



WORLD. SHOES. ACCESSORIES.

THE GLOBAL FOOTWEAR & ACCESSORIES MARKETPLACE

Dear WSA Show Exhibitor:

Thank you for participating in the WSA Show set for August 1-4 in Las Vegas, NV.

Here is your Exhibitor Service Manual on CD. This Exhibitor Service Manual (ESM) contains *EVERYTHING* you will need to participate in the show – general information, shipping information, rules & regulations, plus information on a variety of optional services and products available.

There are two new sections in this ESM:

- **MANDATORY AND VERY IMPORTANT FORMS**

This section contains four forms that **MUST** be completed by every exhibitor and return to either WSA or GES. The sections also contain three forms that every exhibitor should look at carefully and complete and return as necessary.

- **EXHIBITORS FROM OUTSIDE OF THE U.S.**

This section contains information on visas, international shipping, and customs

Our show contractor GES has created forms that can be filled in directly on your computer. Plus the information typed into one GES form will automatically transfer to all other GES forms.

In addition to the forms on the CD, you will be able to order products and services from GES using their online ordering system. GES will be sending complete instructions along with a Customer Service Number (CSN) via e-mail.

If you are planning on using a third party contractor to handle your exhibiting arrangements, it is your responsibility to give a copy of your Exhibitor Service Manual to your contractor, the WSA will send ESM's to exhibitors only.

If you are unable to use the ESM on CD, a limited number of paper Exhibitor Service Manuals are available. If you would like to request a paper ESM, please contact Mike Evans at 818-379-9492 or by e-mail at mevans@wsashow.com, you will need to provide your Fedex or UPS account number along with your shipping address.

Thank you for your participation in the WSA Show. We are committed to providing our exhibitors with the best possible customer service and hope this ESM will aid you in your exhibiting planning.

If you have any questions regarding any information in your ESM, please contact Mike Evans, Exhibits Coordinator, at 818-379-9492 or via e-mail mevans@wsashow.com.

Sincerely,

Carrie Koeturius
Director of Operations, WSA

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