

## FAX COVER SHEET

### REGISTRATION APPLICATION CREDENTIAL SUBMISSION FORM

The WSA Show™ July 2008 in Las Vegas, Nevada  
Las Vegas Convention Center and The Venetian

To: The WSA Show Registration
Fax To: 1-708-344-4444
Date:
Total Pages Including Cover Page:
Applicant Name:
Applicant Company:
Company ID issued by The WSA Show:
Applicant Phone Number:
Applicant Fax Number:
Applicant Email:

**Please put an "X" next to the credentials that you are submitting**

**Personal Credential Documents:** Select and submit only 1 of the following Personal Credentials.

- Copy of your business card. Must show your name, your company name, and company address.
- Copy of your paycheck. Must show your company name.

**Company Credential Documents:** Select and submit only 1 of the following Company Credentials.

- Copy of a purchase order or pro-forma invoice for footwear, handbags, and/or accessories.
- Copy of an advertisement or a brochure/catalog page that shows your company's name and products and services.
- Copy of your company's business license: must include company name, address, telephone number and business license number.
- Letter from a WSA show exhibitor (on their letterhead) confirming that you have an appointment with them at The WSA Show.

Thank you for submitting your 2 credential documents. We will verify your credentials as soon as possible and send you an email or a fax confirming whether your Registration Application has been approved.

**July 28-30, 2008**

**July 28-31, 2008**

Please submit this form no later than **July 1, 2008** to receive badge(s) prior to The WSA Show™. One form per attendee. Please photocopy form for additional registrants.

Please enter directly into PDF form using Acrobat Reader.

**Contact Information**

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company Name \_\_\_\_\_  
 Company Address 1 \_\_\_\_\_  
 Company Address 2 \_\_\_\_\_  
 City \_\_\_\_\_ State/Province \_\_\_\_\_  
 Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
 Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_ www \_\_\_\_\_

Do you wish to receive/continue to receive a free subscription to *WSA Today*? (U.S. only)  Yes  No

Please indicate the month in which you were born \_\_\_\_\_ (for subscription verification).

**All questions must be answered in order to process your registration form.**

**Profile**

<p><b>1. What is your primary business type? (Select One Only)</b></p> <p>a. <input type="checkbox"/> Mass Merchandiser                  b. <input type="checkbox"/> Department Store                  c. <input type="checkbox"/> Discounter                  d. <input type="checkbox"/> Specialty Chain Footwear Store                  e. <input type="checkbox"/> Specialty/Independent Footwear Store                  f. <input type="checkbox"/> Specialty Athletic Footwear Store                  g. <input type="checkbox"/> Boutique (primary apparel with footwear)                  h. <input type="checkbox"/> General Sporting Goods Store</p> <p>i. <input type="checkbox"/> Mail Order/Catalog                  j. <input type="checkbox"/> Online Retailer                  k. <input type="checkbox"/> Company/Factory Outlet                  l. <input type="checkbox"/> Buying Office                  m. <input type="checkbox"/> Other—Please Specify _____</p>	<p><b>2. How many retail store locations does your company have?</b></p> <p>a. <input type="checkbox"/> 0                  b. <input type="checkbox"/> 1                  c. <input type="checkbox"/> 2–25                  d. <input type="checkbox"/> 26–100                  e. <input type="checkbox"/> 101–500                  f. <input type="checkbox"/> 501–1,000                  g. <input type="checkbox"/> Greater Than 1,000</p>	<p><b>3. What is your job title? (Select One Only)</b></p> <p>a. <input type="checkbox"/> Buyer                  b. <input type="checkbox"/> Owner                  c. <input type="checkbox"/> General Manager                  d. <input type="checkbox"/> General Merchandise Manager                  e. <input type="checkbox"/> Divisional Merchandise Manager                  f. <input type="checkbox"/> Store Manager                  g. <input type="checkbox"/> Vice President                  h. <input type="checkbox"/> President</p> <p>i. <input type="checkbox"/> Merchandiser                  j. <input type="checkbox"/> Corporate Executive                  k. <input type="checkbox"/> Purchasing Manager/Director                  l. <input type="checkbox"/> Sourcing Manager/Director                  m. <input type="checkbox"/> Sales/Marketing Manager/Director                  n. <input type="checkbox"/> Advertising/Display Manager/Director                  o. <input type="checkbox"/> Other—Please Specify _____</p>
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<p><b>4. What is your company's average unit retail (in U.S. \$) in the following categories?</b></p> <table border="1"> <thead> <tr> <th></th> <th>Do Not Sell</th> <th>Less Than \$30</th> <th>\$30–60</th> <th>\$61–\$100</th> <th>\$101–\$200</th> <th>Greater Than \$200</th> </tr> </thead> <tbody> <tr> <td>Footwear</td> <td>1a <input type="checkbox"/></td> <td>1b <input type="checkbox"/></td> <td>1c <input type="checkbox"/></td> <td>1d <input type="checkbox"/></td> <td>1e <input type="checkbox"/></td> <td>1f <input type="checkbox"/></td> </tr> <tr> <td>Handbags</td> <td>2a <input type="checkbox"/></td> <td>2b <input type="checkbox"/></td> <td>2c <input type="checkbox"/></td> <td>2d <input type="checkbox"/></td> <td>2e <input type="checkbox"/></td> <td>2f <input type="checkbox"/></td> </tr> <tr> <td>Accessories (incl. Handbags)</td> <td>3a <input type="checkbox"/></td> <td>3b <input type="checkbox"/></td> <td>3c <input type="checkbox"/></td> <td>3d <input type="checkbox"/></td> <td>3e <input type="checkbox"/></td> <td>3f <input type="checkbox"/></td> </tr> <tr> <td>Apparel</td> <td>4a <input type="checkbox"/></td> <td>4b <input type="checkbox"/></td> <td>4c <input type="checkbox"/></td> <td>4d <input type="checkbox"/></td> <td>4e <input type="checkbox"/></td> <td>4f <input type="checkbox"/></td> </tr> </tbody> </table>		Do Not Sell	Less Than \$30	\$30–60	\$61–\$100	\$101–\$200	Greater Than \$200	Footwear	1a <input type="checkbox"/>	1b <input type="checkbox"/>	1c <input type="checkbox"/>	1d <input type="checkbox"/>	1e <input type="checkbox"/>	1f <input type="checkbox"/>	Handbags	2a <input type="checkbox"/>	2b <input type="checkbox"/>	2c <input type="checkbox"/>	2d <input type="checkbox"/>	2e <input type="checkbox"/>	2f <input type="checkbox"/>	Accessories (incl. Handbags)	3a <input type="checkbox"/>	3b <input type="checkbox"/>	3c <input type="checkbox"/>	3d <input type="checkbox"/>	3e <input type="checkbox"/>	3f <input type="checkbox"/>	Apparel	4a <input type="checkbox"/>	4b <input type="checkbox"/>	4c <input type="checkbox"/>	4d <input type="checkbox"/>	4e <input type="checkbox"/>	4f <input type="checkbox"/>	<p><b>5. What "Open to Buy" budget has your company given you authority to spend for this show season in the following categories? (in U.S. \$)</b></p> <table border="1"> <thead> <tr> <th></th> <th>Zero</th> <th>Less Than \$500,000</th> <th>\$500,001–\$1,000,000</th> <th>\$1,000,001–\$5,000,000</th> <th>\$5,000,001–\$10,000,000</th> <th>\$10,000,001–\$20,000,000</th> <th>Greater Than \$20,000,000</th> </tr> </thead> <tbody> <tr> <td>Footwear</td> <td>1a <input type="checkbox"/></td> <td>1b <input type="checkbox"/></td> <td>1c <input type="checkbox"/></td> <td>1d <input type="checkbox"/></td> <td>1e <input type="checkbox"/></td> <td>1f <input type="checkbox"/></td> <td>1g <input type="checkbox"/></td> </tr> <tr> <td>Handbags</td> <td>2a <input type="checkbox"/></td> <td>2b <input type="checkbox"/></td> <td>2c <input type="checkbox"/></td> <td>2d <input type="checkbox"/></td> <td>2e <input type="checkbox"/></td> <td>2f <input type="checkbox"/></td> <td>2g <input type="checkbox"/></td> </tr> <tr> <td>Accessories (incl. Handbags)</td> <td>3a <input type="checkbox"/></td> <td>3b <input type="checkbox"/></td> <td>3c <input type="checkbox"/></td> <td>3d <input type="checkbox"/></td> <td>3e <input type="checkbox"/></td> <td>3f <input type="checkbox"/></td> <td>3g <input type="checkbox"/></td> </tr> <tr> <td>Apparel</td> <td>4a <input type="checkbox"/></td> <td>4b <input type="checkbox"/></td> <td>4c <input type="checkbox"/></td> <td>4d <input type="checkbox"/></td> <td>4e <input type="checkbox"/></td> <td>4f <input type="checkbox"/></td> <td>4g <input type="checkbox"/></td> </tr> </tbody> </table>		Zero	Less Than \$500,000	\$500,001–\$1,000,000	\$1,000,001–\$5,000,000	\$5,000,001–\$10,000,000	\$10,000,001–\$20,000,000	Greater Than \$20,000,000	Footwear	1a <input type="checkbox"/>	1b <input type="checkbox"/>	1c <input type="checkbox"/>	1d <input type="checkbox"/>	1e <input type="checkbox"/>	1f <input type="checkbox"/>	1g <input type="checkbox"/>	Handbags	2a <input type="checkbox"/>	2b <input type="checkbox"/>	2c <input type="checkbox"/>	2d <input type="checkbox"/>	2e <input type="checkbox"/>	2f <input type="checkbox"/>	2g <input type="checkbox"/>	Accessories (incl. Handbags)	3a <input type="checkbox"/>	3b <input type="checkbox"/>	3c <input type="checkbox"/>	3d <input type="checkbox"/>	3e <input type="checkbox"/>	3f <input type="checkbox"/>	3g <input type="checkbox"/>	Apparel	4a <input type="checkbox"/>	4b <input type="checkbox"/>	4c <input type="checkbox"/>	4d <input type="checkbox"/>	4e <input type="checkbox"/>	4f <input type="checkbox"/>	4g <input type="checkbox"/>
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(Select All That Apply)</b></p> <table border="1"> <thead> <tr> <th>Men's Footwear</th> <th>Women's Footwear</th> <th>Other Products and Retail Services</th> </tr> </thead> <tbody> <tr> <td>1a. <input type="checkbox"/> Dress</td> <td>2a. <input type="checkbox"/> Dress</td> <td>3a. <input type="checkbox"/> Children's Footwear</td> </tr> <tr> <td>1b. <input type="checkbox"/> Contemporary</td> <td>2b. <input type="checkbox"/> Contemporary</td> <td>3b. <input type="checkbox"/> Hosiery</td> </tr> <tr> <td>1c. <input type="checkbox"/> Young Men's</td> <td>2c. <input type="checkbox"/> Junior</td> <td>3c. <input type="checkbox"/> Handbags</td> </tr> <tr> <td>1d. <input type="checkbox"/> Comfort</td> <td>2d. <input type="checkbox"/> Comfort</td> <td>3d. <input type="checkbox"/> Accessories</td> </tr> <tr> <td>1e. <input type="checkbox"/> Rugged Outdoor</td> <td>2e. <input type="checkbox"/> Rugged Outdoor</td> <td>3e. <input type="checkbox"/> Apparel</td> </tr> <tr> <td>1f. <input type="checkbox"/> Athletic</td> <td>2f. <input type="checkbox"/> Athletic</td> <td>3f. <input type="checkbox"/> Store Fixtures</td> </tr> <tr> <td>1g. <input type="checkbox"/> Casual</td> <td>2g. <input type="checkbox"/> Casual</td> <td>3g. <input type="checkbox"/> Store Equipment/Supplies</td> </tr> <tr> <td>1h. <input type="checkbox"/> Volume</td> <td>2h. <input type="checkbox"/> Volume</td> <td>3h. <input type="checkbox"/> Shoe Care</td> </tr> <tr> <td>1i. <input type="checkbox"/> Luxury Brands</td> <td>2i. <input type="checkbox"/> Luxury Brands</td> <td>3i. <input type="checkbox"/> Jobber</td> </tr> <tr> <td></td> <td></td> <td>3j. <input type="checkbox"/> Inventory Systems</td> </tr> <tr> <td></td> <td></td> <td>3k. <input type="checkbox"/> Retail Systems</td> </tr> <tr> <td></td> <td></td> <td>3l. <input type="checkbox"/> Publications</td> </tr> <tr> <td></td> <td></td> <td>3m. <input type="checkbox"/> Associations</td> </tr> <tr> <td></td> <td></td> <td>3n. <input type="checkbox"/> Other—Please Specify _____</td> </tr> </tbody> </table>	Men's Footwear	Women's Footwear	Other Products and Retail Services	1a. <input type="checkbox"/> Dress	2a. <input type="checkbox"/> Dress	3a. <input type="checkbox"/> Children's Footwear	1b. <input type="checkbox"/> Contemporary	2b. <input type="checkbox"/> Contemporary	3b. <input type="checkbox"/> Hosiery	1c. <input type="checkbox"/> Young Men's	2c. <input type="checkbox"/> Junior	3c. <input type="checkbox"/> Handbags	1d. <input type="checkbox"/> Comfort	2d. <input type="checkbox"/> Comfort	3d. <input type="checkbox"/> Accessories	1e. <input type="checkbox"/> Rugged Outdoor	2e. <input type="checkbox"/> Rugged Outdoor	3e. <input type="checkbox"/> Apparel	1f. <input type="checkbox"/> Athletic	2f. <input type="checkbox"/> Athletic	3f. <input type="checkbox"/> Store Fixtures	1g. <input type="checkbox"/> Casual	2g. <input type="checkbox"/> Casual	3g. <input type="checkbox"/> Store Equipment/Supplies	1h. <input type="checkbox"/> Volume	2h. <input type="checkbox"/> Volume	3h. <input type="checkbox"/> Shoe Care	1i. <input type="checkbox"/> Luxury Brands	2i. <input type="checkbox"/> Luxury Brands	3i. <input type="checkbox"/> Jobber			3j. <input type="checkbox"/> Inventory Systems			3k. <input type="checkbox"/> Retail Systems			3l. <input type="checkbox"/> Publications			3m. <input type="checkbox"/> Associations			3n. <input type="checkbox"/> Other—Please Specify _____
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**8. Which form of communication do you prefer? (Select One Only)**

a.  E-mail  
 b.  Direct Mail (i.e. Postcards, Brochures, etc.)  
 c.  Phone

Children under the age of 16 will not be permitted in the exhibit hall. Waivers will not be issued.  
 Submit this form online at [www.wsashow.com](http://www.wsashow.com) or Fax form to **1.708.344.4444**  
**Mail to: The WSA Show, C/O CSI, P.O. Box 581, Brookfield, Illinois 60513-0581**  
 Once your registration form has been processed and approved, an e-mail or fax confirmation will be sent to you. Until you have received your confirmation, you are NOT considered registered for The WSA Show.

July 2008

# FOOTWEAR & ACCESSORIES BUSINESS CONFERENCE REGISTRATION FORM

**Contact Information**

PLEASE PRINT

Name	Email
Company	Fax

All seminars will be held at the Las Vegas Convention Center.

**MONDAY, July 28, 2008**

- |   |         |
|---|---------|
| <input type="checkbox"/> <b>Step-by-Step Orientation for Buyers New to The WSA Show</b><br>Speaker: The WSA Show Retail Relations Team<br>7:30 a.m.–8:30 a.m. | FREE    |
| <input type="checkbox"/> <b>Make Your Inventory More Profitable</b><br>Speaker: Paul Erickson<br>9:00 a.m.–10:00 a.m.   | \$50.00 |
| <input type="checkbox"/> <b>How Much Should I Buy?</b><br>Speaker: Mort Haaz<br>10:30 a.m.–11:30 a.m.   | \$50.00 |
| <input type="checkbox"/> <b>Key Insights into Today's Footwear Consumer</b><br>Speaker: Marshal Cohen<br>1:00 p.m.–2:00 p.m.                                  | \$50.00 |
| <input type="checkbox"/> <b>Pantone Color Trends for Spring/Summer '09 and Beyond</b><br>Speaker: Tod Schulman<br>2:30 p.m.–3:30 p.m.                         | \$50.00 |

**TUESDAY, July 29, 2008**

- |   |         |
|---|---------|
| <input type="checkbox"/> <b>Create a "Contagious Experience" for Your Customers: Marketing, Customer Service &amp; More!</b><br>Speaker: Anne Obarski<br>9:00 a.m.–10:00 a.m. | \$50.00 |
| <input type="checkbox"/> <b>Fashion Trends for Spring/Summer '09</b><br>Speaker: Ellen Campuzano<br>10:30 a.m.–11:30 a.m.   | \$50.00 |
| <input type="checkbox"/> <b>How to Open and Run a Successful Store, Part 1</b><br>Speaker: Mercedes Gonzalez<br>1:00 p.m.–2:00 p.m.   | \$50.00 |
| <input type="checkbox"/> <b>How to Open and Run a Successful Store, Part 2</b><br>Speaker: Mercedes Gonzalez<br>2:30 p.m.–3:30 p.m.   | \$50.00 |

**WEDNESDAY, July 30, 2008**

- |   |         |
|---|---------|
| <input type="checkbox"/> <b>Visual Merchandising: 10 Ways to Better Displays</b><br>Speaker: Sharon Leicham<br>9:00 a.m.–10:00 a.m. | \$50.00 |
| <input type="checkbox"/> <b>Take the Mystery Out of Hiring Great Employees</b><br>Speaker: Kathryn Dager<br>10:30 a.m.–12:00 p.m.   | \$50.00 |

**Billing Information:** (select payment form)

- VISA  MasterCard  American Express  Discover  Check (The WSA Show)

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

**Cancellation Policy**—Refunds will be considered until July 11, 2008, after which time no refunds will be issued. Please submit your request for refund in writing clearly citing your reasons, to: [registration@wsashow.com](mailto:registration@wsashow.com) or mail to: **The WSA Show, 15821 Ventura Blvd., Suite 415, Encino, CA 91436.** Please allow 3 weeks after the show for processing. A 50% processing fee applies.

Exchanges will be considered until July 11, 2008, 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 whom you wish to transfer your registration (if applicable) to [registration@wsashow.com](mailto:registration@wsashow.com) or mail to: The WSA Show 15821 Ventura Blvd., Suite 415, Encino, CA 91436. Only an individual from the **same company/organization will be considered for exchanges.**

Children under the age of 16 **will not be permitted** in the exhibit hall. Waivers will not be issued.

Please fax or mail your completed form to: **The WSA Show c/o CSI, PO Box 581, Brookfield, IL 60513-0581 Fax: 708.344.4444**