



**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 Accessory Exhibitor Contract for **TRENDZ'** January 4-6, 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'** January 4-6 show!



## 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 (contract terms) 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 (Exhibitor) 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 (Exhibitor) fails to pay the legal costs within 10 days following demand thereof, the show participant's privileges (Member/Exhibitor 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. An Exhibitor 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.





## ACCESSORY BOOTH 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 meet our requirements and be submitted for approval.

### **STANDARD EQUIPMENT**

Included in our standard booth package for accessory exhibitors are tables, chairs, waste basket, board and risers, and electrical service. The number of tables and chairs and the amount of electrical wattage is determined by booth size. Please see:

- The Standard Accessory Booth Setup diagram on the next page for detailed information on number and size of tables allotted for each size booth; and
- The Additional Equipment Order Form for accessory exhibitors to order additional equipment.

### **ACCESSORY BOOTH**

Depending on your booth location, you are provided with either hardwall or pipe and drape at the back of your booth. Tables are provided in sufficient quantity and size, as specified in the diagram on the next page, to border your booth so as to maximize display space.

### **APPAREL BOOTH**

As an option, some accessory exhibitors prefer the standard apparel booth setup, which provides white hardwall panels at the back of the booth. The hardwall panels are in 4 foot sections supported by standing grids that can be used to support shelving that is available to rent. This booth setup includes a display header, a hanging bar the length of the booth, and the standard equipment that is provided for a standard apparel booth. It includes a limited number of tables as compared to the accessory booth setup. Please call the show office for specific information on an apparel booth setup for an accessory exhibitor.

### **LIGHTING**

**Spotlights are required in all booths.** We strongly suggest using **LIGHTING EQUIPMENT WITH A BLACK FINISH**. Electrical is included, with the amount for each booth based upon the booth size. Spotlights can be rented using our Additional Equipment Order Form or exhibitors may bring their own spotlights. If you bring your own spotlights, make sure to bring one extension cord for each spotlight or order extension cords on the Additional Equipment Order Form. 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.

### **ACCESSORY BOOTH SIDES**

The sides of accessory booths may be no higher than 6 feet.

### **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 may 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 order form that will be provided once you submit your contract. 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.

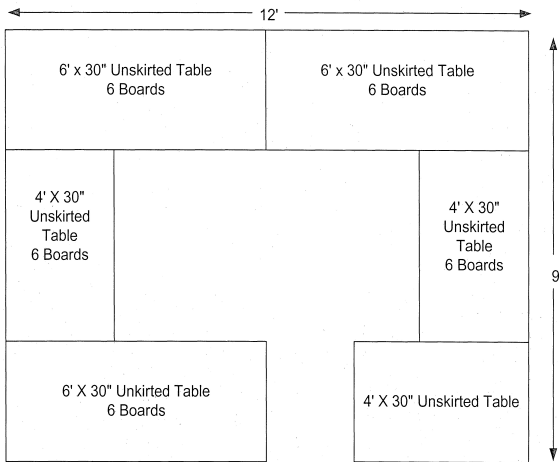
### **GRID SECTIONS**

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

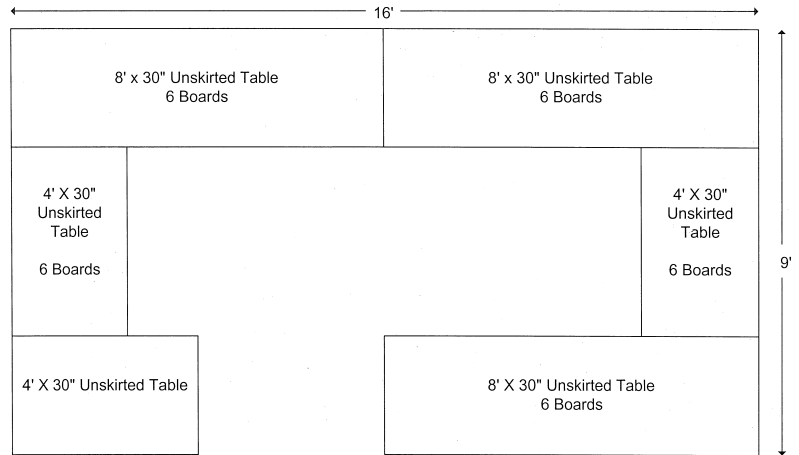
# Standard Accessory Booth Setup

Initial to approve a standard booth setup or indicate any changes that you require.

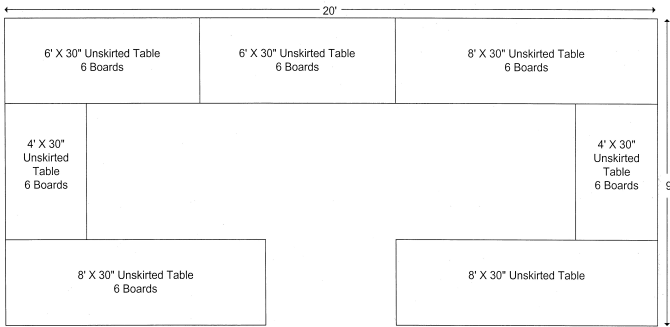
**12' X 9' ACCESSORY BOOTH**



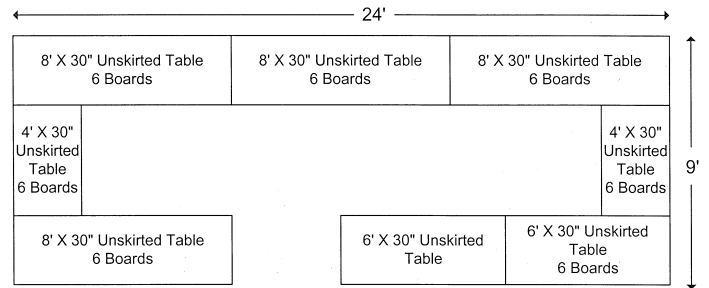
**16' X 9' ACCESSORY BOOTH**



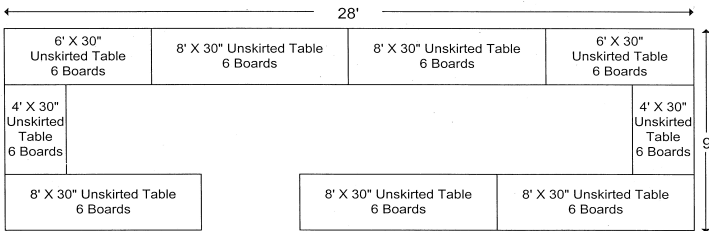
**20' X 9' ACCESSORY BOOTH**



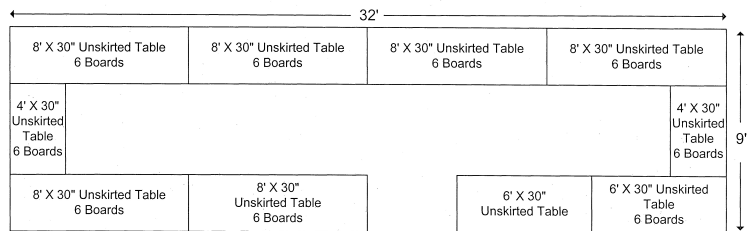
**24' X 9' ACCESSORY BOOTH**



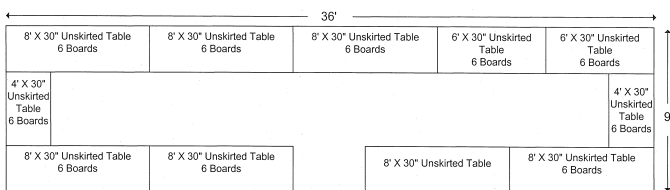
**28' X 9' ACCESSORY BOOTH**



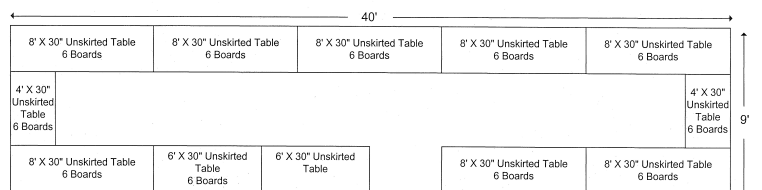
**32' X 9' ACCESSORY BOOTH**



**36' X 9' ACCESSORY BOOTH**



**40' X 9' ACCESSORY BOOTH**





## ACCESSORIES BOOTH

### STANDARD EQUIPMENT & ADDITIONAL EQUIPMENT ORDER FORM

NAME \_\_\_\_\_

#### STANDARD EQUIPMENT

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

- Depending upon your location, hardwall or pipe and drape across the back of your booth.
- Tables, chairs, boards, risers and electricity (quantity provided is determined by booth size). Please ask a staff member for the standard setup for the booth size you are requesting.

#### ADDITIONAL EQUIPMENT

Use the form below to request equipment that is **ADDITIONAL TO THE STANDARD SET UP**. Please calculate the fees for additional equipment and mail a check for payment to Florida Fashion Focus.

**DEADLINE FOR ORDERING EQUIPMENT: DECEMBER 20, 2024.**

**A LATE FEE OF \$25.00 WILL BE CHARGED FOR ORDERS PLACED AFTER THE DEADLINE.**  
**TABLE SKIRTING IS NOT INCLUDED. YOU ARE RESPONSIBLE FOR PROVIDING YOUR OWN TABLE SKIRTING OR COVERS.**

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

ADDITIONAL EQUIPMENT ORDER FORM					
EQUIPMENT	QUANTITY	ADVANCE ORDER FEES		FEES FOR EQUIPMENT ORDERED AT SHOW	
		TOTAL		TOTAL	
Tables 4' _____ 6' _____ 8' _____	_____	\$10.00 ea.	\$ _____	\$25.00 ea.	\$ _____
Chairs	_____	No Charge	\$ _____	No Charge	\$ _____
Rolling Rack (maximum of 3 per booth)	_____	\$25.00 ea.	\$ _____	\$50.00 ea.	\$ _____
Spotlight - 750 watts - 6.25 amps	_____	\$59.00 ea.	\$ _____	\$99.00 ea.	\$ _____
Vertical Pole with Base	_____	\$15.00	\$ _____	\$25.00	\$ _____
Horizontal Extension	_____	\$10.00	\$ _____	\$20.00	\$ _____
Additional Electrical Wattage					
10 AMPS Outlet	_____	\$ 79.00 ea.	\$ _____	\$ 79.00 ea.	\$ _____
20 AMPS Outlet	_____	\$ 99.00 ea.	\$ _____	\$ 99.00 ea.	\$ _____
<b>TOTAL ADDITIONAL FEES</b>			\$ _____		\$ _____



## JANUARY 2025 TRENDZ SHOW

### EXHIBITOR HOTEL ROOM REQUEST

Your booth fee for our January 2025 TRENDZ 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.

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

- Check-In: Friday, January 3<sup>rd</sup> after 4 p.m.
- Check-Out: Monday, January 6<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 Airport \_\_\_\_\_  
Embassy Suites \_\_\_\_\_

**\* Hotel and room preference cannot be guaranteed. However our hotels will attempt to meet your room preference to the best of their ability.**

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