



WORLD. SHOES.

ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

3. MANDATORY FORMS & VERY IMPORTANT FORMS

3.1 MANDATORY FORMS

The forms listed below are mandatory and must be completed by EVERY exhibiting company and returned to either WSA or GES

1. Acknowledgement of Rules and Regulations.
 - a. Read through the Rules & Regulations section of this ESM
 - b. Complete and sign the Acknowledgement of Rules and Regulations form
 - c. Return to WSA by fax or mail by June 30
 2. GES Payment & Credit Card Authorization form
 - a. Read this form carefully
 - b. Complete all information
 - c. Return to GES by Fax or Mail by July 13
 3. GES Freight Service Questionnaire
 - a. Review your shipping information
 - i. Number of pieces being shipped
 - ii. Weight of shipment
 - iii. Name of shipping company
 - b. Complete form
 - c. Return to GES by July 13
 4. GES Key Information
 - a. Complete this form
 - b. Return to GES by July 13
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3.2 VERY IMPORTANT FORMS

The forms listed below are so important that we have included them in the Mandatory Forms section, although they are **not required** by every exhibitor.

1. No WSA Supplied Carpet Form
 - a. Read BOOTH CARPET INFORMATION page
 - b. Complete form ONLY IF YOU DO NOT want WSA Beige Carpet
 - c. Return to GES by June 27
2. Third Party Billing Request Form
 - a. Complete this form if you have hired another company (Exhibitor Appointed Contractor) to build or set up your display
 - b. Return to GES by July 13
3. Pavilion Booth Drape Form
 - a. Read BOOTH DRAPE INFORMATION page
 - b. Complete this form ONLY if you are an inline booth (10' x 10', 10' x 20' or 10' x 30') AND you DO NOT want booth drape.
 - c. Return to GES by July 13

MANDATORY FORM

SIGN AND RETURN THIS FORM TO WSA

ACKNOWLEDGEMENT OF RULES & REGULATIONS

The WSA Acknowledgement of Rules & Regulations must be returned to Show Management by **June 30, 2006**.

Submit to: Mike Evans
Exhibits Coordinator
WSA
Phone Direct: 818-379-9492
FAX Direct: 818-379-3173
Phone Main: 818-379-9400
Fax Main: 818-379-9410
mevans@wsashow.com

Company name _____ Booth # _____

Address _____

City _____ State _____

Zip code _____ Country _____

Your name _____ Title _____

Phone number _____ Email address _____

On-site contact name _____ Title _____

On-site contact cell phone number _____

Exhibitor acknowledges and agrees to the Rules & Regulations as set forth in the Exhibitor Services Manual, which supplements the Show Exhibitor Contract.

Signature _____ Date _____

Important Note: Due to the large amount of forms received, there will not be a notification receipt provided. Please keep a copy of this signed document for your records.



Payment & Credit Card Charge Authorization

G-2

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.801.7648 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

All orders are governed by the GES Payment Policy and GES Terms & Conditions of Contract as specified in this Exhibitor Kit.

World Shoe Association
Sands Expo & Convention Center • August 1-4, 2006

DEADLINE DATE:
July 13, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER		
STREET ADDRESS	CITY	STATE	ZIP	COUNTRY
PHONE	FAX	PURCHASE ORDER NUMBER		
SHOWSITE CONTACT	SHOWSITE CONTACT EMERGENCY #	CONTACT'S HOTEL (OPTIONAL)		

Payment Policy

Payment for Services — GES requires payment in full at the time services are ordered. Further, GES requires that you provide a credit card authorization with your initial order. For your convenience, we will use this authorization to charge your account for services, which may include labor, material handling, or any applicable fuel or energy surcharge.

Discount Prices — To qualify for discount pricing, orders must be received with payment on or before the discount price deadline(s).

Method of Payment — GES Exposition Services accepts MasterCard, Visa, Discover, Diners Club, American Express, check and bank wire transfer. Purchase orders are not considered payment. All payments must be made in U.S. funds drawn on a U.S. Bank. Exhibitors will be charged a \$25.00 fee for returned NSF checks.

Third Party Billing — Each exhibiting firm is ultimately responsible for all charges incurred on its behalf. GES Exposition Services reserves the right to institute collection action against the exhibitor if the authorized third party does not pay. See *Third Party Billing Request* form.

Tax Exempt — If you are tax exempt in the state in which you will be exhibiting, you must provide a Sales Tax Exemption Certificate for that state. Please send the above information to the GES office for this show. Taxes vary by location and will be added to your invoice, if you do not submit your tax exempt certificate prior to the deadline.

Adjustments and Cancellations — No adjustments to invoices will be made after the close of the show. Please refer to the individual forms for labor, etc. for cancellation fees. All orders cancelled by the Exhibitor or due to the cancellation of an event or their non-participation may be subject to cancellation fees equal to 50% - 100% of the total order, based upon the status of move-in, work performed and/or GES set-up costs or expenses. A minimum non-refundable deposit of \$25.00 will be applied towards the invoice, unless there is a cancellation of your order. Additionally, GES retains the right to implement/assess a fuel or energy surcharge on all services as necessary based upon market conditions.

*If you wish to purchase coverage for excess declared value, please see Material Handling Form (R-2).

Bank wire transfer information:

Beneficiary: GES Exposition Services c/o Bank of America, Illinois 231 La Salle Street Chicago, IL 60693 USA Telephone # 312.828.5000	Account #: 7188-1-01819 ABA Routing #: 0260-0959-3 SWIFT Address: BOFAUS3N CHIPS Address: 0959
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Address for routing identifiers if requested:
100 West 33rd Street, New York, NY 10001 USA

To properly credit your account, send the following information to the GES address listed on the order forms:

- exhibiting company name, show name, show facility, and booth number
- date and amount of wire transfer
- bank and country where transfer originated

If you have any questions regarding our payment policy, please call GES National ServicenterSM at 800.801.7648 or visit the GES Servicenter[®] at the show.

Please complete the information and return payment in full with this form and your orders. You may choose to pay by credit card, check, or bank wire transfer, however, **we require your credit card charge authorization to be on file with GES.**

You agree to late fees up to 1.5% per month on any balance not paid at the conclusion of the event, or balance left without appropriate credit card on file.

For your convenience, we will use this authorization to charge your credit card for any additional amounts ordered by your representative or services rendered to your company for this event.

GES requires the highest standards of integrity from all employees. Please call our confidential Always Honest hotline at 866.225.8230 to report fraudulent or unethical behavior.

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN

X

AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT

DATE

Credit Card Charge Authorization

(All Information Must Be Provided)

PROVIDE EXPIRATION DATE

EXPIRATION DATE

- MasterCard
 VISA
 Diners Club
 Discover
 American Express
- Corporate
 Personal

Account Number

Account Number

CARDHOLDER'S NAME	PLEASE PRINT
CARDHOLDER'S BILLING ADDRESS	CITY
STATE	ZIP COUNTRY

PLEASE SIGN

X

CARDHOLDER'S SIGNATURE

DATE

Calculation of Orders

TOTAL

Exhibit System Rental	\$
Furniture & Accessories	\$
Standard Carpet	\$
Custom-Cut Carpet	\$
Labor	\$
Material Handling	\$
Other GES Services (Specify)	\$
FULL PAYMENT in U.S. funds drawn on a U.S. Bank GES Exposition Services, Inc. Federal ID #59-1008863 GES is exempt from backup withholding tax.	\$

To simplify payment, send a check payable to GES Exposition, Inc. for your entire order or note the amount to be charged to your credit card.

Charge my credit card in the amount of:	\$
Enclosed is a check in the amount of:	\$

Check No. [] Dated []



Freight Service Questionnaire

R-7

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.801.7648 • FAX: 866.329.1437
International Exhibitors Only: Phone: 702.515.5970 • FAX: 702.263.1520 Contact us Online: www.ges.com/contact

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World Shoe Association
Sands Expo & Convention Center • August 1-4, 2006

DEADLINE DATE:
July 13, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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ALL EXHIBITORS MUST RETURN THIS FORM

1. Estimate total number of pieces being shipped:

- Crated
- Uncrated
- Machinery
- Total

2. Indicate total number of trucks in each category that you will use:

- Van Line
- Common Carrier
- Flatbed
- Co. Truck
- Overseas Container

3. List carrier name(s):

4. If using a Customs Broker, please print name:

Their Phone

5. Print the name of person in charge of your move-in:

Their Phone

6. What is the minimum number of days to set your display?

7. What is the weight of the single heaviest piece that must be lifted?

lbs.

8. What is the total weight of your exhibit or equipment being shipped?

lbs.

9. Is there any special handling equipment required to unload your exhibit materials, i.e. extended forklift blades, special slings, lifting bars, etc.?

It is the responsibility of the Exhibitor to provide proper special handling instructions. Failure to provide these instructions will result in the elimination of any liability for loss or damage by GES.

DIRECT SHIPMENTS ONLY:

1. What date and time are you scheduling your shipment(s) to arrive on-site?



Key Information

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July 13, 2006

COMPANY NAME _____ EMAIL ADDRESS _____ BOOTH NUMBER _____

Inbound Freight Information

Carrier _____ Shipped By _____ Date _____
Number of Pieces _____ Weight _____ Pro Number _____
Target Date _____ Loose Display _____ Crated Display _____
Shipped To: (Check One) Warehouse Showsite

Set-up Information for GES Installation

Set Up Drawings Attached _____ Rental Carpet Color _____
 Set Up Drawings With Exhibit _____ Own Carpet Color _____
 Case/Crate Number _____ Padding _____
 Number of Workers required for set up _____ Approximate time for set up _____
 Forklift Ordered Hrs. _____ Time _____ Special Equipment Required _____

Did You Order —

Electrical Yes No Electrical Under Carpet Yes No
Electrical Drawings Attached Sent to the Official Electrical Contractor With the Exhibit
Booth Cleaning Yes No Other Items _____
Furniture Yes No _____
A/V Furniture Yes No _____
Telephone Yes No _____

Outbound Freight Information *Please allow GES Logistics to arrange all your shipping needs. (888) 454-4GES (4437).*

Outbound Freight Charges _____ Consigned To _____
 Prepaid Collect Address _____
 Bill To _____ City/State/Zip _____
_____ Second Consignee _____
_____ Address _____
 GES Storage _____ City/State/Zip _____
Method GES Logistics Common Carrier AirFreight Vanline Other _____
Carrier (if known) _____
Contact _____ Phone _____

Emergency Contact Information / Showsite Contact

Name _____ Title _____
Telephone _____
Other Means of Contacting This Person _____
Contact's Hotel _____ Arrival _____ Departure _____
Purchasing Authorization Yes No

BOOTH CARPET INFORMATION

All booths in the WSA Show will be carpeted with standard WSA Beige carpet.

If you **DO NOT** want to use the standard WSA beige carpet you must Have a booth that is 20' x 20' or larger **AND**

Fill in and return the NO WSA SUPPLIED CARPET form and return to GES by June 27, 2006

Booths less than 20' X 20' are required to use the standard WSA beige booth carpet.

No carpet or flooring may be placed on top of the WSA supplied carpet.

If your booth is a 20' x 20' or larger and you DO NOT want to use the standard carpet you must complete and return the NO WSA SUPPLIED CARPET form on the next page and **return to GES Exposition Services by JUNE 27, 2006**

Forms returned after the deadline will be subject to substantial late charges.

It is the exhibitor's responsibility to confirm that GES has received your NO WSA SUPPLIED CARPET form before the deadline.



No WSA Supplied Carpet Information

C-1B

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World Shoe Association

Sands Expo & Convention Center • August 1-4, 2006

DEADLINE DATE:
June 27, 2006

COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Booth and Aisle Carpet is supplied by WSA. If you have a 20' x 20' booth or larger and you or your Display house intends to use carpet and/or flooring other than the carpet supplied by WSA, you must notify GES of your intent. This form must be filled out completely and returned to GES by the form deadline date, or WSA beige booth carpet will be installed in your exhibit space. NO EXCEPTIONS PLEASE. YOU WILL NOT BE NOTIFIED IF THIS FORM IS RECEIVED IN ERROR.

A charge of \$7.75 per sq. yd. will be incurred for removal of WSA supplied booth carpet. This includes all late orders received after the deadline date.

Please check the appropriate boxes below:

- We have a 20' x 20' booth or larger and will not be utilizing WSA Beige Booth Carpet
- I will be ordering carpet Padding from GES
- I will provide my own carpet Padding and have it installed by GES
- I will provide my own carpet Padding and have it installed by my EAC

EAC Company Name: _____

INFORMATION AND INSTRUCTIONS

- All carpet sent to the GES warehouse must be shipped separately from the rest of your exhibit with a separate bill of lading marked "Carpet". Please use the WSA colored carpet labels provided in this Exhibitor Service Manual.
- Exhibitor supplied carpeting must cover your entire booth area.
NO PARTIAL COVERAGE WILL BE ALLOWED.
- No carpet or flooring will be allowed on top of the WSA Booth and Aisle carpet. Exhibitors or Exhibitor Appointed Contractors (EAC) will be invoiced for the labor to remove the carpet or flooring and also invoiced for any damage to WSA carpet.
- All carpet sent to the GES warehouse must be shipped using the carpet shipping labels provided in the Exhibitors manual and be received no later than **Thursday, July 20, 2006.**
- If using WSA carpet, padding or visqueen, the proper order form must accompany this sheet. Refer to the Standard Carpet or Custom-Cut Carpet order forms.
- This form is for GES information only and is not a substitute for the carpet order form.



3rd Party Billing Request

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COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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You may arrange for a third party to handle your display and be billed for services. GES will agree to this arrangement if the third party has a satisfactory payment record with us. **Both Firms** must complete this form, including **Third Party Credit Card Charge Authorization below**. Return form by the deadline date. **GES reserves the right to deny any Third Party Billing Request that is not complete or received by the deadline date.**

It is understood and agreed that the exhibiting firm is ultimately responsible for payment of charges. If your named third party does not pay the invoice before the last day of the show, charges will revert to you, the exhibiting firm. All invoices are due and payable upon receipt. GES Terms & Conditions of Contract apply to both the Exhibiting Firm and Third Party Representative.

Exhibiting Firm

EXHIBITING FIRM
STREET ADDRESS
CITY STATE ZIP
PHONE FAX

The items checked below are to be invoiced to the Exhibiting Firm:

- All Services
- I & D Labor
- Signs
- Transportation Charges
- Rental Furniture
- Other (Please Specify) _____
- Material Handling In & Out
- Booth Cleaning

Third Party

THIRD PARTY
ADDRESS
CITY STATE ZIP
PHONE FAX

The items checked below are to be invoiced to the Third Party:

- All Services
- I & D Labor
- Signs
- Transportation Charges
- Rental Furniture
- Other (Please Specify) _____
- Material Handling In & Out
- Booth Cleaning

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN _____
AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT

DATE

I agree in placing this order that I have accepted GES Payment Policy and GES Terms & Conditions of Contract.

PLEASE SIGN _____
AUTHORIZED SIGNATURE

AUTHORIZED NAME - PLEASE PRINT

DATE

Exhibiting Firm Credit Card Charge Authorization (All Information Must Be Provided)

PROVIDE EXPIRATION DATE **EXPIRATION DATE** _____

MasterCard
 VISA
 Diners Club
 Discover
 American Express

Corporate
 Personal

Account Number _____ - _____ - _____ - _____

CARDHOLDER'S NAME PLEASE PRINT _____
CITY _____
STATE ZIP COUNTRY _____

PLEASE SIGN _____
CARDHOLDER'S SIGNATURE

DATE

Third Party Credit Card Charge Authorization (All Information Must Be Provided)

PROVIDE EXPIRATION DATE **EXPIRATION DATE** _____

MasterCard
 VISA
 Diners Club
 Discover
 American Express

Corporate
 Personal

Account Number _____ - _____ - _____ - _____

CARDHOLDER'S NAME PLEASE PRINT _____
CITY _____
STATE ZIP COUNTRY _____

PLEASE SIGN _____
CARDHOLDER'S SIGNATURE

DATE

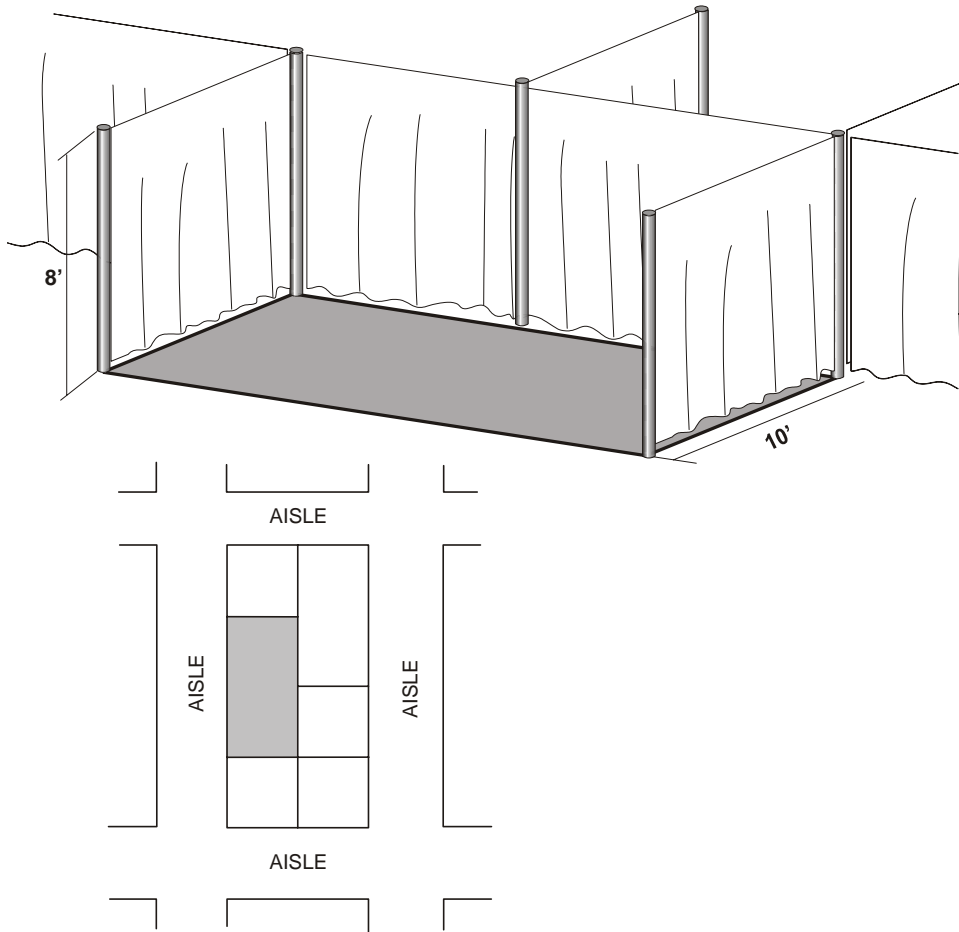
BOOTH DRAPE INFORMATION

All inline booths at the WSA are surrounded on three sides by beige booth drape.

Note: An inline booth is a booth that is 10' x 10', 10' x 20', or 10' x 30' that is in line with other booths.

IN-LINE BOOTH

Bounded by an aisle on one or two sides



If you are in an inline booth AND you DO NOT want any booth drape, complete the Pavilion Booth Drape form on the next page and return to GES by July 13.

If GES has placed booth drape and you asked for it to be removed, you will be charged for the removal.



Pavilion Booth Drape Order Form

A-4

RETURN TO: GES Exposition Services • 7050 Lindell Road, Las Vegas, NV 89118-4702 • Phone: 800.801.7648 • FAX: 866.329.1437
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COMPANY NAME	EMAIL ADDRESS	BOOTH NUMBER
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Pavilion Booth Drape Form

Booth Drape is provided for all standard linear booths and pavilions. However, if drape is not required for your pavilion, please complete this form and fax it to GES.

By providing us with this information, it will help you or your exhibit company avoid any delays and GES labor cost for removal during set-up.

Thank you for your cooperation.

- NO We will not be utilizing WSA provided booth drape for our pavilion.**