

# Exhibitor Registration Form

August 1-4, 2006

Please submit this form no later than **July 7, 2006** to receive badge(s) prior to show. All exhibiting personnel listed below will be mailed badges to the contracting main contact at the address provided on the exhibit contract.

PLEASE ENTER DIRECTLY INTO PDF FORM USING ADOBE READER.  
All questions must be answered in order to process your application.

## Company Information

Main Contact		
Exhibiting Company		
Company Address 1		
Company Address 2		
City	State	Zip
Country		
Phone	Fax	

**FEATURED ARTIST**  
Lionel Richie | Gladys Knight



Tuesday, August 1, 2006

### EXECUTIVE & COMPANY PERSONNEL

All exhibiting personnel listed below will be mailed badges to the contracting main contact at the address provided on the exhibit contract

PLEASE PRINT LEGIBLY

Name	Title	Brand to appear on badge
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		
21		
22		
23		

Children under the age of 16 **will not be permitted** in the exhibit hall. Waivers will not be issued.

**Please fax or mail your completed form to:**

World Shoe Association  
c/o CSI, P.O. Box 581 Brookfield, Illinois 60513-0581  
Register online: [www.wsashow.com](http://www.wsashow.com)

**Fax: 708.344.4444**



PLEASE PRINT. All applicable questions must be answered in order to process your application.

## Company Information

Name	Fax
Exhibiting Company	

### Monday, July 31

- |   |   |
|---|---|
| <input type="checkbox"/> NSRA – The University of Shoe Retailing – Setting the Course for Profits & Cash<br>7:30AM – 5:00PM                       | NSRA Members: \$125 (before 7/03/06)<br>\$175 (after 7/03/06)<br>Non-Members: \$225 (before 7/03/06)<br>\$275 (after 7/03/06) |
| <input type="checkbox"/> VCP – Seminar for Strategies in Vendor & Retailer Compliance<br>How to increase and protect profits!<br>1:00 PM – 5:00PM | \$149   |

### Tuesday, August 1

- |   |      |
|---|------|
| <input type="checkbox"/> WSA1 – WSA Step-by-Step: Orientation for Buyers New to the WSA Show<br>Speaker: Carol Pankowitz<br>9:00AM – 9:30AM | Free |
| <input type="checkbox"/> TRS – Top Retail Strategies: Borrowing from the Big Guys<br>Speaker: Mercedes Gonzalez<br>11:00AM - 12:00PM        | \$40 |

### Wednesday, August 2

- |   |      |
|---|------|
| <input type="checkbox"/> KEY - Trend Breakfast: Key Insights into Today's Footwear Consumer<br>Speaker: Marshal Cohen<br>7:30AM – 8:30AM    | \$50 |
| <input type="checkbox"/> WSA2 - WSA Step-by-Step: Orientation for Buyers New to the WSA Show<br>Speaker: Carol Pankowitz<br>9:00AM – 9:30AM | Free |
| <input type="checkbox"/> OTB1 - Open to Buy Planning: "How Much Should I Buy"<br>Speaker: Mort Haaz<br>9:30AM – 10:30AM                     | \$40 |
| <input type="checkbox"/> MPW - Marketing to People Who Are Not Like You<br>Speaker: Kelly McDonald<br>11:00AM – 12:00PM                     | \$40 |
| <input type="checkbox"/> TL1 - Trend Lunch: Color and Trend Direction for Spring/Summer 2007<br>Speaker: Carol Meek<br>12:30PM – 1:30PM     | \$50 |
| <input type="checkbox"/> STS - Sales Team Secrets<br>Speaker: Mercedes Gonzalez<br>2:00PM – 3:00PM  | \$40 |

### Thursday, August 3, 2006

- |   |      |
|---|------|
| <input type="checkbox"/> OTB2 - Open to Buy Planning: "How Much Should I Buy"<br>Speaker: Mort Haaz<br>9:30AM – 10:30AM       | \$40 |
| <input type="checkbox"/> VM - Visual Merchandising for Maximum Profit<br>Speaker: Sharon Leichman<br>11:00AM – 12:00PM        | \$40 |
| <input type="checkbox"/> TL2 - Trend Lunch: Fashion Trends for Spring/Summer 2007<br>Speaker: Sara Petitt<br>12:30PM – 1:30PM | \$50 |

### Billing Information:

- VISA    MasterCard    American Express    Discover    Check (Payable to WSA show)

Card No.
Name as it appears on the card
Signature
Expiration Date

**Refund Policy** - Refunds will be considered until July 21, 2006, after which time, no refunds will be issued. Please submit your request for refund in writing clearly citing your reasons to: **WSA – 15821 Ventura Blvd., Suite 415 - Encino, CA 91436**  
Please allow 3 weeks for processing. A 50% processing fee applies.

**Exchange Policy** - Exchanges will be considered until July 21, 2006, after which time no further requests will be considered. Please submit your request for exchange clearly citing your reasons to: **WSA – 15821 Ventura Blvd., Suite 415 - Encino, CA 91436**  
Please allow 3 weeks for processing. A 50% processing fee applies.

Please Note: Exchanges are limited to Name Changes only and products of equal value (subject to availability).