



July 31 - August 2, 2009

Retail Buyer Registration

Please submit this form no later than **July 6, 2009** to receive badge(s) prior to WSA. One form per attendee. Please photocopy form for additional registrants.

Please enter directly into PDF form using Acrobat Reader.

If you have a Priority Code, please enter here.

CONTACT INFORMATION

Mr. Ms. Mrs. Dr. Name _____ Title _____

Company Name _____

Company Address 1 (Street address, PO Box, etc.) _____

Company Address 2 (Suite number, etc.) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Direct Phone _____ Direct Fax _____

E-mail _____ www _____

Do you wish to receive/continue to receive a free subscription to *WSAToday*? (U.S. only) Yes No

Signature _____ Date _____

How did you hear about WSA? (Select One Only)

- Email
- From friend/co-worker
- Postcard
- Fax
- Attended Previous Event
- Direct Mail
- Browsing/Searching Web
- Advertisement
- Brochure

All questions must be answered in order to process your registration form.

PROFILE

<p>1. What is your primary business type? (Select One Only)</p> <p>a. <input type="checkbox"/> Mass Merchandiser</p> <p>b. <input type="checkbox"/> Department Store</p> <p>c. <input type="checkbox"/> Discounter</p> <p>d. <input type="checkbox"/> Specialty Chain Footwear Store</p> <p>e. <input type="checkbox"/> Specialty/Independent Footwear Store</p> <p>f. <input type="checkbox"/> Specialty Athletic Footwear Store</p> <p>g. <input type="checkbox"/> Boutique (primary apparel with footwear)</p> <p>h. <input type="checkbox"/> General Sporting Goods Store</p> <p>i. <input type="checkbox"/> Mail Order/Catalog</p> <p>j. <input type="checkbox"/> Online Retailer</p> <p>k. <input type="checkbox"/> Company/Factory Outlet</p> <p>l. <input type="checkbox"/> Buying Office</p> <p>m. <input type="checkbox"/> Other—Please Specify _____</p>	<p>2. How many retail store locations does your company have?</p> <p>a. <input type="checkbox"/> 0</p> <p>b. <input type="checkbox"/> 1</p> <p>c. <input type="checkbox"/> 2–25</p> <p>d. <input type="checkbox"/> 26–100</p> <p>e. <input type="checkbox"/> 101–500</p> <p>f. <input type="checkbox"/> 501–1,000</p> <p>g. <input type="checkbox"/> Greater Than 1,000</p>	<p>3. What is your job title? (Select One Only)</p> <p>a. <input type="checkbox"/> Buyer</p> <p>b. <input type="checkbox"/> Owner</p> <p>c. <input type="checkbox"/> General Manager</p> <p>d. <input type="checkbox"/> General Merchandise Manager</p> <p>e. <input type="checkbox"/> Divisional Merchandise Manager</p> <p>f. <input type="checkbox"/> Store Manager</p> <p>g. <input type="checkbox"/> Vice President</p> <p>h. <input type="checkbox"/> President</p> <p>i. <input type="checkbox"/> Merchandiser</p> <p>j. <input type="checkbox"/> Corporate Executive</p> <p>k. <input type="checkbox"/> Purchasing Manager/Director</p> <p>l. <input type="checkbox"/> Sourcing Manager/Director</p> <p>m. <input type="checkbox"/> Sales/Marketing Manager/Director</p> <p>n. <input type="checkbox"/> Advertising/Display Manager/Director</p> <p>o. <input type="checkbox"/> Other—Please Specify _____</p>
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<p>4. What is your company's average unit retail (in U.S. \$) in the following categories?</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Do Not Sell</th> <th>Less Than \$30</th> <th>\$30–60</th> <th>\$61–\$100</th> <th>\$101–\$200</th> <th>Greater Than \$200</th> </tr> </thead> <tbody> <tr> <td>Footwear</td> <td>1a <input type="checkbox"/></td> <td>1b <input type="checkbox"/></td> <td>1c <input type="checkbox"/></td> <td>1d <input type="checkbox"/></td> <td>1e <input type="checkbox"/></td> <td>1f <input type="checkbox"/></td> </tr> <tr> <td>Handbags</td> <td>2a <input type="checkbox"/></td> <td>2b <input type="checkbox"/></td> <td>2c <input type="checkbox"/></td> <td>2d <input type="checkbox"/></td> <td>2e <input type="checkbox"/></td> <td>2f <input type="checkbox"/></td> </tr> <tr> <td>Accessories (incl. Handbags)</td> <td>3a <input type="checkbox"/></td> <td>3b <input type="checkbox"/></td> <td>3c <input type="checkbox"/></td> <td>3d <input type="checkbox"/></td> <td>3e <input type="checkbox"/></td> <td>3f <input type="checkbox"/></td> </tr> <tr> <td>Apparel</td> <td>4a <input type="checkbox"/></td> <td>4b <input type="checkbox"/></td> <td>4c <input type="checkbox"/></td> <td>4d <input type="checkbox"/></td> <td>4e <input type="checkbox"/></td> <td>4f <input type="checkbox"/></td> </tr> </tbody> </table>		Do Not Sell	Less Than \$30	\$30–60	\$61–\$100	\$101–\$200	Greater Than \$200	Footwear	1a <input type="checkbox"/>	1b <input type="checkbox"/>	1c <input type="checkbox"/>	1d <input type="checkbox"/>	1e <input type="checkbox"/>	1f <input type="checkbox"/>	Handbags	2a <input type="checkbox"/>	2b <input type="checkbox"/>	2c <input type="checkbox"/>	2d <input type="checkbox"/>	2e <input type="checkbox"/>	2f <input type="checkbox"/>	Accessories (incl. Handbags)	3a <input type="checkbox"/>	3b <input type="checkbox"/>	3c <input type="checkbox"/>	3d <input type="checkbox"/>	3e <input type="checkbox"/>	3f <input type="checkbox"/>	Apparel	4a <input type="checkbox"/>	4b <input type="checkbox"/>	4c <input type="checkbox"/>	4d <input type="checkbox"/>	4e <input type="checkbox"/>	4f <input type="checkbox"/>	<p>5. What "Open to Buy" budget has your company given you authority to spend for this show season in the following categories? (in U.S. \$)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th>Zero</th> <th>Less Than \$500,000</th> <th>\$500,001–\$1,000,000</th> <th>\$1,000,001–\$5,000,000</th> <th>\$5,000,001–\$10,000,000</th> <th>\$10,000,001–\$20,000,000</th> <th>Greater Than \$20,000,000</th> </tr> </thead> <tbody> <tr> <td>Footwear</td> <td>1a <input type="checkbox"/></td> <td>1b <input type="checkbox"/></td> <td>1c <input type="checkbox"/></td> <td>1d <input type="checkbox"/></td> <td>1e <input type="checkbox"/></td> <td>1f <input type="checkbox"/></td> <td>1g <input type="checkbox"/></td> </tr> <tr> <td>Handbags</td> <td>2a <input type="checkbox"/></td> <td>2b <input type="checkbox"/></td> <td>2c <input type="checkbox"/></td> <td>2d <input type="checkbox"/></td> <td>2e <input type="checkbox"/></td> <td>2f <input type="checkbox"/></td> <td>2g <input type="checkbox"/></td> </tr> <tr> <td>Accessories (incl. Handbags)</td> <td>3a <input type="checkbox"/></td> <td>3b <input type="checkbox"/></td> <td>3c <input type="checkbox"/></td> <td>3d <input type="checkbox"/></td> <td>3e <input type="checkbox"/></td> <td>3f <input type="checkbox"/></td> <td>3g <input type="checkbox"/></td> </tr> <tr> <td>Apparel</td> <td>4a <input type="checkbox"/></td> <td>4b <input type="checkbox"/></td> <td>4c <input type="checkbox"/></td> <td>4d <input type="checkbox"/></td> <td>4e <input type="checkbox"/></td> <td>4f <input type="checkbox"/></td> <td>4g <input type="checkbox"/></td> </tr> </tbody> </table>		Zero	Less Than \$500,000	\$500,001–\$1,000,000	\$1,000,001–\$5,000,000	\$5,000,001–\$10,000,000	\$10,000,001–\$20,000,000	Greater Than \$20,000,000	Footwear	1a <input type="checkbox"/>	1b <input type="checkbox"/>	1c <input type="checkbox"/>	1d <input type="checkbox"/>	1e <input type="checkbox"/>	1f <input type="checkbox"/>	1g <input type="checkbox"/>	Handbags	2a <input type="checkbox"/>	2b <input type="checkbox"/>	2c <input type="checkbox"/>	2d <input type="checkbox"/>	2e <input type="checkbox"/>	2f <input type="checkbox"/>	2g <input type="checkbox"/>	Accessories (incl. Handbags)	3a <input type="checkbox"/>	3b <input type="checkbox"/>	3c <input type="checkbox"/>	3d <input type="checkbox"/>	3e <input type="checkbox"/>	3f <input type="checkbox"/>	3g <input type="checkbox"/>	Apparel	4a <input type="checkbox"/>	4b <input type="checkbox"/>	4c <input type="checkbox"/>	4d <input type="checkbox"/>	4e <input type="checkbox"/>	4f <input type="checkbox"/>	4g <input type="checkbox"/>
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(Select All That Apply)</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Men's Footwear</th> <th>Women's Footwear</th> <th>Other Products and Retail Services</th> </tr> </thead> <tbody> <tr> <td>1a. <input type="checkbox"/> Dress</td> <td>2a. <input type="checkbox"/> Dress</td> <td>3a. <input type="checkbox"/> Children's Footwear</td> </tr> <tr> <td>1b. <input type="checkbox"/> Contemporary</td> <td>2b. <input type="checkbox"/> Contemporary</td> <td>3b. <input type="checkbox"/> Hosiery</td> </tr> <tr> <td>1c. <input type="checkbox"/> Young Men's</td> <td>2c. <input type="checkbox"/> Junior</td> <td>3c. <input type="checkbox"/> Handbags</td> </tr> <tr> <td>1d. <input type="checkbox"/> Comfort</td> <td>2d. <input type="checkbox"/> Comfort</td> <td>3d. <input type="checkbox"/> Jewelry</td> </tr> <tr> <td>1e. <input type="checkbox"/> Rugged Outdoor</td> <td>2e. <input type="checkbox"/> Rugged Outdoor</td> <td>3e. <input type="checkbox"/> Accessories</td> </tr> <tr> <td>1f. <input type="checkbox"/> Athletic</td> <td>2f. <input type="checkbox"/> Athletic</td> <td>3f. <input type="checkbox"/> Apparel</td> </tr> <tr> <td>1g. <input type="checkbox"/> Casual</td> <td>2g. <input type="checkbox"/> Casual</td> <td>3g. <input type="checkbox"/> Store Fixtures</td> </tr> <tr> <td>1h. <input type="checkbox"/> Volume</td> <td>2h. <input type="checkbox"/> Volume</td> <td>3h. <input type="checkbox"/> Store Equipment/Supplies</td> </tr> <tr> <td>1i. <input type="checkbox"/> Luxury Brands</td> <td>2i. <input type="checkbox"/> Luxury Brands</td> <td>3i. <input type="checkbox"/> Shoe Care</td> </tr> <tr> <td></td> <td></td> <td>3j. <input type="checkbox"/> Jobber</td> </tr> <tr> <td></td> <td></td> <td>3k. <input type="checkbox"/> Inventory Systems</td> </tr> <tr> <td></td> <td></td> <td>3l. <input type="checkbox"/> Retail Systems</td> </tr> <tr> <td></td> <td></td> <td>3m. <input type="checkbox"/> Publications</td> </tr> <tr> <td></td> <td></td> <td>3n. <input type="checkbox"/> Associations</td> </tr> <tr> <td></td> <td></td> <td>3o. <input type="checkbox"/> Other—Please Specify _____</td> </tr> </tbody> </table>	Men's Footwear	Women's Footwear	Other Products and Retail Services	1a. <input type="checkbox"/> Dress	2a. <input type="checkbox"/> Dress	3a. <input type="checkbox"/> Children's Footwear	1b. <input type="checkbox"/> Contemporary	2b. <input type="checkbox"/> Contemporary	3b. <input type="checkbox"/> Hosiery	1c. <input type="checkbox"/> Young Men's	2c. <input type="checkbox"/> Junior	3c. <input type="checkbox"/> Handbags	1d. <input type="checkbox"/> Comfort	2d. <input type="checkbox"/> Comfort	3d. <input type="checkbox"/> Jewelry	1e. <input type="checkbox"/> Rugged Outdoor	2e. <input type="checkbox"/> Rugged Outdoor	3e. <input type="checkbox"/> Accessories	1f. <input type="checkbox"/> Athletic	2f. <input type="checkbox"/> Athletic	3f. <input type="checkbox"/> Apparel	1g. <input type="checkbox"/> Casual	2g. <input type="checkbox"/> Casual	3g. <input type="checkbox"/> Store Fixtures	1h. <input type="checkbox"/> Volume	2h. <input type="checkbox"/> Volume	3h. <input type="checkbox"/> Store Equipment/Supplies	1i. <input type="checkbox"/> Luxury Brands	2i. <input type="checkbox"/> Luxury Brands	3i. <input type="checkbox"/> Shoe Care			3j. <input type="checkbox"/> Jobber			3k. <input type="checkbox"/> Inventory Systems			3l. <input type="checkbox"/> Retail Systems			3m. <input type="checkbox"/> Publications			3n. <input type="checkbox"/> Associations			3o. <input type="checkbox"/> Other—Please Specify _____
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8. Which form of communication do you prefer? (Select One Only)

a. E-mail

b. Direct Mail (i.e. Postcards, Brochures, etc.)

c. Phone

Children under the age of 16 will not be permitted in the exhibit hall. Waivers will not be issued.

Show Management reserves the right to deny eligibility or access to WSA for any company or individual.

Submit this form online at www.wsashow.com or Fax form to **1.708.344.4444**

Mail to: WSA, C/O CSI, P.O. Box 581, Brookfield, Illinois 60513-0581

Once your registration form has been processed and approved, an e-mail or fax confirmation will be sent to you. Until you have received your confirmation, you are NOT considered registered for the WSA Show.



FOOTWEAR & ACCESSORIES BUSINESS CONFERENCE REGISTRATION FORM

July/August 2009

PLEASE PRINT

Contact Information

Name	Email
Company	Fax

FRIDAY, July 31, 2009

- Step-by-Step Orientation for Buyers New to The WSA Show (WSA1)** FREE
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
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)** FREE
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)** \$ 50.00
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)** \$ 50.00
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)** \$ 50.00
Speaker: Chris Finken, OrangeSoda Inc.
10:30 a.m. – 12:00 p.m. – Las Vegas Convention Center
- Your Inventory Heart (INV)** \$ 50.00
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)** \$ 50.00
Speaker: Mercedes Gonzalez, Global Purchasing Companies
2:00 p.m. – 3:00 p.m. – Las Vegas Convention Center

Billing Information: (select payment form)

- VISA MasterCard American Express Discover Check (The WSA Show)

Card No.
Name as it appears on the card
Signature
Expiration Date

Cancellation Policy— Refunds will be considered until July 6, 2009, after which time no refunds will be issued. Please submit your request for refund in writing clearly citing your reasons, to: registration@wsashow.com or mail to: **The WSA Show, 15821 Ventura Blvd., Suite 415, Encino, CA 94136.** Please allow 3 weeks after the show for processing. A 50% processing fee applies.

Exchanges will be considered until July 9, 2009, after which time no further requests will be considered. Please Note: Exchanges are limited to Name changes only, and/or products of equal value (subject to availability). Please submit the details of your request for exchange, including the business credentials of the individual to whom you wish to transfer your registration (if applicable) to : registration@wsashow.com or mail to: **The WSA Show, 15821 Ventura Blvd., Suite 415, Encino, CA 94136. Only an individual from the same company/organization will be considered for exchanges.**

Please fax or mail your completed form to: The WSA Show c/o CSI, PO Box 581, Brookfield, IL 60513-0581 Fax: 708.344.4444