



# July 31 - August 2, 2009 Editorial Press Registration Form

To pre-register, please fill out this form and submit to WSA.

1. Fill in the downloadable PDF form and fax it to: 708-344-4444 or
2. Print out the completed form and mail it to: WSA, c/o CSI, P.O. Box 581, Brookfield, IL 60513-0581

Your press badge will be issued onsite in one of the WSA Press Offices.  
**A valid picture ID and business card will be required before your badge will be issued.**

## MEDIA REGISTRANT INFORMATION Please print or type

Registrant Name	Title	Media Outlet
Street Address		City / State / Country / Zip or Postal Code
Telephone	Fax	Cellphone
Email		Website

Freelancers check here & complete the following\*. On assignment by: (publication and editor's name, phone number, e-mail)

\*Freelance writers may be asked to provide work samples

Check here if you **do not** want your email address to be released for use other than official wsa show correspondence.

## ADDITIONAL EDITORIAL STAFF

Name	Title	Phone	Cellphone	Email

PLEASE NOTE: This registration serves as an authorization for WSA to use my likeness and/or likenesses of any of the registered parties from any previous, current and future trade shows for the purpose of trade marketing to promote attendance to WSA.

## TYPE OF MEDIA (check one)

Magazine  Newspaper  Industry Newsletter  Broadcast  Radio  Online  Other: \_\_\_\_\_  
(please specify)

## MEDIA/FREELANCE PIECE FOCUS

TRADE (check one):  Mens  Womens  Childrens  Athletic  Luxury  Accessories  Other: \_\_\_\_\_  
(please specify)

GENERAL (check one):  Fashion  Seasonal  Trends  Other: \_\_\_\_\_  
(please specify)

**RETURN REGISTRATION FORM TO:** FAX: 708-344-4444  
MAIL: WSA, C/O CSI  
P.O. BOX 581  
BROOKFIELD, IL 60513-0581



# FOOTWEAR & ACCESSORIES BUSINESS CONFERENCE REGISTRATION FORM

July/August 2009

PLEASE PRINT

**Contact Information**

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Name \_\_\_\_\_ Email \_\_\_\_\_

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Company \_\_\_\_\_ Fax \_\_\_\_\_

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**Media/Editorial Press are welcome to attend sessions free of charge. You must pre-register by July 6, 2009. On-site registration will be accommodated based on space availability.**

**FRIDAY, July 31, 2009**

- Step-by-Step Orientation for Buyers New to The WSA Show (WSA1)**  
Speaker: The WSA Show Retail Relations Team  
8:30 a.m. – 9:30 a.m. – Las Vegas Convention Center
- How to Open and Run a Successful Store, Part 1 (RET1)**  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
8:30 a.m. – 9:30 a.m. – Las Vegas Convention Center
- How to Open and Run a Successful Store, Part 2 (RET2)**  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
9:45 a.m. – 10:45 a.m. – Las Vegas Convention Center
- Pantone Color Trends for Spring/Summer '10 and Beyond (PCT)**  
Speaker: Leatrice Eiseman, Pantone Inc.  
11:00 a.m. – 12:00 p.m. – Las Vegas Convention Center
- Materials at WSA Workshop:  
Selecting the Right Supplier: Certification and Regulations (SRS)**  
Speaker: Karla S. Magruder, Fabrikology International  
11:00 a.m. – 12:00 p.m. – Las Vegas Convention Center
- Spring/Summer '10: The Los Angeles Perspective (WCA)**  
Speaker: Fran Sude, Design Options  
1:00 p.m. – 2:00 p.m. – Las Vegas Convention Center
- Materials at WSA Workshop:  
Green 2.0: Concept of Doing Business Right Rather than Doing Something Green as a Trend (GRN)**  
Speaker: Karla S. Magruder, Fabrikology International  
2:00 p.m. – 3:00 p.m. – Las Vegas Convention Center
- Fashion Trends for Spring/Summer '10 (FT)**  
Speaker: Ellen Campuzano, FashionFACTSFolio  
2:30 p.m. – 3:30 p.m. – Las Vegas Convention Center

**SATURDAY, August 1, 2009**

- CPSIA: Positioning Your Brand to Stay Ahead of the New Product Safety Law (PSL)**  
Speaker: Panel of Industry Experts  
8:00 a.m. – 9:30 a.m. – Las Vegas Convention Center
  - The Ins and Outs of Visual Merchandising: What's Hot, What's Not (VIS)**  
Speaker: Sharon Leicham, merchandisingHUB.com  
9:00 a.m. – 10:00 a.m. – Las Vegas Convention Center
  - Materials at WSA Workshop:  
Speed to Market, Part 2: How to Manage Your Supply Chain to Get Product to Market Faster (SPM)**  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
10:00 a.m. – 11:00 a.m. – Las Vegas Convention Center
  - Getting Started Selling On the Internet (GSE)**  
Speaker: Chris Finken, OrangeSoda Inc.  
10:30 a.m. – 12:00 p.m. – Las Vegas Convention Center
  - Your Inventory Heart (INV)**  
Speaker: Paul Erickson, RMSA  
1:00 p.m. – 2:00 p.m. – Las Vegas Convention Center
  - Materials at WSA Workshop:  
Fashion 101 for New Designers: How to Crash into the Business (FND)**  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
2:00 p.m. – 3:00 p.m. – Las Vegas Convention Center
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