



Friday August 7, 2009 and Saturday August 8, 2009

Culver City Auditorium

4117 Overland Avenue
Culver City, California,
92030

On Friday August 7, 2009 and Saturday August 8, 2009 the County of Los Angeles Department of Children and Family Services and F. A. B will bring a breath of fresh air to the Fashion Industry. F. A. B will present its 1st Annual F.A.B. "Fashion at its Best" event at the Culver City Veterans Auditorium, in Culver City, California.

The goal of F.A.B.2009 is to provide mainstream access and visibility to over 100 emerging designers from all across the country (and abroad), fashion models, buyers, and other fashion entrepreneurs. The significance of this event has already solidified media coverage by National Television, and newspapers.

We Invite You to Join Us As an Exhibitor

F. A. B promotes positive images of fashion models and designers through special events, media coverage, conferences, and upscale fashion productions and fund-raisers throughout California.

F A B ASHION AT ITS BEST

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F.A.B. 2009 features the following trailblazing events:

- ③ *Fashion Designer Showcases and Fashion Designer Competition (up to 5000 expected attendees)*
- ③ *F. A. B Awards Show (up to 1500 expected attendees)*
- ③ *VIP (Invitation Only) Networking After-Party (up to 1000 expected attendees)*

**Promote Your Company to over 7500 Communities
Members and Business Contacts**

MAKE A DIFFERENCE.

A portion of the Proceeds from F.A.B. "Fashion at its Best" 2009 are being donated to the County of Los Angeles Department of Children and Family Services for programs that will benefit children.



Exhibitor Name

Contact Name

Address

City, State, Zip

Phone

Fax

E-Mail

A. Booth Sign to read:

B. Attendee Names: (for badges)

1. _____

2. _____

C. Company Description:

D. Please check which items you require for your booth:

(Additional fees of \$50 will apply per service)

___ electricity ___ wireless internet access ___ phone line

Select:

Exhibit Fee: Early Regis. **\$300 or 15 tickets at \$20 each** Regular Regis. **\$400 or sell 20 tickets at \$20 each**
1- 8' x 2' table with drapery, two chairs, and a standard sign consisting of the name of the Exhibitor.

Food Vendor Space: Regular Regis. Only **\$1000 or 50 tickets at \$20 each** Space is Limited
Registration Dates

Early Registration May 1, 2009 – July 15, 2009 \$300

Regular Registration July 16, 2009 – August 7 & 8, 2009 \$400

_____ **TOTAL AMOUNT DUE**

Cashiers Checks made payable to F. A. B Include payment with this form and mail to:

F. A. B

5601 W. Slauson Avenue, Suite 192 Culver City, CA 90230

[REDACTED]

The word "Association" as used herein shall mean F. A. B and its officers, and/or employees acting on behalf of the Association in the management of the Event. "Exhibitor" as used herein shall mean all vendors, companies, Individuals, agencies, businesses, and entities promoting their company/company's goods. "Event" as used herein shall mean all programs and activities related to F.A.B. Fashion Week 2008.

Eligible Exhibitors: The Association reserves the right to determine the eligibility of any Exhibitor or product for inclusion in the Event.

Insurance & Liability: Insurance, if desired by Exhibitors, must be obtained at their own cost or expense. The Association, their agents, and their employees assume no risk. Exhibitor expressly releases the Association, its agents and employees from any liability for damage, injury or loss to any person or goods, from any cause whatsoever. All property shipped to and from the Event is the sole responsibility of the Exhibitor.

Subletting: Sharing of space is prohibited. The Ruling of the Association shall be final.

Exhibit Fee: Exhibit fee covers rental of exhibit space assigned for the exhibition period, an 8' x 2' table with drapery, two chairs, and a standard sign consisting of the name of the Exhibitor.

Payment: Fees must be submitted with the enclosed application form. Space will be provided on a first come, first serve basis.

Name Badges: Exhibitors and their representatives must wear their official identification name badge at all times during the Event. These badges are issued for the Exhibitor's protection and identification. They are not to be loaned or given to others.

Booth Construction: Exhibits must be constructed so that they do not block the general view or hide the exhibits of others. No booth shall be more than 10' high without written consent of the Association. No Exhibitor may have displays or equipment that will block the aisles or interfere with the sight line of other booths or other activities featured in the Event.

Installation & Dismantling: Exhibitors will adhere to the designated hours and dates of installation, show hours, and dismantling. Exhibitors must arrange for installation and dismantling of their own exhibits. During the course of the Event, Exhibitors are responsible for the maintenance of their own booth(s) and personal property.

Extra Equipment: Furniture, additional power outlets, phone lines, draping, accessories, signs, etc. are the sole responsibility of the Exhibitor and should be ordered in advance from the service contractor.

Distribution of Literature: Product and promotional literature may be distributed only by the Exhibitors and only from their reserved rental spaces.

Fire, Safety & Health: The Exhibitor assumes all responsibility for compliance with state and city ordinances and the rules and regulations of the venue covering fire, safety and health. Only fireproof materials may be used in displays and flammable materials such, as boxes, cartons, packing materials, etc., may not be stored at the rented space.

Giveaways: Distribution of souvenirs, samples, and/or door prizes is strongly encouraged.



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Advertisement Form

A. Full Page Full-page color ad in FAB Magazine	\$2,500	D. Full Page with Exhibitor Space	\$2,955
B. Half Page Half page color ad in FAB Magazine	\$1,500	E. Half Page with Exhibitor Space	\$1,950
C. Quarter Page Quarter page color in FAB Magazine	\$750	F. Quarter Page with Exhibitor Space	\$1,450

Advertising and Vendor space is limited and is accepted on a first come, first serve basis.

All advertisers are responsible for the design and layout of their ad. Reproduction proof: must be print ready and a sample of the ad is requested with this application.

Ad copy is subject to editorial approval. All ads become property of "Black Tie Entertainment and will not be returned to the sender.

Please take time to fill application form out completely. Thank you.

NAME OF BUSINESS OWNER: _____

NAME OF BUSINESS: _____

TYPE OF BUSINESS: (Must Be Entered) _____

BUSINESS ADDRESS: _____

BUSINESS PHONE: _____

PACKAGES: A \$2,500 B \$1,500 C \$750 D \$2,950 E \$1,950 F \$1,450

_____ **TOTAL AMOUNT DUE**

AMOUNT RECEIVED: _____ CHECK: _____ MONEY ORDER: _____

Business Owner's Signature _____ Date _____

ALL PURCHASES ARE FINAL, NON-TRANSFERABLE AND NON-REFUNDABLE. Make cashier checks and money orders payable to "F. A. B" Include payment with this form and mail /fax to

F. A. B "Fashion at its Best":
5601 W. Slauson Avenue, Suite 192 Culver City, 90230 (310) 216-1992 Fax (310) 216-1996