



WORLD. SHOES.
ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

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ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

Executive Management

Exhibition Sales

Beth Gordon Director of Sales
Sal Minicucci Senior Account Executive
Tami Moshier Sales Assistant
Monina Reyes Sales Assistant

Marketing

Jennifer Bezahler Marketing & Promotions Manager
Clarissa Ramirez Marketing Coordinator
Jason Sciortino Graphic Designer

Operations

Carrie Koeturius Director of Operations
Mike Evans Exhibits Coordinator
Sue Flora Operations Coordinator
Karen Lether Registration Coordinator
Carolina Galvez Operations Administrator

Retail Relations

Celeste Boehm Director of Retail Relations
Carol Pankowitz Retail Relations Manager
Philippe Versluysen Director of International Development

The Collections at WSA

Leslie Gallin Show Director
Belinda Pina Coordinator

Content & Publishing

Sally Matteson Director of Content & Publishing
Anne-Marie Otey Editor in Chief
Liane Bonin Associate Editor
John Osako Content & Publishing Coordinator
Annie Huang Art Director
Abby Ventzke Directory Editor

Accounting

Daniel Hamm Chief Financial Officer
Juan Martinez Accounts Receivable
Norma Rodriguez Accounts Payable

Administration

Chantelle Ferrini Office Manager
Kristine Kupalyan IT Manager
Mary Paronyan Application Support Analyst
Karen Nalbandian Receptionist

Global Sourcing

David Dea Director of Global Footwear Sourcing

World Shoe Association Inc.

Skip Farber Chief Executive Officer
Diane Stone Chief Operating Officer
Daniel Hamm Chief Financial Officer
Chantelle Ferrini Executive Assistant

15821 Ventura Blvd., Ste. 415
Encino, CA 91436-2974
Phone: 818-379-9400
Fax: 818-379-9410
www.wsashow.com

SHOW SCHEDULE

THE WSA SHOW
Sand Expo & Convention Center

August 1-4, 2006

SUN	MON	TUE	WED	THU	FRI	SAT
July 23	July 24	July 25	July 26	July 27	July 28	July 29
					Move-In Exhibitor Access 8a to 7p	Move-In Exhibitor Access 8a to 8p Exhibitor Registration Noon to 4p
July 30	July 31	1	2	3	4	5
Move-In Exhibitor Access 8a to 8p Exhibitor Registration 8a to 4p	Move-In Exhibitor Access 8a to 8p Exhibitor Registration 8a to 7p	Show Open 8a to 6p Exhibitor Access 7a to 6p Exhibitor Registration 7a to 6p	Show Open 8a to 6p Exhibitor Access 7a to 6p Exhibitor Registration 7a to 6p	Show Open 9a to 6p Exhibitor Access 8a to 6p Exhibitor Registration 8a to 6p	Show Open 9a to 2p Exhibitor Access 8a to 10p Exhibitor Registration 8a to Noon	Move-Out Exhibitor Access 8a to 8p
6	7	8	9	10	11	12
Move-Out Exhibitor Access 8a to 6p						
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

MOVE-IN: Please refer to the Freight Target Floorplan for unload and set-up times.

MOVE-OUT: ALL Exhibitors MUST be moved out by Sunday, August 4, 2006 at 6:00PM

CRITICAL DEADLINES

The dates below are critical for reducing costs and eliminating late fees. Go to the section indicated by the TAB number for more information and appropriate forms.

DEADLINE	ORDER FORM	TAB	RETURN TO
JUNE 27	CARPET FORM Return this form if you DO NOT want WSA Beige carpet (20'x 20' booths or larger ONLY)	3	GES
JUNE 30	SHOW MANAGEMENT FORMS Acknowledgement of Rules & Regulations Motorized Vehicle Notification Alcoholic Beverage Authorization	3 2 2	WSA
JULY 6	EXHIBITOR APPOINTED CONTRACTOR FORMS Application for Show Credentials Proof of Insurance Rules & Regulations	10	WSA
JULY 7	REGISTRATION FORM (Exhibitor Badges)	4	CSI
JULY 10	EARLY DISCOUNT DEADLINE FOR: Electrical Service Booth Cleaning Catering Sign Hanging – Electrical/200 pounds and over	7	SES
JULY 13	EARLY DISCOUNT DEADLINE FOR: Furnishings / Decorations / Carpet Display Packages / Custom Displays Labor Sign Hanging – Under 200 pounds Material Handling GES Logistics Shipping	5 6 8 8 9 9	GES
JULY 20	ADVANCE SHIPMENTS TO GES WAREHOUSE	9	GES
SEE TARGETED FLOOR PLAN	SHIPMENTS DIRECT TO SANDS EXPO	9	GES

DIRECTORY OF OFFICIAL SERVICE PROVIDERS

SANDS EXPO & CONVENTION CENTER

ADVERTISING

Billboards

Beth Gordon - 818-379-9460
F: 818-379-3013
bgordon@wsashow.com
website: www.wshashow.com

Show Daily

Sally Matteson – 818-379-9490
F: 818-379-9410
smatteson@wsashow.com
website: www.wshashow.com

Show Directory & Buyer's Guide

Sally Matteson – 818-379-9490
F: 818-379-9410
smatteson@wsashow.com
website: www.wshashow.com

Show Pocket Guide

Sally Matteson – 818-379-9490
F: 818-379-9410
smatteson@wsashow.com
website: www.wshashow.com

Shuttle Buses

Beth Gordon - 818-379-9460
F: 818-379-3013
bgordon@wsashow.com

AUDIO-VISUAL

AVHQ

10540 Stemmons Freeway
Dallas, TX 75220
P: 800-966-4498 or 214-210-8121
F: 214-210-8153
Order online: orders/avhq.com

BOOTH CLEANING

Sands Expo

Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

BUSINESS CENTER

Sands Expo

Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

COMPUTER RENTAL

AVHQ

10540 Stemmons Freeway
Dallas, TX 75220
P: 800-966-4498 or 214-210-8121
F: 214-210-8153
Order online: orders/avhq.com

ELECTRICAL

Sands Expo

Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

FLORIST

ExpoEase

3685 S. Highland Drive, #14
Las Vegas, NV 89103
P: 702-368-2868
Website: www.expoease.com

FOOD & BEVERAGE / CATERING

Sands Expo

Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5366 F: 702-733-5214
Order Online: www.sandsexpo.com

DIRECTORY OF OFFICIAL SERVICE PROVIDERS

SANDS EXPO & CONVENTION CENTER

GENERAL CONTRACTOR

Furniture, Booth Rental Packages, Labor, Material Handling, Signs
GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118
P: 800-475-2098
F: 866-329-1437
Order Online: www.ges.com

HOUSING

Hotel Reservations
WSA Travel Desk / TTG
P: 800-477-5547
P: 312-527-7300
Book Online: www.wsashow.com

INTERNATIONAL FREIGHT FORWARDERS

Kuehne & Nagel
5353 W. Imperial Highway
Los Angeles, CA 90045
P: 310-641-5500
F: 310-645-2320

INTERNET SERVICE

Sands Expo
Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

LEAD RETRIEVAL

CompuSystems
2805 S. 25th Ave
Broadview, IL 60155-4531
P: 708-786-5565 or 866-600-LEAD
F: 708-344-4444
Order Online: www.compustystems.com/order

MODELS, HOST & HOSTESSES

Talent Associates
3675 W. Teco Avenue Suite 10
Las Vegas, NV 89118
T: 702-361-0231
F: 702-614-6088
Website: www.talentassociates.com

PHOTOGRAPHER

Oscar Einzig Photography
717 S. Wells 5th Floor
Chicago IL 60607
P: 312-922-0056
F: 312-922-2866
Website: www.oscareinzig.com

RIGGING / HANGING

Electrical Signs & Signs Over 200 lbs
Sands Expo -
Specialized Event Services (SES)
201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

RIGGING / HANGING

Non-Electrical Signs under 200 lbs
GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118
P: 800-475-2098
F: 866-329-1437
Order Online: www.ges.com

SECURITY GUARD SERVICE

Pro-Tect Security
3611 S. Eastern Ave.
Las Vegas, NV 89109
P: 702-735-0110
F: 702-735-7793
Website: www.pro-tectsecurity.com

DIRECTORY OF OFFICIAL SERVICE PROVIDERS

SANDS EXPO & CONVENTION CENTER

SPONSORSHIP OPPORTUNITIES

WSA

Beth Gordon – 818-379-9460
F: 818-379-9410
bgordon@wsashow.com
Website: www.wsashow.com

TELECOMMUNICATIONS SERVICE

Sands Expo

Specialized Event Services (SES)

201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070
F: 702-733-5568
Order Online: www.sandsexpo.com

TRAVEL

WSA Travel Desk / TTG

P: 800-477-5547
P: 312-527-7300
Book Online: www.wsashow.com

WATER COOLER RENTAL

Sands Expo

Specialized Event Services (SES)

201 Sands Ave.
Las Vegas, NV 89109
P: 702-733-5070 F: 702-733-5568
Order Online: www.sandsexpo.com

GENERAL INFORMATION

AUDIO VISUAL

AVHQ is the official audio/visual provider. Please refer to the *Electrical, Cleaning, & Other Services* section for the order form. Take advantage of discount pricing by ordering before the discount deadline date. **Discount Deadline Date: July 22, 2006.**

BACKWALL & SIDEWALL DRAPE

WSA will provide 8' high backwall and sidewall drape for all in-line booths. In-line booths are booths that are side by side and are sizes 10' x 10', 10' x 20' or 10' x 30'. The backwall and sidewall drape color is beige.

BOOTH DESIGN EXCELLENCE AWARDS

Awards are presented at the WSA Show for outstanding booth displays. Awards are given in several categories. Exhibitors must sign up to be given consideration for an award. More information is available on the WSA web site, www.wsashow.com under Exhibitor Information, or contact Mike Evans at WSA, mevans@wsashow.com, 818-379-9492.

BOOTH FURNISHINGS

GES Exposition Services is the official service contractor and carries a complete line of booth furnishings, decorations and complete displays that are available to rent. Please refer to the *Booth Furnishings & Decorator Services* section and the **Booth Rental Packages** section for the appropriate order forms. Order forms should be completed and returned by the due date to take advantage of the discount prices.

Discount deadline date: July 13, 2006

BUSINESS CENTER

The Business Center is your source for a variety of business services including photocopying service, fax transmissions, basic office supplies and shipping, as well as copier and fax rentals. Please refer to the *Electrical, Cleaning, & Other Services* section for the order form. **Discount deadline date: July 10, 2006.**

CARPET / FLOOR COVERING

Aisle Carpet: The aisle carpet will be black.

Booth Carpet: Every booth in The WSA Show will be carpeted with beige carpet by the WSA at no additional charge.

Exhibitors with a booth space 20' x 20' or larger may choose to use their own carpeting or other floor covering, instead of WSA carpet. **EXHIBITORS USING THEIR OWN CARPET OR FLOOR COVERING MUST NOTIFY GES BY JUNE 27, 2006. Use the NO WSA SUPPLIED CARPET form in the *Mandatory Forms* section to notify GES. ALL ORDER FORMS SUBMITTED AFTER THE DEADLINE DATE ARE SUBJECT TO LATE FEES, THERE ARE NO EXCEPTIONS. NO WSA SUPPLIED CARPET Form deadline: June 27, 2006**

CLEANING

WSA will provide one-time complimentary booth vacuuming & trash pickup for all exhibitors on Monday, July 31, 2006, the night before the show opens. Booth vacuuming and trash pickup for subsequent nights must be ordered at the exhibitors' expense.

Cleaning services can be ordered through the facility. Please refer to the *Electrical, Cleaning, & Other Services* section for the Booth Cleaning Services order form. **Discount deadline date: July 10, 2006.**

Please note: If you plan to serve food & beverage within your booth space, porter service is recommended for the removal of trash.

ELECTRICAL

Specializes Exhibit Services (SES) will provide all electrical service and equipment. Please refer to the *Electrical, Cleaning, & Other Services* section for the order form. **Discount deadline date: July 10, 2006.**

Power will be turned on each day 30 minutes before show opening and turned off each day 30 minutes after show closing. If you require power at any other time be sure to order 24-hour service.

GENERAL INFORMATION

EXHIBITOR ANNOUNCEMENT CARDS

WSA offers Announcement Cards for our exhibitors to mail out to their own customers. These cards are a quick and easy way to invite your customers to the show and direct them to your booth. To order announcement cards please fill out and return the Exhibitor Announcement Cards form in the **On-Site Marketing Opportunities** section. For more information contact Clarissa Ramirez, cramirez@wsashow.com, (818) 379-9463

EXTENDED SET-UP HOURS

Should it be necessary to continue booth set-up after the established GES Exposition Services work hours, you will need to make arrangements through security. Your Floor Manager can assist you in making arrangements.

FIRST AID FACILITIES

First aid services will be available during move-in, event hours and move-out. Your Floor Manager can assist you in locating the first aid facility closest to you.

FLOOR MANAGERS

Floor Managers will be available during move-in, show days and move-out. Floor Managers are Show Management representatives that are available on-site to answer your questions regarding show policy, labor issues, utilities, furnishings and much more. Floor Managers are also responsible for protecting your interests as an exhibitor by ensuring that all exhibits comply with the show guidelines. You will be advised of your specific floor manager in advance of your arrival on-site. For your convenience, Floor Manager desks will be located in each exhibit hall once you are on site.

FOOD & BEVERAGE / CATERING

SES is the exclusive provider for all food and beverage needs in the convention center. Please refer to the **Electrical, Cleaning, & Other Services** section for the order form. **Discount deadline: July 10, 2006.**

HOUSING / HOTEL / TRAVEL INFORMATION

Travel Tech is the official travel group for WSA and has set up the full service WSA Travel Desk. They are available to assist you with your hotel, airline and rental car reservations. Reservations can be made online at www.wsashow.com or by calling the WSA travel desk at 800-477-5547 from within the U.S. or 312-527-7300 from outside the U.S. As always, early booking is strongly recommended to ensure the best selection. Availability is limited.

LABOR

GES Exposition Services is the official labor contractor. Labor will be available to set-up, service and dismantle your exhibit. Please refer to the **Labor Services** section for a list of services and order forms. **Discount deadline: July 13, 2006.**

LIMITATION OF LIABILITY

Exhibitor assumes the entire responsibility and liability for all damages or loss to WSA, the Facilities, persons or its own property or the property of others that occur as the result of the negligence or any actions of exhibitor or its officers, employees, agents, representatives, invitees and guests through the duration of the WSA Show.

Exhibitor agrees that to the maximum extent permitted by law WSA and the Facilities and their respective officers, agents, employees or representatives will not be held liable for any loss or damage to exhibits, or materials, goods and wares belonging to exhibitor, and they are released from liability for any damage, loss or injury to person or property of the exhibitor or its officers, employees, agents, representatives, invitees and guests, resulting from fire, storms, water, acts of God, air conditioning or heating failure, theft, mysterious disappearance, bomb threats or any other causes whatsoever.

In no event will show management, or the facilities, or their respective owners, directors, officers, employees, agents and representative be liable for any consequential, indirect, special, punitive or incidental damages of any nature or for any reason whatsoever whether or not apprised of the possibility of any such lost profits or damages. Show organizer's maximum liability under any circumstance whatsoever will not exceed the amount actually paid to show organizer by exhibitor for exhibit space rental pursuant to the contract. Show organizer makes no representations or warranties, express or implied, regarding the number of persons who will attend the event or regarding any other matters.

GENERAL INFORMATION

MATERIAL / FREIGHT HANDLING

GES Exposition Services is the ONLY material / freight-handling contractor allowed on the show floor. GES will receive all shipments whether consigned to its warehouse in advance or sent directly to the exhibit hall. Material / freight handling includes receipt of your exhibit material, delivery to your exhibit space, removal of empties, storage, return of your empties, (cartons, fiber cases and crates) and delivery to dock for pick-up by your freight company. Please refer to the **Shipping & Material Handling** section for information and order form.

MEETINGS OUTSIDE OF SHOW HOURS

Attendees will **NOT** be admitted to the show floor outside of exhibit hours.

MODELS

WSA has an official Model/Talent Agency, Talent Associates. Models can be hired through Talent Associates using the order form included in this manual. Exhibitors may also hire models from another agency, but the agency **MUST** be licensed in Clark County, Nevada and the agency **MUST** complete the Exhibitor Appointed Modeling Agency form included in this manual. See the **Official Model Agency** section for more information.

PLANT & FLORAL

ExpoEase is the official plant and floral supplier for the WSA Show. Please refer to the **Optional Services** section for the order form.

PRE-SHOW ATTENDEE LIST

The pre-show attendee list will be available for exhibitors to rent. List use is limited to mailing address fields only. No phone, email or fax numbers will be included. List rental is for one-time use only. Contact the WSA Office (818) 379-9400 for further details.

PRESS ROOM

WSA will provide a Press Room, at each facility, where exhibitors may drop off press kits. The press room is open to editorial press during show hours.

REGISTRATION

Exhibitor badges are furnished to you and your company representatives who will be working in your booth. **Register on line at www.wsashow.com.**

Exhibitor badges requested by July 7, 2006 will be mailed to the trade show contact listed on your Exhibitor Pre-Registration & Badge Request form. Badge requests received after July 7, 2006 are considered late badge requests and will not be mailed. Late badge requests can be picked up on-site upon presentation of business credentials and photo ID.

PLEASE NOTE: Duplicating, counterfeiting or reproducing badges is prohibited.

SECURITY

Show Management maintains 24-hour perimeter security during move-in, show days and move-out, this does not include security for individual booths. Show Management, GES, Mandalay Bay, Sands Expo, and the Venetian Hotel will not be held responsible for lost or damaged property. You are urged to maintain full insurance coverage for damage or loss of your property. Exhibitors are also encouraged to take additional safeguards to protect their products and valuables by hiring a guard, renting a security cage or removing items at the end of each day.

GENERAL INFORMATION

SHOW DIRECTORY & BUYER'S GUIDE

The Show Directory & Buyer's Guide will include show information, schedules, educational session locations and descriptions, special event details, and the exhibitor and product listings. **If you haven't updated your exhibitor listing online at www.wsashow.com, please do so immediately.** You should have received an e-mail message with log on information. If you do not have your log on information, please contact John Osako at josako@wsashow.com.

SHOW OFFICE

Show Management will staff a show office during move-in, show days and move-out. Locations will be made available prior to your arrival on show site.

SIGNAGE

Standard Booth I.D. Signs: Show Management will provide, at no additional expense, a 7" X 44" booth identification sign for all linear booths. (Linear booths are 10' deep and 10', 20', 30' or 40' wide and are in line with other 10' deep booths.)

Hanging Signs: Hanging signs are only permitted over 20' x 20' or larger booths. (No sign hanging is allowed in Sands Level 1.) Please refer to the **Labor Services** section for the hanging sign order form. Only GES Exposition Services may hang signs or booth structures in the exhibit hall. **Discount deadline date: July 13, 2006**

SMOKING POLICY

The WSA Show is a **non-smoking** show environment at all times including move-in, show days and move-out. Due to overwhelming demand, smoking will not be permitted on the show floor or in common areas / lobbies of the convention facilities. This policy will be enforced by security, and your anticipated cooperation is appreciated.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

WSA offers exhibitors valuable marketing and promotional opportunities to exhibiting companies. For a complete list of opportunities, please refer to the **Sponsorships & Marketing** section. For more information contact Beth Gordon, (818) 379-9460, bgordon@wsashow.com.

TELEPHONE / INTERNET SERVICE

SES is the exclusive provider of telecommunications and Internet services. Please refer to the **Electrical, Cleaning, & Other Services** section for the order form. **Discount deadline date: July 10, 2006**

TRAVEL INFORMATION

Travel Tech is the official travel group for WSA. They are available to assist you with airline and rental car reservations. Travel reservations can be secured online at www.wsashow.com or by calling the WSA travel desk at 800-477-5547 or 312-527-7300. As always, early booking is strongly recommended to ensure the best selection. Availability is limited.

FREE WIRELESS INTERNET SERVICE

WSA will provide **FREE** wireless Internet connectivity throughout the show floor and meeting rooms during the WSA show. More information will be available at the registration desk during move-in.

WSA TODAY – THE SHOW DAILY

WSA Today is the official show publication and is distributed at the show on days 1, 2, and 3. If you would like to advertise in the WSA Today contact Sally Matteson at the WSA office, 818-379-9490.



Show Information

World Shoe Association

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

Official Service Contractor

GES Exposition Services
7050 Lindell Road
Las Vegas, NV 89118-4702

Phone (in USA): 800.801.7648
FAX (in USA): 866.329.1437
Contact us Online: www.ges.com/contact

International Calls: 702.515.5970
International Faxes: 702.263.1520

Show Information

Backwall Drapes: Beige
Exhibit Hall is NOT carpeted
Aisle Carpet Color: Black

Booth Package

Booth Size: Various
One-line ID Sign (7" x 44") Provided Automatically
Backwall Drapes
Sidewall Drapes

***Note:** WSA will provide one-time booth vacuuming for all exhibitors the night before the show opens on Monday, July 31, 2006.

Important Dates *Be sure to check all order forms for additional deadlines.*

- Tuesday, July 13, 2006** Discount Deadline for orders received with payment, 14 days prior to exhibitor move-in
- Thursday, June 29, 2006** Advance Shipments may begin arriving at Warehouse
- Thursday, July 20, 2006** Last day for Advance Shipments to arrive at Warehouse without surcharges

The GES Warehouse will be closed on Tuesday, July 4, 2006, in observance of Independence Day.

Refer to Targeted Floorplan Direct Shipments may begin arriving at Exhibit Site
Refer to Targeted Floorplan Last date for Direct Shipments to arrive at Exhibit Site

Refer to Targeted Floorplan Installation

All crates must be labeled for removal from the hall by 6:00 pm, Sunday, July 30, 2006. Monday, July 31, 2006, is reserved for light housekeeping only. All exhibits must be set up by 6:00 pm on this day.

- Tuesday, August 1, 2006** Show Hours 8:00 am - 6:00 pm
- Wednesday, August 2, 2006** 8:00 am - 6:00 pm
- Thursday, August 3, 2006** 9:00 am - 6:00 pm
- Friday, August 4, 2006** 9:00 am - 2:00 pm

Exhibitors will be allowed to enter the hall at 7:00 am on Tuesday, August 1, 2006, for general clean-up prior to show opening.

Refer to Targeted Floorplan Dismantle
Refer to Targeted Floorplan

IMPORTANT: In fairness to your fellow exhibitors and in the interest of maintaining the integrity of the WSA Show, no one will be permitted to disassemble or remove their exhibit in whole or in part prior to 2:00 pm, Friday, August 4, 2006. In addition, all exhibiting companies must have their exhibit area staffed by a company employee(s) at all times during official show hours. At no time during the operating hours of the show is it permissible to have your booth unattended. Companies will be able to begin light packing of personal items, company brochures, etc., after 2:00 pm, Friday, August 4, 2006.

Note

All exhibits must be packed and labeled, carrier checked-in, and outbound material handling form turned in by the date and time indicated on targeted move-out floor plan to avoid a 30% surcharge. * Overtime rates will apply before 8:00 am and after 5:00 pm weekdays, all day Saturdays, Sundays and Holidays.

Shipping Addresses

Advance Shipments to Warehouse

c/o GES Exposition Services
7000 Lindell Road
Las Vegas, Nevada 89118

Shipments should arrive on or before:
July 20, 2006

WAREHOUSE HOURS ARE MON - FRI 8:00 AM - 4:30 PM. DRIVERS MUST CHECK-IN BY 2:00 PM TO BE GUARANTEED SAME-DAY UNLOADING.

Direct Shipments to Exhibit Site

c/o GES Exposition Services
Sands Expo & Convention Center
201 East Sands Avenue
Las Vegas, Nevada 89109

Shipments will be accepted beginning:
Refer to Targeted Floor Plan



Shipping Addresses

World Shoe Association

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

Advance Shipments to Warehouse

Name of Exhibiting Company
World Shoe Association
Your Booth Number
c/o GES Exposition Services
7000 Lindell Road
Las Vegas, Nevada 89118

Direct Shipments to Exhibit Site

Sands Expo & Convention Center Exhibitors

Name of Exhibiting Company
World Shoe Association
Your Booth Number
c/o GES Exposition Services
Sands Expo & Convention Center
201 East Sands Avenue
Las Vegas, Nevada 89109

ServiCenterSM

GES is here to take care of your on-site needs. All contractors and production personnel will be available, along with any services you might desire such as Furniture and Freight Handling.



Exhibitor Checklist (for your records)

World Shoe Association

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

SHOW NAME:	World Shoe Association	BOOTH NUMBER:	NAME OF HALL OR HOTEL:
SHOW DATES:	August 1-4, 2006	SIZE:	FT X FT
INSTALLATION DATE:	REMOVAL DATE:	SHOW MANAGER:	EXHIBIT MANAGER:

DATE SHIPPED:	NO. PIECES:	WEIGHT:	CARRIER:
WAYBILL NO.:	ARRIVAL DATE:	ADDRESS WHERE SHIPPED:	
ADDRESS RETURN SHIPMENT:		TRACING INFORMATION FORWARDED:	

FURNITURE:	ELECTRICAL:	TABLES:
WATER:	DRAPERY:	DRAIN:
FLOOR COVERING:	AIR/GAS:	CLEANING SERVICE:
PHOTOGRAPHER:	DATA RECORDER:	TELEPHONE INSTALLATION:
LABOR, SET-UP: NO. MEN:	SPECIAL SIGNS:	LABOR DISMANTLE: NO. MEN:
FLOWERS:	LIABILITY INSURANCE:	COMPREHENSIVE INSURANCE:
BUSINESS INTERRUPTION INSURANCE:	MISC.:	

Special Notations

Exhibit Background

	NEW:	IN STOCK:
RENTAL:		
NAME OF CONTACT:		TELEPHONE NO.:
ADDRESS: To be supplied and by whom:		
TRANSPARENCIES:	COPY:	
PHOTOS:	PRODUCTS:	

Registration/Hospitality/Personnel *(Advance Registration, Travel & Hotel Reservations)*

HOTEL:		HOSPITALITY SUITE:
CATERING INFORMATION:		ROOM DECORATIONS:
HOSTESSES/MODELS:		HOSPITALITY SUITE PERSONNEL:
BOOTH PERSONNEL:		



World Shoe Association

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

As your tradeshow partner, our goal is to provide you with hassle-free service so you can get on with your show. Even if you use an Exhibitor Appointed Contractor (EAC), you should have a basic working knowledge of the Exhibitor Service Kit contents and information.

By following the information below, you will enjoy a smooth trade show experience.

Ordering Trade Show Services.

- Please include your complete customer information on each order form including address with zip code, phone and fax numbers, e-mail addresses, contact name, and, most importantly, booth number. If you have multiple booth locations, please complete separate order forms for each location (booth, meeting room, etc.).
- Please ensure that the credit card information is complete and correct: including the expiration date.
- When ordering carpet, draped tables or counters remember to select the colors you desire.
- Please make sure that the size of the carpet you order is appropriate for your booth space (e.g.: do not order a 9' x 20' carpet for a 10' x 10' booth).
- Keep the total square footage of your booth space in mind when you order your decorating items, don't order more than will comfortably fit in your booth and still allow you to do business.

Inbound - Move In.

- Confirm your furnishings orders with the GES National ServicerSM. You should receive a confirmation of your order within 3-5 days of placement.
- Confirm target dates with GES and communicate them to your carrier. Refer to the Special Handling brochure enclosed to ensure that you do not incur special handling charges. You may want to share this brochure with your carrier.
- Keep the phone number of your carrier with you, including weekend contact.
- Have your hotel information available, including phone number, address etc.
- After emptying crates, place empty labels on all sides of your crates and cases. Remember to remove old empty labels. Additionally, empty labels are sometimes color coded, so make sure you get the correct color and be sure your number is on each label.

Showsite.

Put together a trade show survival kit to include in your freight or carry with you, including:

- Small Tool Kit
- Staples, Scissors, Tape
- Pens & Markers for labels
- First Aid Kit
- Bottled Water

Outbound - Move out.

- Keep in mind, the return of empty containers can take from 2 to 12 hours (depending on the size of the show), so coordinate your outbound flight to accommodate this.



General
INFORMATION



General INFORMATION

We have designed this brochure to help you better understand the role of the official services contractor, the services we offer and provide tips to maximize your cost savings.

What is a General Services Contractor?

GES® has been selected as the official services contractor by the show organizer to design and produce your show. Because of the many areas that GES is involved in at the show, we are familiar with the key individuals managing your event. If at any time during the planning process you are unsure where to turn, just ask us – we're at your service.

Many exhibitors are not aware of the depth and breadth of products and services offered by GES. Because we have insight into and control of the entire show process, we can generally save you time and money by assisting in your pre-show planning.

GES Show Services

Booth Furniture & Accessories

The booth furniture & accessories brochure showcases a wide variety of both standard and specialty furniture. All items rented from GES will automatically be delivered to your booth and picked up at the close of the show, with no material handling charges incurred by you.

Booth Carpet

GES offers a wide variety of carpet selections. The booth carpet brochure covers carpet choices from standard to custom color, size, and grade, padding and booth cleaning. All carpet packages are available with no hidden costs or handling charges.

Custom Exhibits

Let GES design and build an extraordinary custom exhibit that will deliver your marketing message. For information, please call 866.481.9722 or visit our design gallery at www.ges.com.

Rental Exhibits

Our hassle-free rental program gives you a customized look without the long-term commitment of purchasing an exhibit. For more information, please call 800.475.2098 or visit our design gallery at www.ges.com.

Installation & Dismantle Services

If you already own an exhibit, or plan to purchase one, you will need to arrange for installation and dismantling of your booth. As the official service contractor on this show, GES provides you with the best labor and on-site personnel from move-in to move-out.

Graphics

Give visitors to your exhibit a great first impression by displaying captivating graphics and signs.

Shipping

GES can manage your transportation without a hassle. We offer simplified rates, online tracking, and single invoicing. Call 888.454.4437 to have your "shipping made easy".

Lighting & Rigging

A great way to maximize your visibility on the show floor is by creating mood and movement in your booth through lighting.

How Can I Order My Show Services?

1. GES® Online

GES® Online makes ordering GES products and services fast, simple and secure. Follow these simple instructions to order:

Step 1: If you have previously registered on GES® Online, enter your User ID and Password. If this is your first time on GES® Online, you will need to create an online account. We now have two ways for you to create an online ordering account:

- A.** Create an account by searching for your company name and zip code. This method does not require you to know your activation code.
- B.** Create an account by entering your Activation Code (CSN). Please note that the Activation Code is CASE SENSITIVE.

Step 2: Once logged in, sign up or select your show.

Step 3: Browse products and create orders for your show.

Step 4: Once you are satisfied with your choices, simply check out to process the order.

Additionally, GES® Online allows you to review show-specific product literature, download third-party vendor forms, access show and order information 24/7 and review order history. For online ordering help call 888.437.3976.

2. GES National ServicenterSM

The GES National ServicenterSM provides consistency and continuity of customer service for all GES exhibitors at all GES shows, offering the following services:

- Single point of contact for all GES shows
- Coast to coast time zone coverage
- Personalized exhibitor service for all pre- and post-show orders

7050 E. Lindell Road
Las Vegas NV, 89118
Phone: 800.475.2098
Fax: 866.FAX.1GES (866.329.1437)
International Phone: 702.515.5970 / Fax: 702.263.1520

3. GES Service Center®

Once you are at the show, the GES Service Center® is on site to place any last minute orders and provide show information.

Exhibitor Services

Our Exhibitor Services organization is the service team responsible for answering exhibitor questions, processing your orders and handling any special requests. They are the conduits between production, operations and your exhibiting needs. Regardless of your request, you can contact them for advice and information about the show – if they don't know the answer, they will find it!



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Our Trade Show Professionals Will

- Ensure freight is received correctly and in your booth space prior to labor being dispatched.
- Supervise the installation and dismantling to ensure the correct and careful handling of your display.
- Coordinate with the electrical and furniture divisions for accurate show services delivery and installation.
- Package and label your empty display cases and boxes for storage during the show.
- Wipe down your display properties after installation.
- Review all of your show services to ensure 100% satisfaction on your part.
- Coordinate with you regarding any packing materials that may be required for the shipping of your product.
- At show close, work with freight to ensure a careful and expedited return of your empty cases.
- Carefully dismantle, repack and label your display materials for shipping.
- Complete and submit an outbound material handling form R-1 and fax you a copy with the outbound tracking number.

See Labor Order Form L-1 and check the GES Supervised box.