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## FASHION SHOWS

We invite you to showcase your merchandise in the most popular special events of the market- our exciting fashion shows! The Bridal fashion show kicks off the market followed by the Prom fashion show. Both shows are the perfect marketing tools to capture the attention of an audience full of bridal buyers. Here are the details:

### ***“Bridal; New & Notable”*** Fashion Show

Saturday, September 24, 2011  
Cocktails 6:00 PM, Show 6:30 PM  
8<sup>th</sup>-floor Special Events Atrium

We will be putting this bridal fashion show together on Friday, September 23<sup>rd</sup>, so please do not leave your booth until we work with you. If for any reason you do leave early, contact us at 312.527.7751 so we can make arrangements. Merchandise will be picked up from your booth on Friday and Saturday afternoon, beginning at 3:30 pm for the fitting & the fashion show and returned to your booth after the fitting on Saturday morning and after the show Saturday night. There is a limit of 3 entries per line, per category, with a maximum of 9 entries per participant. The show will be divided up into the following categories:

BRIDAL GOWNS • BRIDESMAIDS • SPECIAL OCCASION • MOTHER OF THE BRIDE  
VEILS • HEADPIECES • ACCESSORIES

**FEES: \$175 per gown, PREPAID**  
**\$150 per veil, headpiece or accessory, PREPAID**

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### ***“Celebrating Prom”*** Fashion Show

Sunday, September 25, 2011  
Continental Breakfast 8:00 AM, Show 8:30 AM  
8<sup>th</sup>-floor Special Events Atrium

An exciting and informative live fashion show with a comprehensive overview of the entire Prom category in the 8<sup>th</sup>-floor Special Events Atrium. We will be putting the show together on Saturday, September 24<sup>th</sup>. Merchandise will be picked up from your booth on Saturday for the fitting and the show beginning at 3:30 pm and returned on Sunday after the show by 9:30 am.

**FEES: \$125 per dress, PREPAID**  
**or**  
**5 models for \$550**

We request that your reservation be received no later than Friday, September 23<sup>rd</sup>, 2011 and your earliest commitment would be appreciated. Please fill out the attached form and return with payment, payable to **MMPI**. In order to guarantee a place in the show, full payment must accompany this form. Please feel free to call us at 312.527.7751 or contact us via email at [sdambrosio@mmart.com](mailto:sdambrosio@mmart.com) if you have any questions. You may fax your reservation to 312.527.7807.



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## FASHION SHOW COMMITMENT FORM

Please indicate which fashion show you would like to participate in:

- “Bridal; New & Notable” Fashion Show** (\$175 per gown / \$150 veil, headpiece, or accessory)  
 **“Celebrating Prom” Fashion Show** (\$125 per dress OR 5 models for \$550)

Fax form to: 312-527-7807 or e-mail to [sdambrosio@mmart.com](mailto:sdambrosio@mmart.com)

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Exhibitor/Company: \_\_\_\_\_

Showroom/Booth # : \_\_\_\_\_ Representative: \_\_\_\_\_

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

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

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

# of Total Entries: \_\_\_\_\_ Amount Enclosed: \_\_\_\_\_

Visa/MC/Amex: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Line Name: \_\_\_\_\_

Category: \_\_\_\_\_ Entries: \_\_\_\_\_

Line Name: \_\_\_\_\_

Category: \_\_\_\_\_ Entries: \_\_\_\_\_

Line Name: \_\_\_\_\_

Category: \_\_\_\_\_ Entries: \_\_\_\_\_

Please reserve your space by mailing this form and check, made payable to **MMPI** by Friday, September 24, 2011 to:

Stephanie D'Ambrosio  
MMPI Fashion Office  
222 Merchandise Mart Plaza, Suite 470  
Chicago, IL 60654  
P: 312.527.7751 F: 312.527.7807

Please remove all special tags and hangers prior to pick-up for the show. We are not responsible for loss or exchange of hangers or special tags.

PLEASE NOTE: The coordination and selection of merchandise is at the discretion of the Fashion Director. Please do not leave your booth until the Fashion Office has seen you.