



## Sophisticated ♦ Luxurious ♦ Cosmopolitan

Designer Forum New York ~ July 15, 16 & 17, 2017

T H E L O N D O N N Y C

151 West 54th Street between 6th & 7th Avenue

Dear Preferred Exhibitor,

We are pleased to announce that the Designer Forum New York will be held at the LONDON NYC hotel in Midtown Manhattan on Saturday, July 15, 2017 – Monday, July 17, 2017. We look forward to you joining us as a participating exhibitor!

**This packet contains detailed information regarding the show space, rental items, hotel and marketing information. Please send your completed form and payment A.S.A.P. to secure your space either by email to [info@CTDA.com](mailto:info@CTDA.com), fax to 866-661-1240 or mail to 714 S. Dearborn Street, 4<sup>th</sup> Floor, Chicago, IL 60605. We will continue to accept credit card payments; however, checks and money orders are preferred.**

The list of invited guests is extensive and includes the finest upscale menswear buyers in the U.S., Canada and around the world. Our hotel suite/showroom format makes it easy for you to personalize your space and showcase your goods, so you can stand out and make the best impression possible. As always, we allow our previous vendors first choice for retaining their space, before we offer the remaining space on a FIRST COME, FIRST SERVED basis. In most cases, we can accommodate your needs.

Check out our inventory of rentals for your showroom on page 4!

Questions? Call D-D Lazenby at 888-248-2832 or email [info@ctda.com](mailto:info@ctda.com). Feel free to share this packet with any vendor you know who should take advantage of this opportunity.

We look forward to having you with us for the upcoming show!

Best,

D-D Lazenby  
Show Director, DFNY  
Executive Director, CTDA  
888-248-2832

Mitch Gambert  
President, CTDA  
Mel Gambert Shirts



## SHOW DETAILS

### EXHIBITOR PARTICIPATION DEADLINES

#### **May 1, 2017**

- To reserve your showroom, return this contract with a \$1,000 non-refundable deposit no later than **May 1<sup>st</sup>**.
- Please return via email or fax: **contract, rental form, order form, and credit card** authorization form (if applicable), pages 3-6 & 8. If paying by check, please make the check **payable to CTDA** and mail to the address below, along with pages 3-5 & 8.

#### **June 15, 2017**

- Remaining balance is due in full by **June 15<sup>th</sup>**. This payment in full is non-refundable beginning June 15, 2017.
- If you are paying by credit card, the remaining balance will be debited from the card in the contract.
- Failure to pay-in-full by **June 15, 2017** may result in a loss of showroom space.

### SHOW DATES & TIMES

- Saturday, July 15, 2017 from 9am – 6pm
- Sunday, July 16, 2017 from 9am – 6pm
- Monday, July 17, 2017 from 9 am – 5pm

### SETUP:

- Friday, July 14, 2017
- Check-in time is 3pm for suite showrooms. If you need access to the room earlier, please book your room the night before.
- Rental items will be available for pick up between 3 PM and 5 PM in the CTDA hospitality suite. If other arrangements need to be made, please notify D-D Lazenby in advance.

### BREAKDOWN:

- The show ends Monday July 17, 2017 at 5pm. Please plan your flights accordingly. You'll have your suite until *Tuesday at noon*.
- Kindly remember those still working as you break down your showroom.
- All rentals must be returned to the CTDA hospitality room no later than 6 PM on Monday, or you may be charged a late fee.

### DISPLAY VENUES:

**Suite Showrooms** – The London has amazing suites with floor to ceiling windows. This individual showroom concept offers an upscale, intimate setting with space of 520sf, divided into a bedroom and parlor. These showrooms will be located on consecutive floors as a convenience for your buyers. For this type of venue, the exhibitor is responsible for room rental payable in full to CTDA. This includes the room fee for 4, 5 or 6 nights, all taxes, hotel's \$250 event management fee and show management / marketing fees. **It does not include incidental charges.** You will need to submit a credit card to the hotel for incidentals at check-in. Pricing varies based on your needs for rentals. Please note that you are welcome to sleep in your Showroom Suite. **Internet Access is included for all suite showrooms, free of charge. The London recently upgraded their Internet system.**

***We recommend that every vendor bring power strips, extension cords and a doorstop!***



**EXHIBIT SPACE CONTRACT - Return this page**

Please list information exactly as you would like it to appear on all DFNY marketing pieces.

Check here is the information we have on file is the same.

**COMPANY NAME** \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Contact Person: \_\_\_\_\_

**ONSITE Cell Phone #** \_\_\_\_\_ **Fax #** \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

Product Description: \_\_\_\_\_

(please limit to 32 characters)

**Logo:** We'd like to include your logo in our e-marketing. **Please submit by June 15, 2017** (Illustrator .eps file or .jpeg 300dpi- 4x5" file). **A JPEG file works best** for the emails I send. If I have your current logo already, this will suffice.

**Mailing List:** DFNY asks that you send a list of your top 10 (or more) current and potential customers (name, address, email) to merge with our current mailing list. The DFNY mail/electronic mail list is comprised of the finest specialty stores and custom clothiers in the world. **Your list will not be sold or shared.**

**PAYMENT SCHEDULE:** The non-refundable deposit is due May 1, 2017. Full payment is due June 15, 2017. Contracts without payment will not be accepted. Contracts not paid-in-full by June 15, 2017 may result in loss of suite space. Payment forms accepted: credit card, check or money order. Please contact us for wire transfer information.

I fully understand that this form shall become a binding contract. I also understand that while every effort will be made to accommodate my choices, there is no guarantee that my choices will be honored. If this occurs, I will be notified in advance. I also understand that my deposit is non-refundable. Should I choose to cancel after June 15, 2017, my payment in full is non-refundable.

\_\_\_\_\_  
Applicant's Name and Title

\_\_\_\_\_  
Applicant's Authorized Signature

\_\_\_\_\_  
Date

**\*Please fax or email completed form to CTDA. Keep a copy for your records\***



**EXHIBIT SPACE & RENTAL FORM - Return this page**

**Exhibit Space:** Please select from the following:

**Booth Space Options:**

**SUITES:**

	<b>4 Night Price</b>	<b>5 Night Price</b>	<b>6 Night Price</b>
1 Bedroom Suite (520sf)	<input type="checkbox"/> \$ 2,750	<input type="checkbox"/> \$ 3,125	<input type="checkbox"/> \$3,455

On which dates will you check in/out? In \_\_\_\_\_ Out \_\_\_\_\_

**\*Please plan your dates carefully: If you check in on Friday @ 3pm, 4 nights takes you through the end of the show. Choose 5 nights if you want more time to set up or show. If you need 6 nights, we can accommodate that too!**

**Additional Sleeping Accommodations:**

Rollaway Bed      \$50 per night      Qty. \_\_\_\_\_      Total \$ \_\_\_\_\_

**Rentals:**

Rentals	Price	Quantity	Total
<input type="checkbox"/> Rolling Rack 48" hang rail with two 12" pullout rods Height is adjustable at 55", 60" and 65"	\$50	_____	_____
<input type="checkbox"/> Lighting, one pole, 1 halogen bulb & hood Extends 4' to 8' in height	\$40	_____	_____
<input type="checkbox"/> 4 – 6 Foot Table with Linen	\$60 each	_____	_____
<input type="checkbox"/> Tilting Mirror	\$70 each	_____	_____
<input type="checkbox"/> 3/4 Male Form with metal base Chest 42", waist 34", hip 40", height 33"	\$125 each	_____	_____
<input type="checkbox"/> 3/4 Female Form with metal base Chest 35", Waist 23", Hips 34", Height 29"	\$125 each	_____	_____

**\*Please fax or email completed form to CTDA. Keep a copy for your records\***



**DESIGNER FORUM ORDER FORM-Return this page**

Use this order form to calculate your total due for the Designer Forum NY show. **Please fax all forms - Exhibit Space Contract, Exhibit Space & Rental Information, this Order Form** and if applicable, include the **Credit Card Authorization** form if paying by credit card.

**We prefer you pay by check, if possible. If paying by check or money order, the payee is CTDA. Please fax all forms before mailing the payment so that we can secure your reservation.**

Custom Tailors & Designers Association  
 714 S. Dearborn Street, 7<sup>th</sup> Floor  
 Chicago, IL 60605

Fax: 866-661-1240

**COMPANY NAME:** \_\_\_\_\_

ITEM	AMOUNT DUE
Exhibit Space	\$ _____
Show Rentals	\$ _____
Total Payment Due	\$ _____

**Do you need additional sleeping room? (You may sleep in the showroom suite)**

YES  NO If yes, please see page 7 for online or telephone booking.

*\*Please note that any hotel 'sleeping room' reservation, if applicable, will not be made via the DFNY room block and directly billed to the credit card presented at check-in. This is different from any showrooms. To book showrooms and in order for DFNY to hold a specific room number, you must register through DFNY. This allows us to hold that specific room for you and allows us to advertise your room number to the buyers and provide you with show management services.*

**\*Please fax or email completed form to CTDA. Keep a copy for your records\***



**CREDIT CARD AUTHORIZATION FORM-Return this page if you use credit**

Please sign and return this credit card authorization form, if applicable.

Card Type (check one):

MASTERCARD  VISA  AMERICAN EXPRESS

Check here is the information we have on file is the same for card ending in \_\_\_\_\_.

**Card Holder Information:**

Card Number:

\_\_\_\_\_

Expiration Date: \_\_\_\_\_

Enter Security Code: \_\_\_\_\_ (Amex front – MasterCard & Visa back)

Billing Street Address \_\_\_\_\_ Billing Zip Code \_\_\_\_\_

I am authorized to sign this card and give my permission for CTDA to charge my card for the amount indicated on my order form. I understand that the deposit is non-refundable after June 15, 2017

Card Holder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Check here if the following information we have on file is the same.

FULL Name:

\_\_\_\_\_

Card Billing Address:

\_\_\_\_\_

\_\_\_\_\_

Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_

Email: \_\_\_\_\_

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

The billing reference on your card statement will show 'Custom Tailors and Designers Association'

**\*Please fax or email completed form to CTDA. Keep a copy for your records\***



## HOTEL INFORMATION

The London is a sophisticated and modern luxury hotel delivering a superlative experience. The London offers a smoke-free environment, with high-speed wireless/wired Internet, dual-line telephones, mini bar, in-room safes, Business Centre, Fitness Centre, valet service, a swanky bar, an award winning restaurant and 24-hour Room Service.

### Special Freight Handling

Please contact the London regarding special shipping or extra large freight handling requirements. Hotel procedure and requirement for any special freight services such as crates, trunks or racks are as follows:

- Please schedule your shipments to arrive no sooner than 2 days prior to the event, July 13, 2017
- The London has agreed not to charge storage fees unless the boxes remain beyond two days.
- Please clearly mark all boxes with DFNY and your name, company name and cell phone number.  
**Please do not list a room number on your boxes per the hotel's request.**
  - The hotel has charged us a small fee for portage, which we have paid on your behalf. If you have an excessive amount of boxes, please keep this in mind, and make additional arrangements, if necessary, with the London hotel directly.
- **Mailing/Shipping Address: THE LONDON, 151 West 54th Street, New York, NY 10019, 212-307-5000 direct- FAX # 212-468-8747, should you need to receive a fax.**

### Arrival and Departure for London Hotel

Hotel check-in time is **3:00pm** and check-out time is **12:00pm**. The London will do their best to accommodate all arrivals prior to the 3:00pm check-in time and departures past the 12:00pm checkout time. However, **this cannot be guaranteed and will, in some cases, incur a half-day or full-day fee**. Please note a small portage for each showroom has been paid, but bag storage charges (for early arrivals and late departures) may occur. If you have a large number of boxes, you may be charged an additional portage fee. If you require a great deal of assistance, please remember to take care of the bellman.

### Sleeping Room Information

You may book a room at The London by calling the hotel directly @ (866) 690-2029. The online portal for booking at The London is: <http://www.thelondonnyc.com>. They are a luxury suite room hotel only and do not offer standard hotel rooms. Please refer to the information provided when you book your room for individual cancellation policy for sleeping rooms (not showroom). Please note that you are welcome to sleep in your Showroom Suite at no additional charge. Rollaway beds are available upon request for \$50 per night.



## **The Custom Tailors & Designers Association's Total Conduct**

The Board of Directors of the Custom Tailors & Designers Association (CTDA) and its members hold that during participation attendance at any of the events of the Association [Designer's Forum, at occasional classes, seminars and social gatherings] each and every participant attendee has the right to be part of a harassment free environment. Whether attending as a vendor, merchant or guest, all attendees must act with good conduct and refrain from engaging in any activity that could be defined as harassment, assault, menacing, stalking or any other unwarranted or uninvited activity.

In the event that conduct is witnessed and reported, including but not limited to the Executive Director or a member of the Board of Directors, that an attendee is behaving in any manner such as described above, the person or persons causing this behavior will be asked to vacate the event immediately and the conduct will be reported to the appropriate authorities [Police Department].

Further, hereafter a decision may be forthcoming by the Board of Directors that the person or persons alleged to have engaged in the activity described herein and/or their firm or their business may be advised that pending an investigation, their participation in future CTDA/Designer Forum functions or events will be suspended.

***On behalf of my company, I acknowledge the CTDA's Code of Total Conduct.***

**Name (print):** \_\_\_\_\_ **Signature:** \_\_\_\_\_

**Company Name (print):** \_\_\_\_\_ **Date:** \_\_\_\_\_