



# August 9–11, 2010 Attendee Registration

Complete all sections of this form. You must also submit two business credential documents that confirm your affiliation with the industry. Fax this form and two business credential documents to 708.344.4444. Please submit your credentials by July 19, 2010 to receive your badge prior to the show.

All questions must be answered in order to process your application.

If you have a Priority Code, please enter here.

### CONTACT INFORMATION

Mr.  Ms.  Mrs.  Dr. Name \_\_\_\_\_ Job Title \_\_\_\_\_

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

Company Address (Street address, PO Box, etc.) \_\_\_\_\_

Suite Number, Floor, etc. \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_

Direct Fax \_\_\_\_\_ Email \_\_\_\_\_

<p><b>What is your job title?</b> (Check only one)</p> <p><input type="checkbox"/> Owner</p> <p><input type="checkbox"/> General Manager</p> <p><input type="checkbox"/> Vice President</p> <p><input type="checkbox"/> President</p> <p><input type="checkbox"/> Merchandiser</p> <p><input type="checkbox"/> Corporate Executive</p> <p><input type="checkbox"/> Purchasing Manager / Director</p> <p><input type="checkbox"/> Sourcing</p> <p><input type="checkbox"/> Sales/ Marketing Manager / Director</p> <p><input type="checkbox"/> Advertising / Display Manager / Director</p> <p><input type="checkbox"/> Manufacturing / Production Manager</p> <p><input type="checkbox"/> Designer / Design Services</p> <p><input type="checkbox"/> Product Developer</p> <p><input type="checkbox"/> Other—Please Specify _____</p>	<p><b>What products/services does your firm Sell/Resell?</b> (Check only one)</p> <p><input type="checkbox"/> Textiles</p> <p><input type="checkbox"/> Trim</p> <p><input type="checkbox"/> Leather</p> <p><input type="checkbox"/> Consulting</p> <p><input type="checkbox"/> Technology Solutions</p> <p><input type="checkbox"/> Store Equipment / Supplies / Fixtures</p> <p><input type="checkbox"/> Inventory Systems</p> <p><input type="checkbox"/> Contract Manufacturing</p> <p><input type="checkbox"/> Finished Footwear / Accessories</p> <p><input type="checkbox"/> Other- Please Specify _____</p> <p><input type="checkbox"/> Does Not Apply</p>	<p><b>Which category most closely describes your business?</b> (Check only one)</p> <p><input type="checkbox"/> Importer / Exporter of Finished Goods - \$ 0</p> <p><input type="checkbox"/> Distributor of Finished Goods - \$ 0</p> <p><input type="checkbox"/> Wholesaler of Finished Goods - \$ 0</p> <p><input type="checkbox"/> Component Supplies - \$295</p> <p><input type="checkbox"/> Service Provider - \$ 295</p> <p><input type="checkbox"/> Jobber / Reseller - \$295</p> <p><input type="checkbox"/> Retail Services &amp; Technology - \$ 295</p> <p><input type="checkbox"/> Design Services - \$ 295</p> <p><input type="checkbox"/> Advertising Sales - \$295</p> <p><input type="checkbox"/> Freight Forwarding / Shipping - \$295</p> <p><input type="checkbox"/> Financial Analyst - \$295</p> <p><input type="checkbox"/> Trade Promotion Organization / Government Agency - \$ 0</p> <p><input type="checkbox"/> Manufacturer of Finished Goods - \$ 1,500</p> <p><input type="checkbox"/> Other— Please Specify _____</p> <p><b>Note: Credentials will be required to confirm selection above.</b></p>
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**Payment Information:** (check one)

VISA  MasterCard  American Express  Discover  Check (The WSA Show)

Card No.	V Code on the back of card (visa & mc only)
Name as it appears on the card	
Signature	
Expiration Date	Amount

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

Submit this application online at [www.wsashow.com](http://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 application and business credentials have been processed and approved, a fax or e-mail confirmation will be sent to you. Until you have received your confirmation, you are NOT considered registered for WSA.

**For further assistance, please email [registration@wsashow.com](mailto:registration@wsashow.com) or contact our call center at +1.708.486.0743**

AN ENK INTERNATIONAL EVENT



# SEMINAR REGISTRATION

## CONTACT INFORMATION

**NAME** \_\_\_\_\_ **E-MAIL** \_\_\_\_\_

**COMPANY** \_\_\_\_\_ **FAX** \_\_\_\_\_

### Monday, August 9, 2010

- Step-by-Step Orientation for Buyers New to The WSA Show (WSA1)** FREE  
Speaker: WSA Retail Relations  
8:30 a.m.–9:30 a.m.
- Warming Up: Pantone Color Trends for Spring/Summer '11 and Beyond (PCT)** \$50  
Speaker: Leatrice Eiseman, Pantone Inc.  
9:00 a.m.–10:00 a.m.
- How to Open and Run a Successful Shoe Store, Part 1 (RET1)** \$50  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
1:00 p.m.–2:00 p.m.
- How to Open and Run a Successful Shoe Store, Part 2 (RET2)** \$50  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
2:15 p.m.–3:15 p.m.
- Your Next Step: The Secrets to Long-Term Retail Success Every Shoe Store Needs (RET3)** \$50  
Speaker: Mercedes Gonzalez, Global Purchasing Companies  
4:00 p.m.–5:00 p.m.

### Tuesday, August 10, 2010

- Hot, Hot, Hot: Must-Have Fashion Trends for Spring/Summer '11 (FT)** \$50  
Speaker: Ellen Campuzano, fashionFACTSfolio  
9:30 a.m.–10:30 a.m.
- Make Your Store a Must-See: A Workshop On What's Hot (and Not) in Visual Merchandising (VIS)** \$50  
Speaker: Sharon Leicham, Sharon Rae Merchandising Solutions  
11:00 a.m.–12:00 p.m.

### Wednesday, August 11, 2010

- Web 2.0: Taking Your Next Step to Internet Success (INT)** \$50  
Speaker: Chris Finken, OrangeSoda Inc.  
9:30 a.m.–11:00 a.m.
- Ten Hot Tips for Mastering Inventory: Getting the Balance Right (SLS)** \$50  
Speaker: Paul Erickson, RMSA Retail Solutions  
11:30 a.m.–12:30 p.m.

## BILLING INFORMATION (select form of payment)

VISA  MasterCard  American Express  Discover  Check (The WSA Show)

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

Cancellation Policy—Refunds will be considered until July 7, 2010, 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., Ste. 415, Encino, CA 94136-2974. Please allow 3 weeks after the show for processing. A 50% processing fee applies.

Exchanges will be considered until July 7, 2010, 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 registration@wsashow.com, or mail to: The WSA Show, 15821 Ventura Blvd., Ste. 415, Encino, CA 94136-2974. Only an individual from the same company/organization will be considered for exchanges.