

Dates

When: **Monday** April 11st 9am to 6pm
Tuesday April 12st 9am to 4pm

The second day of the show ends at 4pm.

Setup: **Sunday** April 10^h between 1pm and 6pm
Monday April 11th between 7am and 9am

Where: **Embassy Suites by Hilton Seattle Downtown Pioneer Square**
255 South King Street
Seattle, WA 98104

Booth Information

Placement: CALA is a juried show. Our space is intimate and we feel that no booth placement is out of the way or hard to find. Your booth placement is determined by a number of factors. Those factors include:

- Submitting your application and payment on time.
- Previous loyalty to CALA and continued dedication to the success of our show.
- The product and price point of the lines you'll be exhibiting.

Booth Numbers: Your booth number will be posted on our website on Monday, April 4th here <http://calashows.com/#directory>
Please do not ask for your booth number prior to that date as it will not be available.

Floor plans will not be released before the start of the show.

Signage: CALA will provide all booths with signage. Signage will include your business name, booth number and the brand names that you're showing.

Decor: We will provide all of the rental equipment you ordered on your application.

In the effort to maintain the aesthetic of the show, please do not bring any of your own racks, tables, and display grids as these will not be allowed in the show.

All your garments and accessories must be displayed on the racks and/or tables provided by CALA.

You may use 1 banner, decoration or poster that does not exceed the size of 2' x 2' in your booth.

Please do not screw, nail or glue anything to our fixtures, the venue floor or walls.

Racks: 48" W x 65" H collapsible round tubing chrome garment racks on wheels.

Please do not use the pullouts on each side.



Booth Power: \$50. An outlet in your booth will only be available during the show hours; it will not be provided on the setup day.

Tables: Each table is 48"W x 30"D x 29"H constructed of high density polyethylene. Each table is supplied with 3 white chairs and 1 trashcan. A fitted white linen tablecloth will be provided.



Mannequins: Mannequin rental is \$50 each with a maximum of 2 per booth. They are professional garment maker dress forms adjustable from 63" to 75"



Extra Hang Bars: \$10 rental each. Adds a second adjustable horizontal chrome bar to a rolling rack. Used instead of display grids. A rack is not provided with the hang bar.



Booth Prices:

8' x 10' - \$700 – (Includes 4 rolling racks, 1 table, 3 chairs)

8' x 14' - \$900 – (Includes 6 rolling racks, 1 table, 3 chairs)

8' x 22' - \$1100 – (Includes 8 rolling racks, 1 table, 3 chairs)

8' x 30' - \$1300– (Includes 10 rolling racks, 2 tables, 6 chairs)

Tables may be substituted for racks at no extra charge.

Hotel Information

CALA is offering discounted hotel rooms at the venue where the show is taking place. If you're exhibiting you must reserve a room for a minimum of 2 nights.

Each room is \$159/night + tax. This special rate is only available until April 1st **or until the room block is full, whichever comes first.**

To book your room please click on this link:

[CALA Show - Reservation Link](#)

Shipping

Apparel Market Transport Inc. ships 95% of the merchandise to CALA and is the preferred shipper of all the CALA shows.

Pickup from San Francisco is on Wednesday April 6th after the San Francisco Show.

Apparel Market Transport only ships from San Francisco to Seattle, and then Seattle back to Los Angeles. Shipping for the Seattle show is 0.89c/lb each way with a \$200 minimum total charge.

To arrange shipping please contact Gerry Murtagh by email gerry@calashows.com or call (213) 305-6887

If you are shipping with a different carrier such as FedEx or UPS please make sure your packages arrive no more than 5 business days before the show. No packages will be accepted at the venue prior to that date. Please contact the hotel at (206)859-4400 to arrange shipping instructions.

You will be charged a \$200 drayage fee by Apparel Market Transport Inc for your product to enter and exit the venue. No drayage fee will be charged for those who ship with Apparel Market Transport.

If you are transporting your products by yourself please only bring them to the venue on Sunday March 10th between 1pm and 6pm.

General Information

Electrical: If you need power in your booth please order it on the application for \$50.

Steamers: A limited amount of steamers will be available to rent from 4pm and 8pm on the setup day. Steamers are available on a first come, first-served basis.

Food: Complimentary breakfast, lunch and a coffee bar will be available both days of the show.

Buyer Lists: We do not provide any buyer/attendee lists to exhibitors. **Please do not ask us for any buyer contact details.**

Storage: We will store all of your boxes, bag & trunks if needed. **Please leave them outside your booth on the set-up day for collection. We will return them to your booth when the show finishes. Please make sure your exhibitor name and booth number is on every piece.**

Copy & Print: If you need to make copies, print or send a fax there is a FedEx Office center approximately 5 minute drive from the venue located at: