



Welcome to **The Collections at WSA™** July 2008  
The Luxury and Designer Footwear and Handbag & Accessory Showcase.

We are very excited to present **The Collections at WSA Exhibitor Service Manual (ESM)**. This manual has been designed exclusively for your exhibiting needs within the Venetian Hotel suites.

**Please take the time to read the information compiled into this kit. It is for your benefit and will significantly enhance your show experience.**

### **The Exhibitor Service Manual (ESM)**

For the first time the ESM will be available online only. This new electronic ESM will allow you to order directly from show contractor, GES Exposition Services, through their electronic ordering system. The GES ordering system will allow you to place orders without printing forms, filling them out and faxing them back to GES. The GES system will keep track of your orders, let you review your orders and see a subtotal of your orders. Moving forward, your GES orders will also be maintained within their online system so that you can review your GES order history.

As you view the online manual, you will find all of The Collections at WSA pages grouped together, and all of the GES pages grouped together.

We are delighted by the professionalism of exhibits and exhibiting companies in **The Collections at WSA** and each show there more inviting and beautiful displays. Enclosed within this manual are the tools that can make your top investment stand out from the crowd. The vendors listed in the ESM are best in class and are ready to assist you. Forms from each vendor are included for easy ordering. **Please process all forms in a timely manner.** This will allow our service contractors to provide you with discounts, as well as, the best service possible. Should you have any questions regarding your suite display, please contact the vendors listed within these pages.

Within the ESM there is a section entitled **Mandatory Forms**. This section contains all of the forms that **must** be completed and submitted by the dates indicated.

### **The Collections at WSA On- Site Marketing Opportunities**

On site marketing during the show can increase your suite attendance and sales up to 100%. **The Collections at WSA** has built marketing programs that will increase your visibility, networking opportunities, and offer you before-during-after event ability to create buyer awareness for your product. Our team is available to help you build the presence that meets your marketing objectives. Sponsorship opportunities can be found in the **On-Site Marketing Opportunities** section of this manual.

### **The Collections at WSA Show Directory**

We look forward to bringing you a comprehensive vehicle in which you will be listed in style. **The Collections at WSA** Directory has proven to be a valuable tool, which your buyer constantly refers back to throughout the year. We urge you to take advantage of being listed and running your advertisement within the Directory. It is just another way we are helping you keep your brands in front of the buyers all year long.

### **Important Information for the Upcoming Event**

- **The Location for Glass Slipper Awards / “Super Slipper” Cocktail Party**
  - **V Bar in The Venetian Hotel restaurant row.**
- **Display options available from Springboard & GES**
- **Lead Retrieval services available for upcoming show.**

**Please refer to the tabs in your ESM with these headings for further information.**

**You are** the best of Luxury & Designer global products showcased under one roof anywhere in the world! Our goal is to make your show experience the best it can be.

Have a wonderful show and see you all soon!

Thank you,

Leslie Gallin  
Director, *The Collections at WSA*

Carrie Koeturius  
Director of Operations, WSA