



**TRENDZ**, the largest ladies' apparel show in the state of Florida, is a successful and well-established **Independent Sales Representatives' show** that is supported by retailers in the Southeast and the Caribbean. **TRENDZ** appeals to Florida's base resort/travel customer and a category of business that addresses the country club look and lifestyle.

**TRENDZ'** presents shows four times annually. Below is **TRENDZ'** 2025 Show Schedule:

- January 4-6, Saturday-Monday
- April 8-10, Tuesday-Thursday
- August 24-26, Sunday-Tuesday
- October 4-6, Saturday-Monday

**TRENDZ** shows are presented at the Palm Beach County Convention Center, which is conveniently located:

- Only 3 miles from Palm Beach International Airport.
- Easily accessible from Fort Lauderdale International Airport.
- Less than one mile from Interstate 95.
- Approximately five miles from the Florida Turnpike.

Additionally, the convention center is within walking distance of The Square, a popular mixed-use urban complex that features a variety of restaurants and nightlife. Palm Beach's world-renowned Worth Avenue offers a mecca of world-class dining and attractions. There's an abundance of after hour activities in close proximity to the convention center that will satisfy the interests of all show attendees.

**TRENDZ'** cost effective exhibitor package provides:

- A booth that is built out and ready to set up in.
- Hotel accommodations at one of our host hotels.
- Complimentary coffee and lunch on show days.
- Complimentary exhibitor parking throughout show.

Included in this package for your review are the following:

- Participating Apparel Exhibitor Contract for **TRENDZ'** April 8-10, 2025 show
- Additional information detailing all that is included in **TRENDZ'** Exhibitor Package

Please review the enclosed information and call 888-249-1377 for any questions.

If you wish to participate in **TRENDZ**, please submit a contract. All contracts are subject to approval by our Board of Directors.

We look forward to seeing you at **TRENDZ'** April 8-10 show!



Presented at the  
**PALM BEACH COUNTY CONVENTION CENTER**  
 PALM BEACH, FLORIDA  
 by  
**FLORIDA FASHION FOCUS, INC.**

Contract No: \_\_\_\_\_

**APRIL 8-10, 2025  
 SHOW CONTRACT**

PLEASE TYPE OR PRINT CLEARLY.

MEMBER INFORMATION	
Name: _____	
Address: _____	
City/State/Zip: _____	
Business: _____	Mobile: _____
Toll Free: _____	Home: _____
E-Mail Address: _____	Fax: _____
Website: _____	
April Show Representative (if other than member): _____	

BOOTH CATEGORIES
Check all Booth Categories that apply:
<input type="checkbox"/> Accessories
<input type="checkbox"/> After-Five & Social Occasion
<input type="checkbox"/> Career & Traditional
<input type="checkbox"/> Contemporary & Missy Contemporary
<input type="checkbox"/> Young Contemporary & Junior
<input type="checkbox"/> Moderate Sportswear & Resortwear
<input type="checkbox"/> Intimate Apparel & Loungewear
<input type="checkbox"/> Swimwear & Activewear

SHOW DIRECTORY INFORMATION	
Directory Name: _____	
Address: _____	
City/State/Zip: _____	
Business: _____	Mobile: _____
Toll Free: _____	Fax: _____
E-Mail Address: _____	
Website: _____	

EXHIBITOR & BOOTH FEES	
First Show Participation Fee .....	\$ 500.00
Participation Fee Each Show Thereafter.....	\$ 750.00
<b>Booth Fee</b>	
<input type="checkbox"/> 9' x 12' .....	\$ 1,915.00
<input type="checkbox"/> 9' x 16' .....	\$ 2,055.00
<input type="checkbox"/> 9' x 20' .....	\$ 2,195.00
<input type="checkbox"/> 9' x 24' .....	\$ 2,325.00
<input type="checkbox"/> 9' x 28' .....	\$ 2,455.00
<input type="checkbox"/> 9' x 32' .....	\$ 2,585.00
<input type="checkbox"/> 9' x 36' .....	\$ 2,710.00
<input type="checkbox"/> 9' x 40' .....	\$ 2,835.00
<input type="checkbox"/> Corner (for booths 20' or larger) ..	\$ 150.00
<b>TOTAL PAYMENT .....</b>	<b>\$ _____</b>
*** ALL BOOTH SIZES ARE APPROXIMATE ***	

Note any information on your product that will assist us in appropriately assigning your booth; i.e. lines you hang with; price points, etc.


- CONTRACT BOOTH FEE INCLUDES:**
- **1 HOTEL ROOM FOR 3 NIGHTS AT ONE OF TRENDZ' HOST HOTELS**
  - **1 LUNCH & 1 COFFEE COUPON PER EXHIBITOR/BOOTH FOR EACH OF 3 SHOW DAYS; MAXIMUM 2 PER BOOTH**
  - **COMPLIMENTARY EXHIBITOR PARKING THROUGHOUT SHOW**

**PAYMENT METHOD: An invoice will be emailed to you, allowing you to select your payment by credit card or an ACH payment.**

Member: \_\_\_\_\_

NAME (Printed)
SIGNATURE
DATE

**Acceptance of your contract is subject to approval by Florida Fashion Focus' Board of Directors.**

## CONTRACT TERMS & CONDITIONS

1. Upon the Exhibitor's execution, this agreement becomes a binding contract between F.F.F. and the Exhibitor subject to parties' respective rights and on the terms and conditions set forth below. No Exhibitor shall be permitted to exhibit at the show unless the Exhibitor has executed this agreement, paid all applicable fees and deposits by the deadlines set forth on the front side and otherwise complied with this agreement in all respects.
2. The execution of this agreement and the timely payment of all fees and deposits does not guarantee that an Exhibitor will be permitted to exhibit at the show or be assigned to a particular booth. F.F.F. reserves the right to select those Exhibitors who will be permitted to exhibit at the show, and the booth in which the Exhibitor will be allowed to exhibit, in its sole and absolute discretion.
3. F.F.F. retains the absolute right to cancel, change or modify the exhibit space assignment of any Exhibitor, in its sole and absolute discretion, for any or no reason, with or without cause. Exhibitor also recognizes and understands that circumstances may arise immediately prior to or during the Florida Fashion Focus Show that may also make it necessary for F.F.F. to change or cancel an Exhibitor's space, or make the exhibit space available to the Exhibitor for fewer days and/or fewer hours than had previously been confirmed.
4. F.F.F. reserves the right to increase or decrease show hours, days or change location.
5. F.F.F. makes no representations or warranties, express or implied, to the Exhibitor regarding the condition of the premises or the success of the Exhibitor's efforts for which the exhibit space will be used. Under no circumstances shall F.F.F. be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of the condition of the premises, the exhibit space, or the Exhibitor's efforts for which the exhibit space will be used, or the theft or destruction of the exhibitor's products or property.
6. Exhibitor acknowledges and agrees that should (a) F.F.F. issue a Notice of Cancellation or Change or (b) change or cancel an Exhibitor's space or make exhibit space available for fewer days than had previously been confirmed, F.F.F. shall not be held responsible or liable for any costs, expenses, damages or any other sums whatsoever incurred by the Exhibitor or any other party as a result of any exhibit space cancellation, change or reduction in number of available days except as specifically set forth in this paragraph. The Exhibitor expressly acknowledges and agrees that F.F.F.'s liability to the Exhibitor in any way relating to the Contract and/or the use, cancellation, change or reduction in the number of available days or exhibit space shall be limited to the return to the Exhibitor of all or a prorated portion of any fees or deposits previously remitted to F.F.F.
7. Force Majeure. F.F.F. may terminate or suspend its obligations under this Agreement if such obligations are delayed, prevented or rendered impractical by any of the following events to the extent such event is beyond the reasonable control of F.F.F.: fire, flood, riot, earthquake, civil commotion, insurrection, Act of God, labor disputes, strikes, wars, shortage of or inability to obtain materials, supplies or utilities, or any law, ordinance, rule or regulation. In any such event, F.F.F. shall not be liable to Exhibitor for delay or failure to perform its obligations. F.F.F. will further not be liable or responsible for any loss of business or income to members as a result thereof.
8. Exhibit Space & Market Rules. F.F.F. shall have the right in its sole and absolute discretion to establish rules for the show and the use of exhibit space covered by this Contract. All Exhibitors are required to comply with all such exhibitor space and market rules which are deemed incorporated herein by this reference and shall be available to each Exhibitor prior to the show.
9. Indemnification. Exhibitor agrees to protect, indemnify, save and hold harmless F.F.F., its service contractors, and the Palm Beach County Convention Center and each of their respective agents and employees from any and all liability, damage or expense arising out of any injury to any person while in the Exhibitor's area. Exhibitor has full responsibility for their product, equipment and displays. Exhibitor releases F.F.F. from all responsibility for theft, damage to booths or products, and/or any consequential damage for loss of business, of any kind, for any reason.
10. Legal Fees and Expenses. In the event of any litigation arising out of the terms of this agreement (terms of membership) or if suit is filed and subsequently dismissed with or without prejudice or results in a final judgment or verdict for Florida Fashion Focus, Inc. or a Florida Fashion Focus director, employee, or officer, the show participant (Member) shall be liable for any and all attorney's fees, court costs, and other expenses incurred in connection therewith including the cost of collection, if any (collectively, "legal cost"). If the show participant (Member) fails to pay the legal costs within 10 days following demand thereof, the show participant's privileges (Member's Membership privileges) shall be deemed automatically revoked.
11. Miscellaneous.
  - a. The terms and conditions set forth above govern the rights and responsibilities of F.F.F. and the Exhibitor. The contract and these terms and conditions represent the sole and entire agreement among the Exhibitor and F.F.F. and supersede all prior agreements, negotiations, and discussions between the parties hereto, and/or their representatives. No person at F.F.F. is authorized to make any changes, attachments or modifications to these terms and conditions except in a writing specifically referring to the Contract and these terms and conditions and signed by a duly authorized representative of F.F.F.
  - b. The Contract and these terms and conditions shall be construed as a whole in accordance with their fair meaning and the laws of the State of Florida.
  - c. The provisions set forth above are severable. If any provision is held to be invalid or unenforceable, it shall not affect the validity or enforceability of any other provision.
  - d. No waiver of any terms, provision or condition set forth above, in any one or more instances, shall be deemed to be or construed as a further waiver of any such term, provision or condition.
  - e. The person executing this Contract on behalf of the Exhibitor represents and warrants that they have the authority and power to do so and bind the entity for whom they sign.

## MARKET RULES

1. A member may display or have in his booth only lines that he personally represents and that are listed in the F.F.F. Directory, Virtual Directory, or Supplemental Listing. A line may be shown in one location only within the show.
2. Booth assignments will be made by the show office. All booth sizes are approximate. Applications will be processed only with receipt of payment in full.
3. Booth space may not be sublet by any salesperson without the prior approval of F.F.F. Failure to comply will be subject to penalty, dismissal or removal.
4. Business hours must be respected. Early departures are prohibited. All booths must remain open and manned during the hours advertised. Hall access for Exhibitors will be fifteen minutes before the published opening of the market.
5. Displays may not exceed 8 feet at the back of the booth nor 6 feet at the sides of booth. All table coverings, signs, banners and like materials must be flame resistant and are subject to inspection and flame testing by Fire Marshall.
6. Additional decorations added to your booth must be done by decorators of your choice in attendance who have evidence of complete liability coverage on file with the F.F.F. office. All extra electrical work done by electrical contractor designated by the Palm Beach County Convention Center.
7. All flags, banners, and display materials must be confined to the interior of the booth. Tables must be kept inside of booth.
8. An Exhibitor cannot have an assistant in his booth that represents additional lines or travels a territory with lines not listed in Exhibitor's signed application.
9. Removal of Exhibitor's lines or samples before closing on the last day of market is prohibited.
10. Exhibitors or any guests, assistants, models, manufacturers, or other individuals associated with an Exhibitor must conduct themselves according to the show's guidelines for businesslike and professional behavior. Buttonholing and offensive behavior of any type is strictly prohibited.
11. Selling of samples and retail sales by Exhibitors is strictly prohibited.
12. No member shall circulate a petition, solicit or collect money during a market for any purpose whatsoever without having the consent of the Directors.
13. Dress code is corporate casual. Badges must be worn at all times.
14. F.F.F. is not responsible for any omissions or errors in publications, printing of any kind, online, or digital listings that are pertinent to F.F.F. matters.
15. Exhibitor fee refunds will not be made if Exhibitor cancels within 30 days of the 1st day of set-up.
16. No children under 12 years of age or pets permitted in the convention hall at set-up time or during show hours.
17. Penalties for breach of the above rules: First Offense: Fine Based upon Seriousness of Offense  
Second Offense: Show Suspension; Number of Shows Suspended Based Upon Seriousness of Offense
18. In addition to the penalties detailed in Paragraph 17, the President of the Association reserves the right to immediately remove any person that commits any serious act of misconduct, including but not limited to, a breach of the above rules, an act of dishonesty, theft or misappropriation of property, moral turpitude, insubordination, or any act injuring, abusing, or endangering others.



Member Name \_\_\_\_\_

Below are the categories and price point indications that are used to classify your lines in our show directory. Please indicate the classification codes and actual price point range for each of your lines to the right of your line names.

## APRIL 2025

### LINE INFORMATION SHEET

- |  |                               |                               |
|--|-------------------------------|-------------------------------|
| 1. Active/Aerobic  | 10. Hats, Gloves & Scarves    | 21. Petite Dresses            |
| 2. Blouses   | 11. Intimate Apparel          | 22. Petite Sportswear         |
| 3. Bridals, Formals & After Five                                 | 12. Jewelry – Bridge          | 23. Plus Size Dresses         |
| 4. Children’s Wear   | 13. Jewelry – Fashion         | 24. Plus Size Sportswear      |
| 5. Coats, Suitings & Outerwear                                   | 14. Junior Dresses            | 25. Resortwear                |
| 6. Contemporary Dresses  | 15. Junior Sportswear         | 26. Shoes, Footwear & Hosiery |
| 7. Contemporary Sportswear                                       | 16. Knit Tops & Knit Dressing | 27. Sweaters                  |
| 8. Denims  | 17. Men’s Wear                | 28. Swimwear & Coverups       |
| 9. Gift Items (Eyewear, Small Gifts, Novelties, Umbrellas, etc.) | 18. Missy Dresses             | 29. T-Shirts                  |
| 10. Handbags, Small Leather Goods & Belts                        | 19. Missy Sportswear          | 30. Watches                   |
|  | 20. Pants                     |                               |

#### PRICE POINTS

\$ = Budget

\$\$ = Moderate

\$\$\$ = Better

\$\$\$\$ = Bridge/Designer

#### LINE INFORMATION

LINE NAME	CATEGORIES	PRICE POINTS
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____



## DISPLAY & EQUIPMENT INFORMATION

### **BOOTH STYLE**

TRENDZ offers booth configurations in linear style. All booths require a standard presentation. Any exception to the standard booth that we provide must be submitted for approval and meet our requirements.

### **STANDARD EQUIPMENT**

Included in our standard booth package for apparel exhibitors are the following:

- Hardwall across the back of your booth
- A hanging bar the length of the back wall for your samples, along with a grid header for display
- Tables, chairs, and electricity (quantity provided is determined by booth size, as specified on the Standard Equipment Order Form on the following page).

### **LIGHTING**

**Spotlights are required in all booths.** We strongly suggest using **BLACK LIGHTING EQUIPMENT**. Electrical is included, with the amount provided based upon the booth size. Spotlights can be rented using our Standard Apparel Booth Equipment Order Form on the next page; or exhibitors may bring their own spotlights. If you bring your own spotlights, make sure to bring one extension cord for each spotlight. You can also use this order form to request additional electrical power. **Please note that tripod spotlights are not allowed.**

### **BACK WALL HEIGHT**

The back wall height is 8 feet. Nothing may extend higher than 8 feet, including decorations, displays, props, mannequins, etc.

### **APPAREL BOOTH SIDES**

The sides of standard apparel booths are completely open. There is no delineating mark between your booth and your neighbor. You may provide your own side display, but it can be no higher than 6 feet and cannot block visibility. You can use a maximum of three (3) rolling racks in your booth, which you can either bring or rent using the Additional Equipment Order Form. You may also order standard booth dividers for the sides of your booth using the Special Requests Order Form that follows. All displays on the sides of each booth must face to the interior of booth. No display is allowed on the outside of the booth.

### **DISPLAY MATERIALS**

All materials used for display must be flame resistant and are subject to inspection and flame testing by the Fire Marshall.

### **GRID SECTIONS**

Due to liability issues and the need to control the structural integrity of all booth structures, **IT IS PROHIBITED FOR EXHIBITORS TO:**

- **CUT DOWN THE GRID THAT WE PROVIDE IN OUR BOOTHS**
- **BRING GRIDS ONTO THE FLOOR OF THE CONVENTION CENTER.**

For any questions regarding the setup of additional booth or grid structures, please call TRENDZ at 888-249-1377.



# APPAREL BOOTH STANDARD EQUIPMENT

NAME \_\_\_\_\_

**THE FOLLOWING IS INCLUDED IN YOUR BOOTH FEE AT NO EXTRA COST:**

- Hardwall across the back of your booth
- A hanging bar the length of the back wall for your samples, along with a display header for display
- Tables, chairs and electricity (quantity provided is determined by booth size, as specified on the Standard Equipment Order Form below).

1. Please fill out the **STANDARD EQUIPMENT ORDER FORM** below, indicating in the appropriate box the number of tables and chairs you will need. Please order any equipment additional to the standard equipment on the **ADDITIONAL EQUIPMENT ORDER FORM** at the bottom of this page. Return immediately to the Florida Fashion Focus office.

**DEADLINE FOR ORDERING EQUIPMENT: MARCH 24, 2025.**

**A LATE FEE OF \$25 WILL BE CHARGED FOR ORDERS PLACED AFTER THE DEADLINE.**

**NOTE: NO SWAPPING OF TABLES AT SHOW. BE CERTAIN TO ORDER THE SIZES YOU NEED!**

**TABLE SKIRTING IS NOT INCLUDED. YOU ARE RESPONSIBLE FOR PROVIDING YOUR OWN TABLE SKIRTING OR COVERS.**

STANDARD EQUIPMENT ORDER FORM									
IF BOOTH SIZE IS	9X12	9X16	9X20	9X24	9X28	9X32	9X36	9X40	EXAMPLE
<b>NUMBER OF TABLES INCLUDED AT NO CHARGE:</b>	1	1	2	2	3	3	4	4	4
	Round___	Round___	Round___	Round___	Round___	Round___	Round___	Round___	Round___
	6'X18"___	6'X18"___	6'X18"___	6'X18"___	6'X18"___	6'X18"___	6'X18"___	6'X18"___	6'X18"___
	8'X18"___	8'X18"___	8'X18"___	8'X18"___	8'X18"___	8'X18"___	8'X18"___	8'X18"___	8'X18"___
<b>CHOOSE TABLE SIZE:</b>	8'x30"___	8'x30"___	8'x30"___	8'x30"___	8'x30"___	8'x30"___	8'x30"___	8'x30"___	8'x30"___
<b>NUMBER OF CHAIRS INCLUDED</b>	5	5	6	6	9	10	15	15	<del>4</del> None
<b>ELECTRICAL: AMPS INCLUDED</b>	10	20	20	30	30	30	40	40	40 20

2. Indicate any equipment additional to the standard that you wish to order on the **ADDITIONAL EQUIPMENT ORDER FORM** below, calculate the total fees for additional equipment, and mail a check for payment to **Florida Fashion Focus, Inc.**

**NOTE:** • **SPOTLIGHTS ARE REQUIRED IN ALL BOOTHS.** If you do not have your own lights, be sure to order them on the **ADDITIONAL EQUIPMENT ORDER FORM** below.

• **IF YOU BRING YOUR OWN SPOTLIGHTS, BRING ONE 25 FOOT EXTENSION CORD** for use with each light.

ADDITIONAL EQUIPMENT ORDER FORM			
EQUIPMENT	QUANTITY	ADVANCE ORDER FEES	EQUIPMENT ORDERED AT SHOW
Tables 6'X18"___ 8'X18"___ 8'X30"___ Round___	_____	\$10.00 ea. \$ _____	\$25.00 ea. \$ _____
Chairs	_____	No Charge \$ _____	No Charge \$ _____
Rolling Rack - You may bring your own or rent them. Rolling racks are limited by booth size to the following: 12': 1 rolling rack 16'-20': 2 rolling racks 24'+: 3 rolling racks	_____	\$25.00 ea. \$ _____	\$50.00 ea. \$ _____
Spotlight-750 watts-6.25 AMPS (1 spotlight allowed every 8')	_____	\$59.00 ea. \$ _____	\$99.00 ea. \$ _____
Vertical Pole with Base	_____	\$15.00 ea. \$ _____	\$25.00 ea. \$ _____
Horizontal Extension	_____	\$10.00 ea. \$ _____	\$20.00 ea. \$ _____
Additional AMPS 10 AMPS Outlet 20 AMPS Outlet	_____ _____	\$ 79.00 ea. \$ _____ \$ 99.00 ea. \$ _____	\$ 79.00 ea. \$ _____ \$ 99.00 ea. \$ _____



**APRIL 8-10, 2025**

**SPECIAL REQUESTS ORDER FORM**

**Exhibitor Name** \_\_\_\_\_

**PRICING FOR SPECIAL REQUESTS**

The “Pre-Order” Price for advance orders and “Move-in Day” prices are noted below. You can save substantially by ordering in advance.

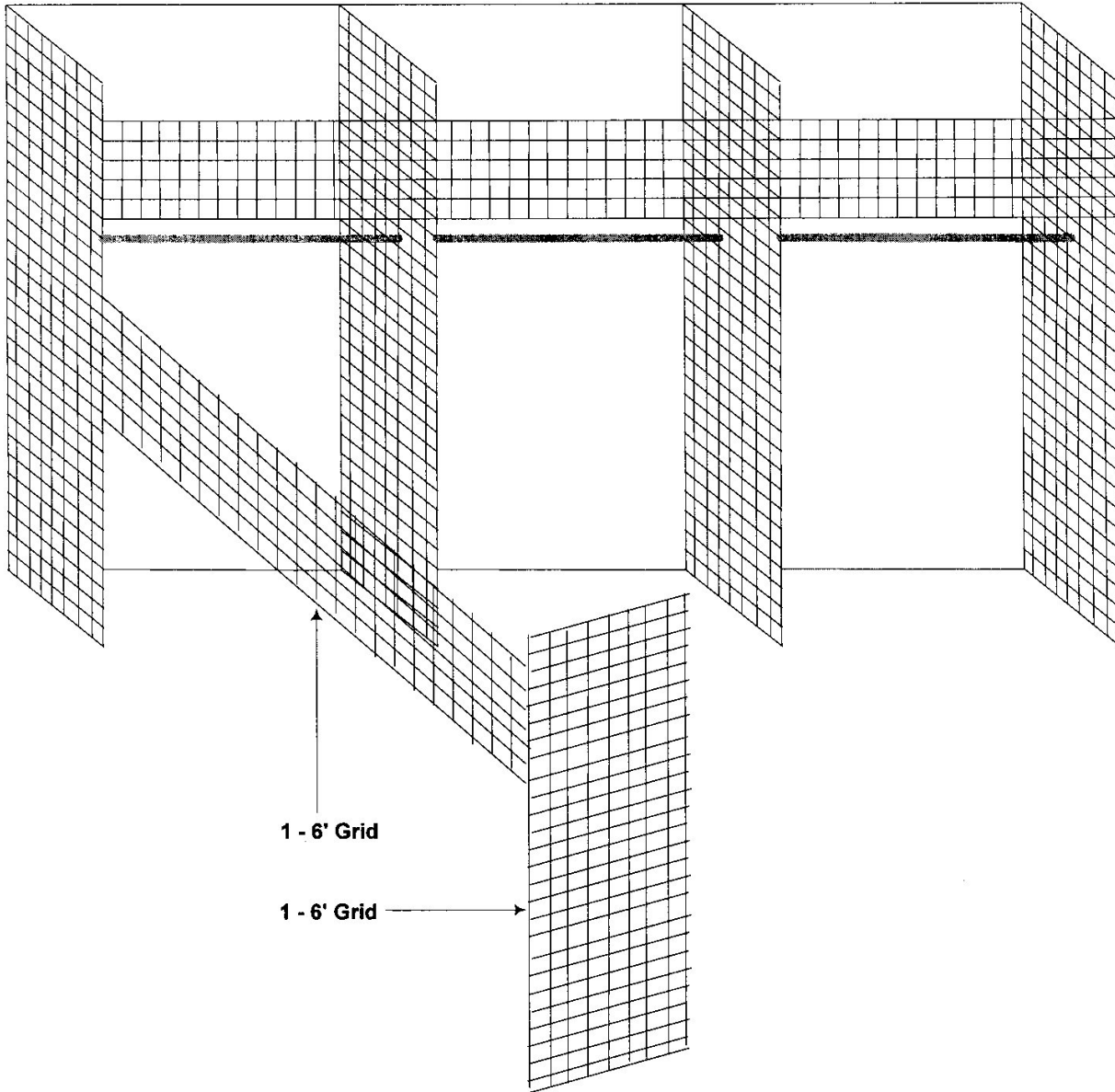
<u>Item</u>	<u>Pre-Order Price</u>	<u>Move-in Day Price</u>
Hanging Bars	\$ 5.00 each	\$ 10.00 each
Shelves	\$ 10.00 each	\$ 20.00 each
Booth Divider Standard	\$ 20.00 each (see diagram on next page)	\$ 40.00 each

<u>Grid Structure Description</u>	<u>Pre-Order Price</u>	<u>Quantity</u>	<u>Total</u>
<b>Booth Divider Standard (two 6’ grid; see diagram below) *</b> .....	<b>\$ 20.00</b> .....	_____	..... \$ _____
<b>Additional Hanging Bars</b> .....	<b>\$ 5.00</b> .....	_____	..... \$ _____
<b>Shelf (4’ wide)</b> .....	<b>\$ 10.00</b> .....	_____	..... \$ _____

\* If additional grids are required to lend stability to booth divider (due to weight load), you will be charged for additional grids.

**ADDITIONAL BOOTH EQUIPMENT that has not been pre-ordered will be installed on a “First Come-First Served” basis at Move-In Day prices once you arrive on Move-in Day, place your order, and provide payment.**

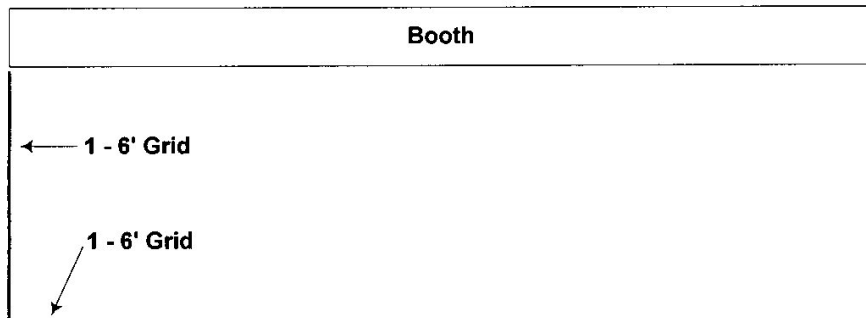
**BOOTH DIVIDER STANDARD  
2 - 6' Grid**



1 - 6' Grid

1 - 6' Grid

**OVERHEAD VIEW**







**APRIL 8-10, 2025  
TRENDZ SHOW**

**EXHIBITOR HOTEL ROOM REQUEST**

Your booth fee for TRENDZ April 2025 show includes 3 nights at one of our host hotels. Your reservation will be made by TRENDZ based upon the information you provide below. Please fill out the form completely and email or fax to 305-718-4323 immediately. You will receive hotel information with a confirmation number approximately two weeks before the show opens.

**Standard Hotel Check-In & Check-Out Dates & Hours:**

- Check-In: Monday, April 7<sup>th</sup> after 4 p.m.
- Check-Out: Thursday, April 10<sup>th</sup> by 11 a.m.

If your travel plans require additional nights at the hotel, either before or after our show, please incorporate them into your reservation information below so that TRENDZ can make your complete reservation accordingly. We will acquire the lowest available rate for the additional nights. Any additional nights added to your reservation will be charged directly to your credit card at check-in. TRENDZ will pay for only the 3 standard nights indicated above.

Exhibitor Name: \_\_\_\_\_

**RESERVATION INFORMATION**

Name to make reservation under: \_\_\_\_\_

Arrival Date: \_\_\_\_\_ Departure Date: \_\_\_\_\_

Indicate Room Preference\*: King \_\_\_\_\_  
2 Doubles \_\_\_\_\_  
Handicapped \_\_\_\_\_

Indicate Hotel Preference\*: Hilton Palm Beach PBI \_\_\_\_\_  
Embassy Suites \_\_\_\_\_

\* **HOTEL AND ROOM PREFERENCE CANNOT BE GUARANTEED.** However, our hotels will attempt to meet your request to the best of their ability.

**To guarantee your reservation, please return this form IMMEDIATELY!**