



August 9–11, 2010 Editorial Press Registration Form

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

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 the WSA Press Office.
A valid picture ID and business card will be required before your badge will be issued.

Complete all sections of this form.

MEDIA REGISTRANT INFORMATION

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

Media Outlet _____

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

Suite Number, Floor, etc. _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Direct Phone _____

Direct Fax _____ Email _____ Web site _____

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

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 ENK 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 ENK events.

TYPE OF MEDIA (check one)

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

MEDIA/FREELANCE PIECE FOCUS

TRADE (check one): Men's Women's Children's 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



SEMINAR REGISTRATION

CONTACT INFORMATION

NAME

E-MAIL

COMPANY

FAX

Media/Editorial Press are welcome to attend seminars free of charge. On-site registration will be accommodated based on space availability.

Monday, August 9, 2010

- Step-by-Step Orientation for Buyers New to The WSA Show (WSA1)**
Speaker: WSA Retail Relations
8:30 a.m.–9:30 a.m.
- Warming Up: Pantone Color Trends for Spring/Summer '11 and Beyond (PCT)**
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)**
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)**
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)**
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)**
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)**
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)**
Speaker: Chris Finken, OrangeSoda Inc.
9:30 a.m.–11:00 a.m.
- Ten Hot Tips for Mastering Inventory: Getting the Balance Right (SLS)**
Speaker: Paul Erickson, RMSA Retail Solutions
11:30 a.m.–12:30 p.m.