\_\_\_\_
- Does this company have other sales reps anywhere else in the country? YES  NO   
 If yes, where? \_\_\_\_\_
- Are you currently looking for sales reps in the southeast? YES  NO
- What other venues has the company showed at in the past season? \_\_\_\_\_
- Please list some of the accounts (stores) that you currently do business with (if you are launching, what stores are interested):

Store: \_\_\_\_\_ Phone: \_\_\_\_\_

Store: \_\_\_\_\_ Phone: \_\_\_\_\_

Store: \_\_\_\_\_ Phone: \_\_\_\_\_

*(Please be advised that we will, if necessary, contact your references)*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## SAF FASHION SHOW SAMPLE RULING

One of the benefits of membership with SAF is the ability to have at least one look on the runway during our informal fashion show. It is **FREE** to participate!

Each member is entitled to at least one look in the fashion show, regardless of the number of brands they represent from one company or from multiple companies.

**We are asking that you provide us with your 'sexiest' runway swimsuit even if you never manufacture it, so that it makes a great impact on the runway!**

1. **SAF Member is requested to send in THREE samples.** One sample (possibly more) will be selected for use in the informal fashion show. You may indicate your preference, however the Fashion Show Committee retains the right to make the final selection.
2. Matching cover-ups for the Fashion Show must be from the same label as the swimsuit submitted so it represents one look.
3. Please make sure to send complete instructions and/or a photo so there are no questions as to how the sample is to be worn.
4. All samples must be approved by the Fashion Show Committee. The Fashion Show Committee reserves the right to refuse a swimsuit or lingerie that does not fit properly or is not in good taste.
5. **Absolute deadline for submitting samples to the Fashion Show Committee is Friday, May 27, 2016 at 5pm.**

Send all samples to:

Swimwear Association of Florida  
8900 SW 117th Avenue, Suite C-205  
Miami, Florida 33186

### NO SAMPLES WILL BE ACCEPTED AFTER THE DEADLINE!

6. All deliveries are to be shipped at the cost of the sender, including duties and taxes. Any shipment improperly labeled will be returned to sender.
7. Sample sizes must be within the following size ranges: 4 – 6 or Small; children's preferably size 8.
8. All hat samples must be shipped with a plastic form; include only one sample per box.
9. Please be aware that although every precaution is taken to make sure that your samples are returned to you in the condition in which they were sent, there is a possibility they might get slightly stained from makeup, tanner, etc. We do apologize for this inconvenience; however the association will not be held responsible should this occur.
10. Jewelry manufacturers: please note that there is the slightest possibility that your sample might not be returned to you as it could get lost due to its small size and because of all the backstage activity. SAF assumes no liability in such instances.
11. Before you send in your samples, you must inspect them to make sure that they are hygienic. Unfortunately we do receive some soiled samples that have been worn by models for a photo shoot. Please help us to alleviate this situation before it even happens by inspecting the suits before you send them.

### INFORMAL MODELING WILL BE HELD EVERY DAY OF THE SHOW

**Deadline for submitting samples is May 27, 2016 at 5pm**





## NOTICE OF INTENT TO USE EXHIBITOR APPOINTED CONTRACTOR (EAC)

*(Please fill in completely)*

Company Name: \_\_\_\_\_ E-mail: \_\_\_\_\_

An exhibitor appointed contractor is a contractor hired by an exhibitor to perform trade show services independently of the show management appointed contractor (Expo Convention Contractors).

Exhibitors who choose to use these contractors must complete this form and comply with the Exhibitor Appointed Contractor (EAC) responsibilities and the show regulations.

Exhibitor Appointed Contractor: \_\_\_\_\_

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

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

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

E-mail: \_\_\_\_\_ Contact: \_\_\_\_\_

Description of proposed service for exhibitor:

The services performed by the EAC shall not conflict, violate or jeopardize in any way the existing labor regulations, agreements, contracts or relations; or cause any interference with or inconvenience to the exhibition, SAF or any exhibitor.

Union laborers are responsible for floor layout, carpet, rental furniture, decorating rental items, masking, aisle signs, hanging special signs, aisle carpeting, unloading and reloading freight, delivery of material to the exhibit booth, installation and dismantling of booths and rigging.

Individual exhibitors who wish to install and dismantle their own booths can do so if they use company personnel, do not attempt to bring in 'pick-up labor', comply with local and state fire, safety and insurance regulations and rules set by SAF.

Exhibitors also may handle their own freight subject to the following condition: if material can be hand-carried to and from the booth via accepted freight entrances. Hand-carried is defined as small cartons, packages or portable lap-top computers that usually weigh less than 30 lbs. or utilize the complimentary porter service that SAF provides. Unions claim jurisdiction under all other circumstances.

The Exhibitor agrees that he is ultimately responsible for all services in connection with his exhibit, including freight, drayage, rentals and labor.

The Exhibitor Appointed Contractor (EAC) will be responsible for all reasonable costs related to its operation, including overtime pay for stewards, restoration of exhibit space to its initial condition, etc. Where applicable a one hour minimum labor charge will be charged at the appropriate steward rate of pay per day/per union to either the EAC/Exhibitor depending upon the billing arrangement set up with Expo.

All EAC's must deliver to SAF and Expo Convention Contractors an original valid Certificate of Insurance no later than June 17, 2016.

1. The EAC shall refrain from placing any undue burden on the official contractor, especially by not interfering in any way with the official contractor's work
2. The EAC shall not solicit business on the show floor at anytime
3. The EAC shall cooperate fully with the official contractor and SAF
4. The EAC must confine operation to the exhibit area of the client
5. The show floor, aisles, loading docks, service and storage areas will be under the control of the show's official service contractor, Expo Convention Contractors
6. Work badges will be issue to the EAC's on-site supervisor for access into the show floor during installation and dismantle. All worker must have a work badge for entry.



## HOTEL LODGING INFORMATION

In order to help us secure better hotel rates, it is extremely important that you provide us with your lodging information. This information will help us to establish a history which will give us bargaining power in negotiating special hotel rates. If you are with a corporate company and can provide us with a complete lodging package of everyone attending, it would be very helpful in allowing us to secure better hotel rates.

*(Please fill in completely)*

Member Name: \_\_\_\_\_

Name of Hotel: \_\_\_\_\_

Arrival Date: \_\_\_\_\_

Departure Date: \_\_\_\_\_

Number of Rooms:

Number of Nights:

# Ready Set SCAN!

## Exhibitor Lead Retrieval System—\$130

- ✓ Simple to use
- ✓ 100% scan rate
- ✓ Collect and manage leads right at your booth
- ✓ Full report at the end of the tradeshow

Simply scan the bar code from the buyer's badge and capture their contact information in one concise report.

Although there is no need to collect business cards, it is always best to do so as a back-up.

On-site training will be provided to secure accuracy in using the scanner.

By signing this form you acknowledge that there could be a malfunction with the equipment. If you do not hear a beep than a scan has not been recorded. It is your responsibility to contact the show office at 305.596.7889 so we can get a replacement scanner to your booth immediately. We can not provide refunds for incomplete reports due to operator error.



Member Name: \_\_\_\_\_

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

E-mail: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Signature: \_\_\_\_\_

**PLEASE NOTE:** At the end of the tradeshow you will need to return the scanner (including the USB cord and box) to the Registration Desk in Hall D; there will be a fee of \$500 for any lost scanner/components.

**This form must be submitted by June 17, 2016**





# time to CHILL...

Cocktail Reception  
Join Us!  
Sunday Evening  
July 17

Unwind after a busy show with some delicious cocktails and hors d'oeuvres plus some incredible sounds from DJ Joseph Anthony.

Just let us know how many will be attending so we can plan ahead!



*(Please fill in completely)*

Member Name: \_\_\_\_\_

**Guests Attending:**

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Total number of people attending including yourself:

SAF Member's Signature: \_\_\_\_\_

**This form must be submitted by June 17, 2016**



# Edd Helms Electric

## Special Event Power & Lighting

17850 NE 5th Avenue - Miami, Florida 33162  
Tel.:(305) 653-2520 - Fax: (305) 770-8298

QUESTIONS? Email: [tradeshows@eddhelms.com](mailto:tradeshows@eddhelms.com)

**SwimShow**  
**July 16-19, 2016**  
**Miami Beach Convention Center**

**ELECTRICAL SERVICE RATE &  
ON-LINE ORDERING INSTRUCTIONS ONLY**

[WWW.EDDHELMSTRADESHOWS.COM](http://WWW.EDDHELMSTRADESHOWS.COM) ~EVENT ID 928GHBL

**ORDERS MUST BE RECEIVED BY JUNE 24, 2016 TO RECEIVE THE ADVANCE RATE**

THE STANDARD LOCATION FOR OUTLETS IS THE REAR OF THE BOOTH FOR IN-LINE PIPE & DRAPE DISPLAYS. RATES QUOTED DO NOT INCLUDE LABOR AND/OR MATERIAL CHARGES FOR CONNECTING EQUIPMENT.																				
<b>POWER OUTLETS</b>			<b>STANDARD BOOTH LIGHTING</b>																	
All outlets are priced at 120V single phase.			Power outlets and labor not included with lighting.																	
DESCRIPTION	ADVANCE RATE	STANDARD RATE	DESCRIPTION	ADVANCE RATE	STANDARD RATE															
0 TO 500 WATTS (5 amps)	68.00	102.00	150 Watt Flood Light on 8' Pole	68.00	102.00															
501 TO 1000 WATTS (10 amps)	89.00	134.00																		
1001 TO 1500 WATTS (15 amps)	102.00	153.00	Extra Fixture	26.00	39.00															
1501 TO 2000 WATTS (20 amps)	118.00	177.00	<b>ACCESSORIES</b>																	
<b>24 Hour Service - An additional 50% of the subtotal</b>			DESCRIPTION	ADVANCE RATE	STANDARD RATE															
<b>208V SINGLE PHASE OUTLETS</b>			Multi-Outlet Strip	20.00	26.00															
			25 Ft Extension Cord	20.00	26.00															
DESCRIPTION	ADVANCE RATE	STANDARD RATE	<b>CUSTOM &amp; OVERHEAD LIGHTING</b>																	
5 AMPS	137.00	205.00	<b>PLEASE CALL OUR OFFICE FOR PRICING</b>																	
10 AMPS	184.00	276.00	<b>LABOR CHARGE</b> Labor charges will apply for all island booths, 208V & higher services, & the installation & dismantle of power to locations other than the back of your booth (for in-line pipe & drape booths only). All additional distribution will be provided by Edd Helms electricians on a time & material basis. There is a minimum labor charge of one (1) hour for installation & a minimum (1/2 hour) for dismantle. Labor and material charges not ordered in advance will be charged to the credit card on file after installation.																	
15 AMPS	213.00	320.00																		
20 AMPS	265.00	398.00																		
30 AMPS	316.00	474.00																		
60 AMPS	470.00	705.00																		
100 AMPS	675.00	1012.00	<b>MINIMUM LABOR CHARGE IS 1 HOUR</b>																	
<b>208V THREE PHASE OUTLETS</b>			<b>RATE PER HOUR</b>																	
			Monday - Friday (Except Holidays) 8:00 am - 4:30 pm	\$76.00																
<b>480 VOLT SERVICE - CALL FOR QUOTE</b>			Monday - Friday 4:30 pm - 8:00 am, All Day Saturdays, Sundays & Holidays	\$139.00																
			<b>ELECTRICAL DIAGRAMS</b>			<b>ALL ISLAND BOOTHS AND ORDERS FOR MULTIPLE OUTLET LOCATIONS MUST SUBMIT A SCALED FLOORPLAN SHOWING DIMENSIONS TO OUTLETS, SURROUNDING BOOTH #'S FOR ORIENTATION PURPOSES &amp; LOCATION(S) FOR MAIN POWER BOX. EMAIL TO TRADESHOWS@EDDHELMS.COM OR FAX TO 305-770-8298.</b>														
									<b>ON-LINE ORDERING INSTRUCTIONS ONLY</b>											
												<ol style="list-style-type: none"> <li>1. GO TO <a href="http://WWW.EDDHELMSTRADESHOWS.COM">WWW.EDDHELMSTRADESHOWS.COM</a></li> <li>2. CREATE USER NAME &amp; PASS WORD OR SKIP LOGIN &amp; REGISTER AS A GUEST.</li> <li>3. ENTER EVENT ID 928GHBL</li> <li>4. CLICK YES TO TERMS &amp; CONDITIONS IN RED &amp; PROCEED WITH ORDER.</li> </ol>								
															<p style="text-align: center; background-color: yellow;"><b>*** IF YOU WISH TO PAY BY CHECK PLEASE CALL OUR OFFICE AT 305-653-2520 ***</b></p>					
																		<b>EVENT ID 928GHBL</b>		

## ON-LINE ORDERING INSTRUCTIONS ONLY

1. GO TO [WWW.EDDHELMSTRADESHOWS.COM](http://WWW.EDDHELMSTRADESHOWS.COM)
2. CREATE USER NAME & PASS WORD OR SKIP LOGIN & REGISTER AS A GUEST.
3. ENTER EVENT ID 928GHBL
4. CLICK YES TO TERMS & CONDITIONS IN RED & PROCEED WITH ORDER.

**\*\*\* IF YOU WISH TO PAY BY CHECK PLEASE CALL OUR OFFICE AT 305-653-2520 \*\*\***

**EVENT ID 928GHBL**

**PLEASE CONTACT US AT [TRADESHOWS@EDDHELMS.COM](mailto:TRADESHOWS@EDDHELMS.COM) OR 305-653-2520 IF YOU REQUIRE ASSISTANCE.**

## REQUIRED INSURANCE

The Swimwear Association of Florida (“SAF”) requires each exhibitor to maintain Commercial General Liability insurance in order to participate at any of its tradeshows. Specifically, the exhibitor must carry insurance that meets the Terms & Conditions of the exhibitor contract, as follows:

*The Exhibitor shall maintain a Commercial General Liability insurance policy naming the Swimwear Association of Florida, City of Miami Beach; Global Spectrum and Expo Convention Contractors as an additional insured and fully protected from any and all claims of any nature and claims for damages for property and personal injury including death which may arise from the operations of the Exhibitor in connection with his or her exhibit space. The limits of liability shall be no less than \$1,000,000 per occurrence and \$2,000,000 aggregate.*

Thank you for your cooperation.



## EXHIBITOR INSURANCE PROGRAM

### EXHIBITOR GENERAL LIABILITY INSURANCE

Swimwear Association of Florida requires that all Exhibitors carry Commercial General Liability Insurance with limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. Swimwear Association of Florida, City of Miami Beach, Global Spectrum and Expo Convention Contractors shall be named as Additional Insured. This Insurance must be in force during the lease dates of the event, July 11-21, 2016.

Our insurance:

- Protects exhibitors who do not have Commercial General Liability Insurance or who do not want to use their own insurance
- Protects foreign exhibitors whose insurance will not pay claims brought in U.S. courts
- Cost is \$65 per exhibiting company - regardless of booth size
- We also offer 6 month and 12 month coverage for exhibitors attending multiple shows

### ShowDown® EXHIBITOR EVENT CANCELLATION INSURANCE

This is an optional program that John Buttine Inc offers to exhibitors. This program covers your expenses to attend a show (airfare, hotel rooms, etc).

This insurance:

- Protects against loss of incurred expenses in the event of an Event's cancellation, relocation, postponement, or curtailment
- Covers the extra cost to get key staff or equipment to the show site in event of weather-related travel delays, sickness, death of immediate family and even jury duty
- Pays for loss related to damage of booth equipment and show-related products and displays
- Policy includes loss due to power outage at exhibition site

There are three limit options: \$10,000, \$25,000, and \$50,000 and the cost ranges from \$250 to \$750 per event.

### IT'S EASY TO APPLY...

- Apply online at <http://www.buttine.com/eventExhibitor.html>
- Scan below to download our new Mobile App or search *Buttine Insurance* in the App Store.



### QUESTIONS?

Please Contact:  
Buttine Underwriters Purchasing Group, LLC  
Kendra Reilly Monahan at 212-697-1010 ext. 49 or [kar@buttine.com](mailto:kar@buttine.com)

**Deadline to apply for these insurance programs is June 24, 2016**

## PORTER SERVICE

SAF provides an area for drop off / porter service and the over-the-road carrier loading dock. The porter service can be utilized by P.O.V.'s (privately owned vehicles) such as passenger cars, mini vans or small company vehicles as distinguished from trucks, tractor trailers and other over-the-road type vehicles which must utilize the loading dock area. There will be porters available to help you unload and they will take your items to your booth while you park your car. There is no cost to the exhibitor for the porter service; this is a benefit that SAF provides. Tipping of the porters is not necessary. Exhibitors can also unload cars and small vans and roll in garment racks and cases from the Hall D lobby on Convention Center Drive utilizing multiple trips; however, the vehicle must be manned with someone waiting for the exhibitor to return to the vehicle. This is not a parking area; this is a quick unload area and then the vehicle must be moved.

This porter service will also be offered on move-out day, Tuesday, July 19, 2016 beginning at 6pm.

## EXHIBITORS PLEASE NOTE:

**Centerplate** is the exclusive food and beverage provider of the Miami Beach Convention Center. If you are going to serve food in your booth, you must utilize **Centerplate**. You will not be allowed to bring food into the convention center, however you are able to bring in small candies such as mints, M&M's, etc.

Exhibitors who order catering for their booths are required to order booth cleaning services. The order form can be found in the Expo Convention Contractors Kit. Additionally, if electrical is required, then electrical service must be ordered, as well as a service area (i.e., tables) if necessary.

You can contact **Centerplate** at 786-276-2700.



## WHEN MOVING IN:

- Plan load in accordingly and make sure you are aware of opening time for the hall
- Make a list of inventory and ensure that all inventory has been accounted for before you lock up
- Avoid leaving small, easily concealable items in the booth overnight
- NEVER leave your display unattended during open hours
- Close and secure your display when you leave
- Report any theft immediately to anyone on the security staff
- DO NOT leave any product inside the booth prior to the last day of set up
- There are garment locks and several items that you can use to ensure the safety of your valuables. Swimwear Association of Florida, Premium Protection Services, the Miami Beach Convention Center are not responsible for any items in your booth

## WHEN MOVING OUT:

- It is imperative that you have the show schedule and are aware of what time you can enter the building
- Packing lists are very important to account for all items
- Avoid leaving small, easily concealable items in the booth overnight
- DO NOT indicate the contents of boxes, just shipping addresses
- Remove all valuable equipment such as TV's, DVD players, cameras, laptops, etc.
- Pack your entire exhibit as soon as the move-out period starts
- Report any theft immediately to anyone on the security staff



## **FIRE & SAFETY REQUIREMENTS**

### **EXHIBIT STRUCTURES:**

Exhibit booths shall be constructed of noncombustible or limited-combustible materials. Exhibits with enclosed areas (walls and ceilings) shall be protected with approved single station, battery powered heat detectors. Exhibits with enclosed areas greater than 300 square feet (300 sq. ft. / 27.87 sq. m.) may require additional fire protection as determined by the authority having jurisdiction (additional fire protection may include portable fire extinguishers, heat / smoke detectors, an automatic extinguishing system, or additional Exhibit Hall Fire Watch personnel).

All booth construction shall meet local, state and federally mandated codes.

Any enclosed booth larger than 1,000 square feet must have two separate remotely located entrances and exits due to fire restrictions.

### **FLAME RETARDANT TREATMENT:**

Draperies, curtains and other similar loosely hanging furnishing and decorations shall be flame resistant as demonstrated by passing both the small scale and large scale tests of NFPA 701, Standard Methods of Fire Tests for Flame Resistant Textiles and Films. Acoustical and decorative material including, but not limited to, cotton, hay, paper, straw, moss, split bamboo, and wood chips shall be flame-retardant treated to the satisfaction of the authority having jurisdiction. Materials which can not be treated for flame retardency shall not be used.

## CONTACTS

### ***Displays / Furniture / Carpet / Labor / Material Handling***

Expo Convention Contractors • [www.expocci.com](http://www.expocci.com)..... (305) 751-1234

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### ***Custom / Turn-Key / Rental Displays***

Expo Convention Contractors • [www.expocci.com](http://www.expocci.com)..... (305) 751-1234

ASI Displays • [www.asidisplays.com](http://www.asidisplays.com).....(407) 219-3050 ext. 201

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### ***Mannequin Rentals***

ASI Displays • [www.asidisplays.com](http://www.asidisplays.com).....(407) 219-3050 ext. 201

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### ***Model Agencies***

The Green Agency..... (305) 532-9225

World Models.....(305) 673-1100

Next Model Management ..... (305) 531-5100

Wilhelmina Models Miami..... (305) 672-9344

Mega Models..... (305) 672-6342

Deco Models..... (305) 673-1900

Elite..... (305) 674-9500

Michele Pommier..... (305) 397-8036

Olive ..... (800) 581-2701

Age Models—Children..... (305) 674-9881

Nicole Shelley..... (305) 375-0323

Front Management ..... (305) 673-2225

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### ***Signage Companies***

Expo Convention Contractors..... (305) 751-1234

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### ***Florist & Plants***

A Green Scene ..... (305) 613-9150

Roots & Roots ..... (305) 494-4994

Kitanim..... (786) 879-7341

Pistils & Petals..... (305) 534-5001

White Tulip Florist..... (305) 672-9444

Jenny's Flowers..... (305) 758-5555

Trias Flowers ..... (305) 665-5300

Roses by Karla ..... (305) 644-3555

Forever Orchids..... (305) 200-3481

Anne Nouvelle Florist ..... (305) 665-4022

Living Things ..... (305) 673-2994

Pekin Flowers..... (305) 649-1472



## CONTACTS

### **Banners**

Expo Convention Contractors • [www.expocci.com](http://www.expocci.com)..... (305) 751-1234

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### **Quick Printing/Color Copies**

UPS Store Business Center ..... (786) 276-2696

FedEx-Kinko's • 1617 Alton Road..... (305) 532-4241

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### **Tradeshow Liability Insurance**

John Buttine Insurance • Kendra Reilly .....(212) 697-1010 ext. 49

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### **Specialty Stores**

Anthropologie • 1108 Lincoln Road ..... (305) 695-0775

Pier 1 Imports • 1130 5th Street..... (305) 532-3047

IKEA • 1801 NW 117th Avenue, Miami ..... (888) 888-4532

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### **Tradeshow Booth Security**

Premium Protection Services ..... (305) 387-3131

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### **Licensed Customs Broker**

Rolando Perez-Alekseev Customs Broker

[www.customs-broker-miami.com](http://www.customs-broker-miami.com) • [rpalekseev@gmail.com](mailto:rpalekseev@gmail.com)..... (786) 223-5983

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### **Furniture Rental**

AFR Rental ..... (305) 757-7500

Ronen Rental..... (305) 893-9331

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### **Office Supplies**

Office Depot • 1771 West Ave. (corner of West Ave. & 18th St.)..... (305) 531-1050

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# A Green Scene

Indoor Plant Arrangements- Sales-Rentals - Maintenance



**All rental prices include: Delivery and installation, servicing, decorative wicker containers and removal at the end of show. Rental merchandise missing at end of event will be billed to the exhibitor.**

**\* Payment Policy:**  
All orders must be paid in full prior to delivery.

## DESCRIPTION

A. Indoor foliage plants 3' - 4'	\$35.00
B. Indoor foliage plants 4' - 5'	\$45.00
C. Indoor foliage plants 5' - 6'	\$60.00
D. Indoor foliage plants 8' - 10'	\$90.00
E. Potted green table top plants	\$20.00
F. Orchids or bromeliads	\$40.00

QUANTITY	ITEM	TOTAL
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_____	A	_____
_____	B	_____
_____	C	_____
_____	D	_____
_____	E	_____
_____	F	_____

Sub. Total \_\_\_\_\_

7 % Sales Tax: \_\_\_\_\_

TOTAL: \_\_\_\_\_

## PAYMENT METHOD

Check	_____	Cash	_____	CC	_____
Firm Name	_____				
Phone #	_____	Cell	_____		
Address	_____				
City	_____	State	_____	Zip	_____
E-Mail	_____				
Name on card	_____				
Account #	_____				
Exp. Date	_____				
CVV#	_____				
Authorized Signature	_____				
Contact Person	_____				
Booth#	_____	Invoice#	_____		

**5340 SW 110 COURT, MIAMI, FL 33165**  
**E-mail: agreenscene@aol.com 305-613-9150**  
**Ares Infante , President**





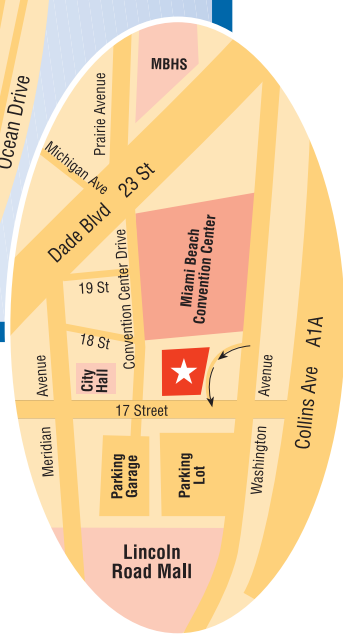
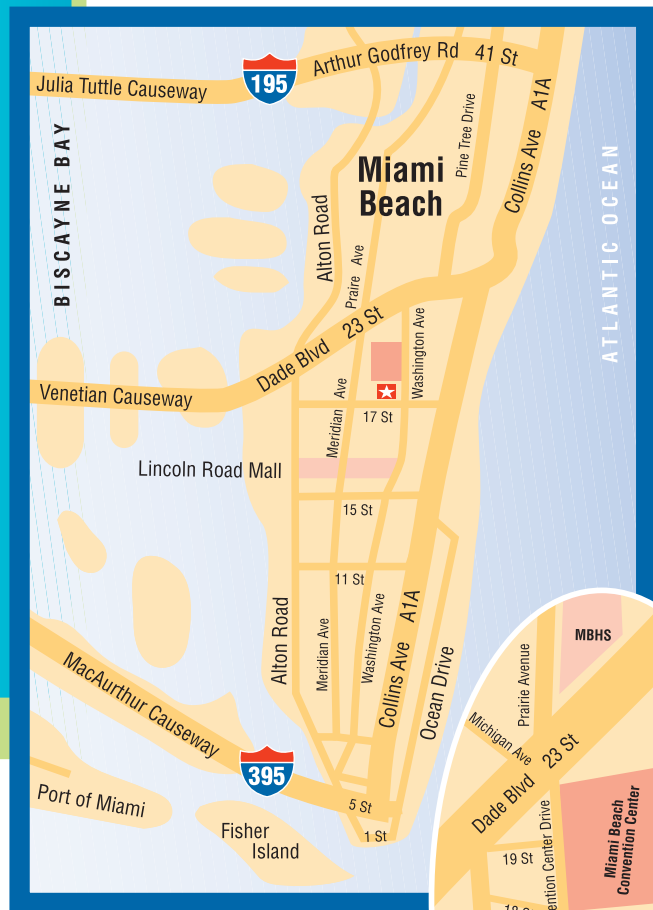
1901 Convention Center Drive, Miami Beach, Florida 33139

305.673.7311

**There are two routes from the Miami International Airport to the Miami Beach Convention Center.**

**Take 836 East toward "Beaches" and follow Directions from South.**  
 Directions from South: I-95 Northbound, exit 395 East (MacArthur Causeway) to Alton Road North, right on 17th Street, left on Convention Center Drive.

**Take 112 East toward "Beaches" and follow Directions from North.**  
 Directions from North: I-95 Southbound, exit 195 East (Julia Tuttle Causeway) to Alton Road South, left on 17th Street, left on Convention Center Drive.



# SWIMSHOW

July 16-19, 2016 Miami Beach Convention Center

