

## รายงานการเยี่ยมชมงานแสดงสินค้า GLOBALTEX 2009

งานแสดงสินค้า	GLOBALTEX International Textile & Sourcing Fair 2009
ประวัติการจัดงาน	เพิ่งเริ่มจัดขึ้นเป็นครั้งแรกในเดือนเมษายน ปี ค.ศ. 2009 โดยมีผู้ร่วมออกкупаประมาณ 150 คูหา
สถานที่จัดงาน	Los Angeles Convention Center 1201 S. Figueroa St. Los Angeles, CA 90015 Tel: (213) 714-1151
ระยะเวลาจัดงาน	ตั้งเป้าหมายที่จะจัดปีละ 2 ครั้ง ในเดือนเมษายน และเดือนตุลาคมของทุกปี มีระยะเวลาการจัดงานรวม 3 วัน (วันอังคารถึงวันศุกร์) กำหนดการจัดงานในปี 2009 วันอังคารที่ 28 – ศุกร์ที่ 30 เมษายน 2552 วันอังคารที่ 13 – ศุกร์ที่ 15 ตุลาคม 2552
ผู้จัดงาน	GLOBALTEX International Textile & Sourcing Fair 110 E. 9 <sup>th</sup> St., #A703 Los Angeles, CA 90079 Tel: 213 627-6175 Fax: 213 627-0015 E-mail: <a href="mailto:info@globaltex.com">info@globaltex.com</a> Web site: <a href="http://www.globaltex.com">www.globaltex.com</a> ซึ่งเป็นบริษัทในเครือของเจ้าของและผู้บริหารตลาดขายส่งที่ใหญ่ที่สุดของสหรัฐฯ Dallas Market Center ซึ่งมีพื้นที่กว่า 5 ล้านตารางฟุต และ Brussels International Trade Mart รวมทั้งเป็นผู้ได้รับสัมปทานในการบริหาร ShanghaiMart เป็นระยะเวลา 10 ปี Market Center Management Company 2100 Stemmons Freeway, Dallas, TX 75207 Tel: 214 655-6100 Fax: 214 879-8351 E-mail: <a href="mailto:info@dmcmail.com">info@dmcmail.com</a> Website: <a href="http://www.marketcentermanagement.com">www.marketcentermanagement.com</a>



(Dallas Market Center และ Brussels International Trade Mart)  
ซึ่งในการจัดงานฯ ครั้งแรกนี้มีผู้ลงทะเบียนล่วงหน้าประมาณ  
**2,100** ราย และการจัดงานวันแรก (วันอังคารที่ **28** เม.ย. **52**)  
มีผู้เข้าชมงานประมาณ **700** ราย

**ผลการเยี่ยมชมงาน** เนื่องจากการจัดงานครั้งแรกของ GLOBALTEX ทำให้ผู้  
ร่วมออกคูหายังมีจำนวนไม่มากนัก แต่ผู้จัดงานฯ (บริษัท  
Market Center Management Company เป็นบริษัทที่มี  
ประสบการณ์ในการจัดงานแสดงสินค้า (ประมาณปีละ **35** งาน  
ส่วนใหญ่เป็นงาน Consumer Show) ทำให้งานออกมาดูดี และ  
นอกจากการจัดงานแสดงสินค้าแล้ว ผู้จัดงานยังมีบริการจัด  
Business Matching ให้แก่ผู้ร่วมออกคูหา โดยมีการจัด Buying  
Lounge สำหรับผู้ซื้อรายใหญ่ นอกจากนี้ผู้จัดงานยังมีการจัด  
สัมมนาที่เกี่ยวกับอุตสาหกรรมแฟชั่นตลอดงาน (ตารางเวลาการ  
จัดสัมมนาแนบ)

ในการจัดงานครั้งนี้เนื่องจากประเทศฝรั่งเศสเป็น  
ผู้เข้าร่วมงานรายสำคัญ ผู้จัดงานฯ จึงจัดคูหา Espacetextile ขึ้น  
เพื่อแสดงตัวอย่างเสื้อผ้าที่ผลิตจากผลิตภัณฑ์ผ้าของผู้ร่วมออก  
คูหาภายใต้ France Pavilion (โดย Designer ของผู้จัดงานเป็น  
ผู้ออกแบบและตัดเย็บขึ้น)

ผู้จัดงานยังมีการส่ง Color Trend ซึ่งคาดการณ์โดย  
บริษัท mudpie (Color Trend แนบ) ผู้ร่วมออกคูหาจัดเตรียม  
สินค้าตามการคาดการณ์ดังกล่าว และสามารถส่งตัวอย่างผ้า ให้  
ผู้จัดงานเพื่อจัดแสดงในส่วนแสดงตัวอย่างผ้ารวมตามหมวด  
สินค้า **9** หมวดที่ตั้งไว้ (สำหรับการจัดงานในครั้งนี้มีการจัดพื้นที่  
แสดงตัวอย่างสินค้าเพียง **3** หมวด ได้แก่ LIVE, WORK และ  
PLAY) โดยจะมีชื่อบริษัทและหมายเลขคูหาของเจ้าของตัวอย่าง  
เพื่อให้ผู้ที่สนใจไปติดต่อที่คูหาโดยตรงต่อไป

## ประมวลภาพถ่ายงานแสดงสินค้า

### บริเวณ Lobby LA Convention Center



### Color Trend โดยบริษัท mudpie



### บริเวณ Registration Counter



บริเวณทางเดินหลัก (แสดงหมวดสินค้า)



คูหาแสดงตัวอย่างสินค้าในหมวด WORK & PLAY



คูหาแสดงตัวอย่างสินค้าในหมวด LIVE



คูหาแสดงตัวอย่างเสื้อผ้าจากผ้าของผู้ออกคูหาจากประเทศฝรั่งเศส



คูหา DJ เปิดเพลงในงาน และมีการจัด Refreshment เวลา 15:30 น



Information Counter



Buying Lounge สำหรับการนัดหมายผู้ซื้อรายสำคัญล่วงหน้า



ห้องสัมมนา



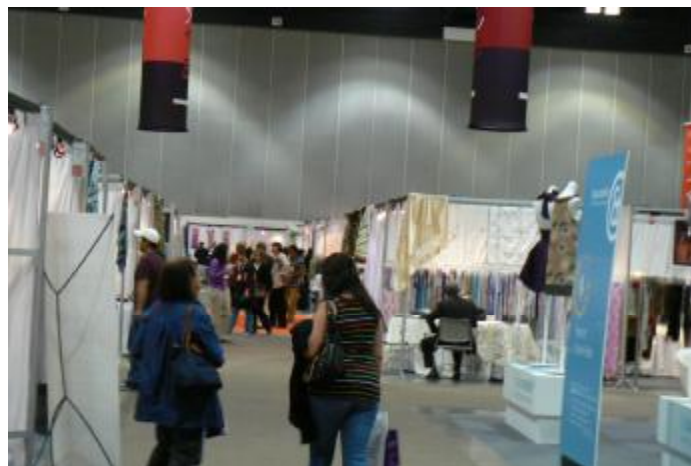
ตารางเวลาการสัมมนาในงาน



คูหาประเทศเวียดนาม



ภาพบรรยากาศในงานฯ







**ความเห็นของสำนักงานฯ** สำนักงานฯ ลอสแอนเจลิส มีความเห็นว่า ถึงแม้ว่างาน GLOBALTEX จะ เป็นงานแสดงสินค้าใหม่ที่มีการจัดขึ้นเป็นครั้งแรก แต่เนื่องจากเป็นการจัดโดยบริษัท Market Center Management Company ซึ่งมีประสบการณ์ในการจัดงานแสดงสินค้ามากพอสมควร อีกทั้งเป็นผู้บริหารห้องแสดงสินค้าตลาดค้าส่งรายสำคัญ (Dallas Market Center และ Brussels International Trade Mart) ซึ่งเป็นฐานสำคัญของผู้เข้าชมงานแสดงสินค้า งาน GLOBALTEXT จึงเป็นงานที่น่าจะประสบผลสำเร็จในอานคตอันใกล้ ผู้จัดงานฯ อ่างวางงานฯ ได้รับความสนใจจากผู้อยู่ในอุตสาหกรรมแฟชั่น อย่างสูง และคาดว่าจะงานในเดือนตุลาคม 2552 จะมีผู้ร่วมออกดูหาเพิ่มจำนวนประมาณ 1 เท่า (300 – 350 คูหา) โดยผู้จัดงานฯ ได้สำรองพื้นที่แสดงสินค้าใน Hall G และ Hall H ของ LA Convention Center ไว้แล้ว

เนื่องจากอยู่ในช่วงการเริ่มสร้างงาน หากกรมฯ สามารถจัดคณะเข้าร่วมงานภายใต้ คูหาประเทศ Country Pavilion ผู้จัดงานฯ น่าจะยินดีที่จะสำรองโดยอาจมีการจัดคูหาแสดงตัวอย่างสินค้าให้เป็นพิเศษเช่นเดียวกับที่ได้

จัดให้ผู้เข้าร่วมงานจากประเทศฝรั่งเศสในการจัดงานฯ  
ครั้งนี้

**เอกสารแนบ**

1. Leasing Kit
2. Trends & Color Palettes
3. Fair Catalog

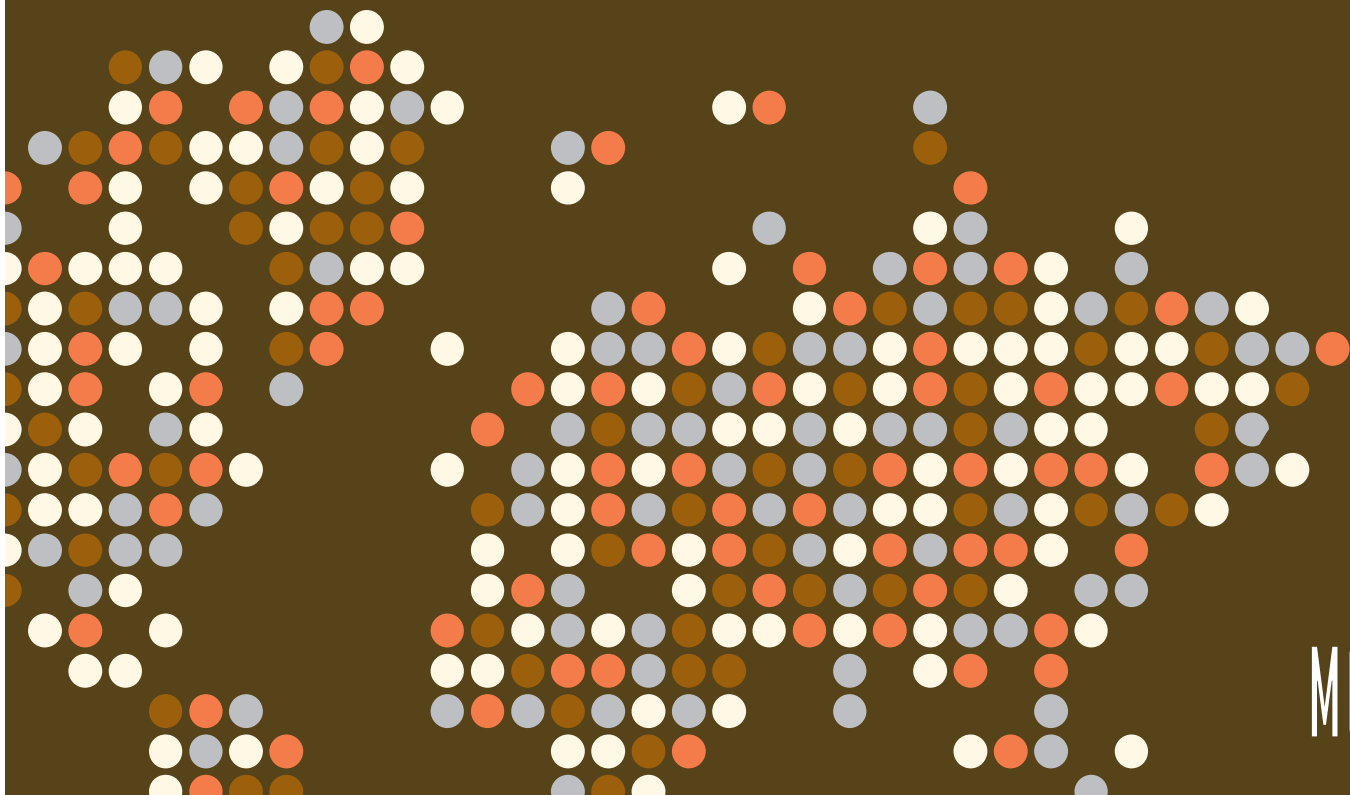


**G L O B A L T E X**  
L A I N T E R N A T I O N A L  
T E X T I L E & S O U R C I N G F A I R <sup>SM</sup>

**Translating Trends into Business**

Los Angeles Convention Center

April 28-30, 2009



**MCMC**

# GlobalTex Fast Facts



## Introducing GlobalTex: LA International Textile & Sourcing Fair

### Translating Trends into Business

You are invited to participate in the next generation show. Designed with the new era of worldwide sourcing and product development in mind. Styled with an international nod. Presented as a one-stop shop. Timed for business action.

#### 2009 Dates

April 28-30 & October 13-15

#### Exhibitor Participation

Hundreds of booths for the inaugural show

#### Categories Represented

Fabric, trims, design, technology, private label collections, original design manufacturers, printing, graphic design and more

#### Profile of Attendees

Manufacturers, wholesalers, product development, sourcing, designers, branded apparel companies and private label retailers

#### Location

Los Angeles Convention Center

#### Anticipated Attendance

2,000

#### International Participation

Expected participation from France, Italy, India, Turkey, France, Italy, Mexico, Spain, United Kingdom, Vietnam and Latin America

#### Endorsements

The Textile Association of Los Angeles (TALA), California Fashion Association

#### Show Management

Market Center Management Company

#### West Coast Office

110 East Ninth Street, A703 | Los Angeles, CA 90079  
P (213) 627-6175 / (866) 878-8778 | F (213) 627-0015

#### Central Office

2100 Stemmons Freeway | Dallas, TX 75207  
P (214) 655-6100 / (800) 325-6587 | F (214) 760-2855

#### Show Staff

David Pennes, Vice President / New Business Development

(214) 655-7659 | dpennes@globaltex.com

Jo Ann Worthington, West Coast Operations Director

(866) 878-8778 | (310) 941-4566 | jworthington@globaltex.com

Robbie Armstrong, Vice President / Tradeshow

(214) 879-8392 | rarmstrong@globaltex.com

Jane Robertson, Executive Vice President / Marketing

(214) 655-6173 | jrobertson@globaltex.com

Steve Dumas, Vice President / Show Services

(214) 655-6119 | sdumas@globaltex.com

#### Show Sales

Heather Wurst, West Coast Sales Manager

(866) 878-8778 | (310) 339-3735 : hwurst@globaltex.com

Rosemarie Ojalvo, Technology Sales Manager

(214) 764-1240 | rojalvo@globaltex.com

Ivonne Kinser, Vice President / International

(214) 655-6111 | ikinser@globaltex.com



# GlobalTex Overview

**April 28-30, 2009**

**Los Angeles Convention Center**

## Translating Trends into Business

GlobalTex: LA International Textile & Sourcing Fair is the first full-scale production and design tradeshow in the U.S. presenting the complete supply chain for fashion.

## The Big Picture

The latest designs, developments, techniques, and trends for fiber, fabrics, trims, private label collections, original design manufacturers, printing, graphic design and the technologies that support production.

## Opportunity Knocks

GlobalTex stands apart because of its breadth of fresh domestic and international resources, spot-on trend information, helpful services such as matchmaking, and margin-expanding seminars.

## LA All the Way

Los Angeles, the trend center of the world, represents California's \$36 billion fashion industry. And the LA Convention Center, located within the newly debuted LA LIVE entertainment complex, will host this innovative trade fair of the future.



## Attracting the Best

Attendees will include leading designers, fabric designers, importers, general wholesalers, product development teams and brand management groups representing private label retailers, domestic and global fashion brands.

## Key Business Services

From matchmaking to trend displays, hospitality to business centers. And an in-depth seminar program with industry experts will keep you ahead of the design and production curve.

# GlobalTex Overview



## Aggressive Marketing

A comprehensive campaign is underway including impactful advertising, direct mail, e-mail, fax, telemarketing and the Web. The mission is simple: attract more critical decision makers to GlobalTex.

## Organized into efficient Global Styles for maximum brand exposure

- LIVE** Alluring resources to live to the max: silks, knits, velvet/velour, lace, linen, fur, embroidery/ribbon
- WORK** The structured downtown experience: suitings, wool, linings, knits, wovens/shirtings
- PLAY** Comfortable materials for everyday dreams: cotton, linen, shirtings, knits, prints
- WEAR** Denim for every moment and every style
- CREATE** The inspiration destination: trend/color services, fibers, art studios
- ADORN** A notion of the necessary: buttons, trims, hardware
- MOVE** Capturing the energy of the race: tech/performance fabrics, knits
- PROCESS** Technology and equipment to help develop what's next
- SOURCE** Visualize production and design possibilities from global manufacturers large and small



## Like No Other

The next generation show. Designed with the new global era in mind. Styled with an international nod. Presented as a one-stop shop. Timed for business action. Make plans now to participate in this exciting new international event.

# GlobalTex Show Management



## Overview

**Market Center Management Company (MCMC)** is an international market center and tradeshow management company based in Dallas, Texas. MCMC has a fifty year history of owning and/or managing market centers and associated tradeshows, including trade centers on three continents—North America (Dallas Market Center®), Asia (ShanghaiMart) and Europe (Brussels International Trade Mart) totaling approximately 10 million square feet—more than any other single company. Each year more than 400,000 visitors from around the world attend more than 60 trade events including two in the Top 200 in the United States and conduct more than \$8.5 billion in wholesale transactions at MCMC market centers and tradeshows. The MCMC Web site is available at [marketcentermanagement.com](http://marketcentermanagement.com).



DALLAS MARKET CENTER  
SHANGHAIMART  
BRUSSELS INTERNATIONAL TRADE MART

**MARKET CENTER MANAGEMENT CO., LTD.**

## Key Trade Events

**Dallas Total Home & Gift Market<sup>sm</sup>** — attended by up to 50,000; held four times annually

**Dallas International Lighting Market<sup>sm</sup>** — largest lighting trade event in the U.S.

**Dallas Holiday & Home Expo<sup>®</sup>** — the nation's leading trade event for floral, holiday resources

**Dallas Apparel & Accessories Market<sup>sm</sup>** — a national fashion trade event; held five times annually

**Shanghai International Apparel & Accessories Trade Fair** — draws buyers from 4 continents

**Shanghai International Fabric & Accessories Trade Fair** — features sources from China & Korea

**Shanghai International Gifts & Home Décor Trade Fair** — a comprehensive sourcing event

**GlobalTex: LA International Textile & Sourcing Fair<sup>sm</sup>** — a new apparel textile fair debuting in April 2009

## Expertise

MCMC's continuing mission is to bring together a variety of manufacturers, wholesalers, designers, product developers and retail buyers in a large-scale, cost effective setting for the productive exchange of goods and services. Via the development and management of tradeshows and market centers around the world, MCMC increases the profitability of events and institutions by overseeing the complete operation: product and industry mix, event management, marketing, leasing, and operations.

## Leading Customers

Each year more than 400,000 attendees and 15,000 exhibitors participate in MCMC markets and tradeshows. These trade events boast participation by the vast majority of leading buyers and manufacturers in their respective industries, including home decor, gifts, decorative accessories and lighting to textiles, fashion accessories and apparel.

# GlobalTex Marketing



Our marketing mission is simple: **Attract more of the leading buyers from the U.S. and overseas to GlobalTex.** In order to generate a successful show, we've created a comprehensive international marketing effort designed to maximize market attendance.

## Advertising

Exhibitors will benefit from a high-impact advertising series including ads in the leading textile and fashion publications.

## Direct Mail

Studies show that direct mail makes a big impact on potential attendees so a forward-looking campaign encourages buyers to attend.

## E-mail

No communications method is more direct than e-mail; therefore an eye-catching e-mail series is already arriving into potential attendee in-boxes.

## Fax

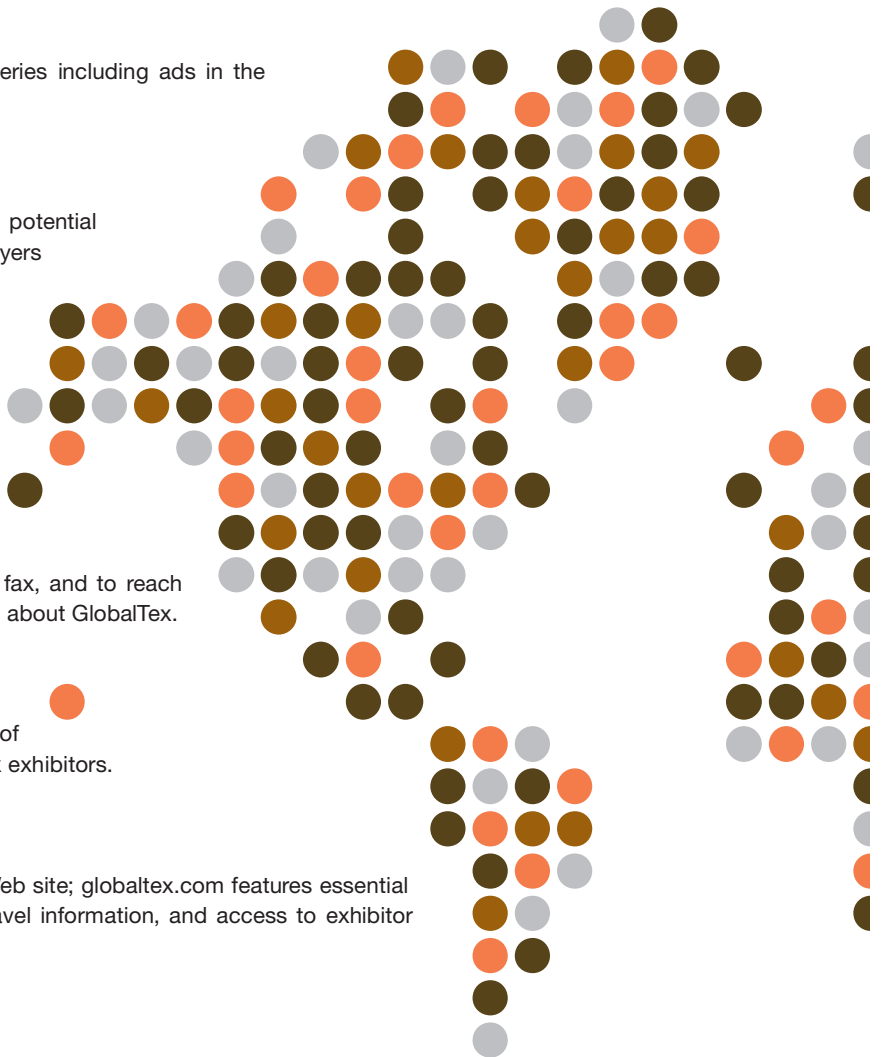
Many busy customers prefer to receive information via fax, and to reach them a sequence of targeted faxes is spreading the word about GlobalTex.

## Telemarketing

An expert team of telemarketers will call thousands of potential attendees promoting the hundreds of GlobalTex exhibitors.

## Web

A leading international trade event demands a leading Web site; globaltex.com features essential show information, the latest news, easy registration, travel information, and access to exhibitor profiles.



# GlobalTex Industry Endorsements



## The Textile Association of Los Angeles

The Textile Association of Los Angeles (TALA), founded in 1944, is a membership-based group of professionals engaged in textile sales, manufacturing, related products and services to the apparel industry. The association provides education, networking opportunities and resource information services locating textiles, related products and services within the apparel industry. The association provides services through its office, annual directory, and numerous networking events and opportunities, to members and the wider fashion (apparel & home) community. The association also provides scholarships to talented future designers and fashion related careers and holds community events for inner-city youth.

The TALA Web site is available at [talausa.org](http://talausa.org).



## California Fashion Association

The California Fashion Association (CFA) is a non-profit organization established to provide information for business expansion and growth to the apparel and textile industry of California.

- To provide a forum for industry networking
- To outline global sourcing options
- To provide information about labor law compliance
- To analyze the application of apparel related technology
- To promote advanced education for the industry
- To define the industry's economic impact
- For a positive image of the apparel and textile industry

The California Fashion Association Web site is available at [calfashion.org](http://calfashion.org).





Los Angeles Convention Center - South Hall Tower

## Los Angeles Convention Center

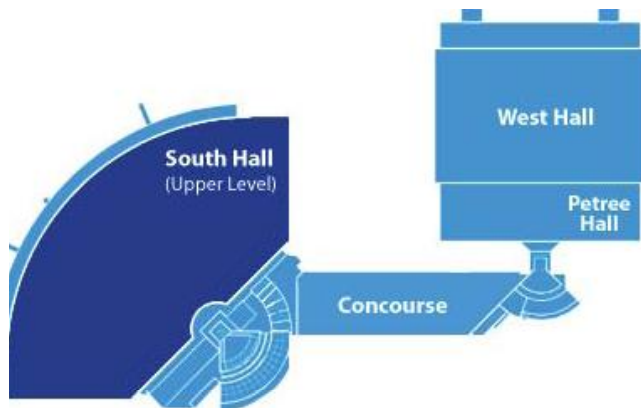
1201 South Figueroa Street

Los Angeles, CA 90015

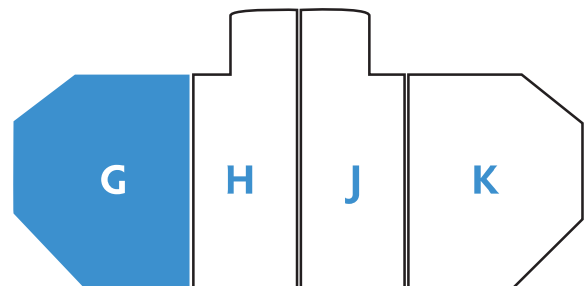
(213) 741-1151 | [www.lacclink.com](http://www.lacclink.com)

## South Hall

Hall G - 96,660 ft<sup>2</sup>

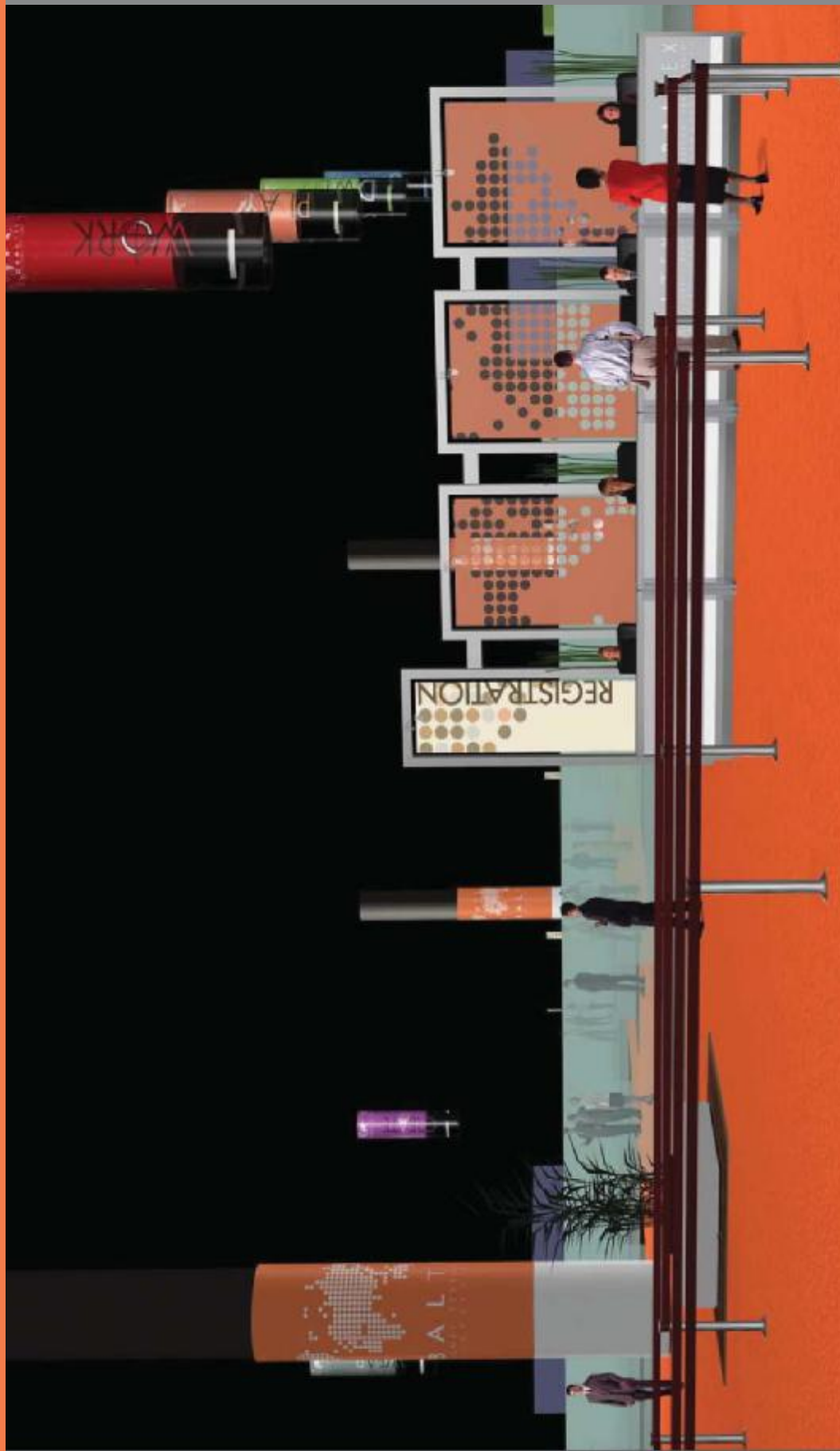


LACC Convention Space



GlobalTex will occupy South Hall, Hall G

# GlobalTex Venue

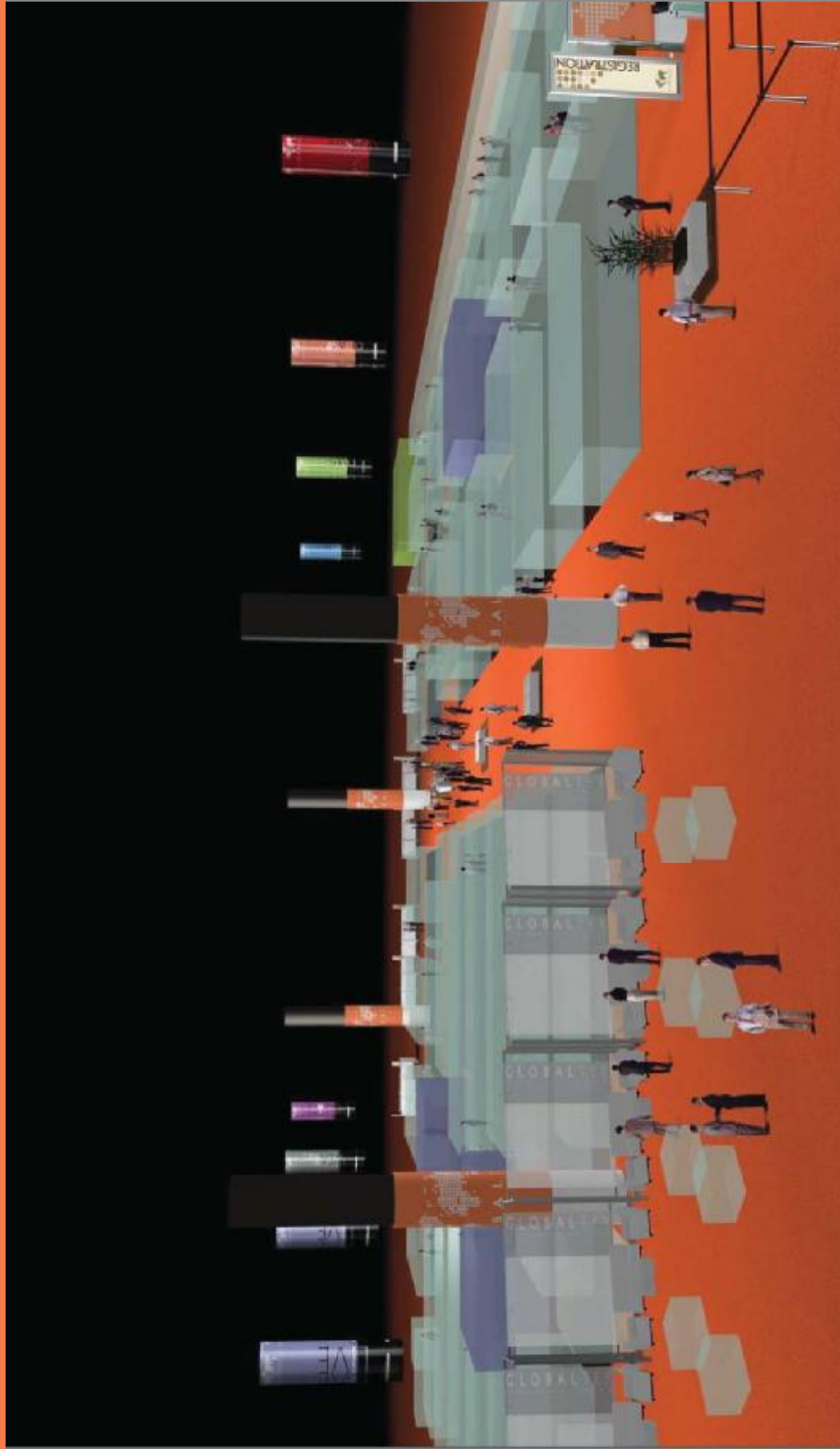


**GLOBALTEX**  
LA INTERNATIONAL  
TEXTILE & SOURCING FAIR™



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# GlobalTex Venue

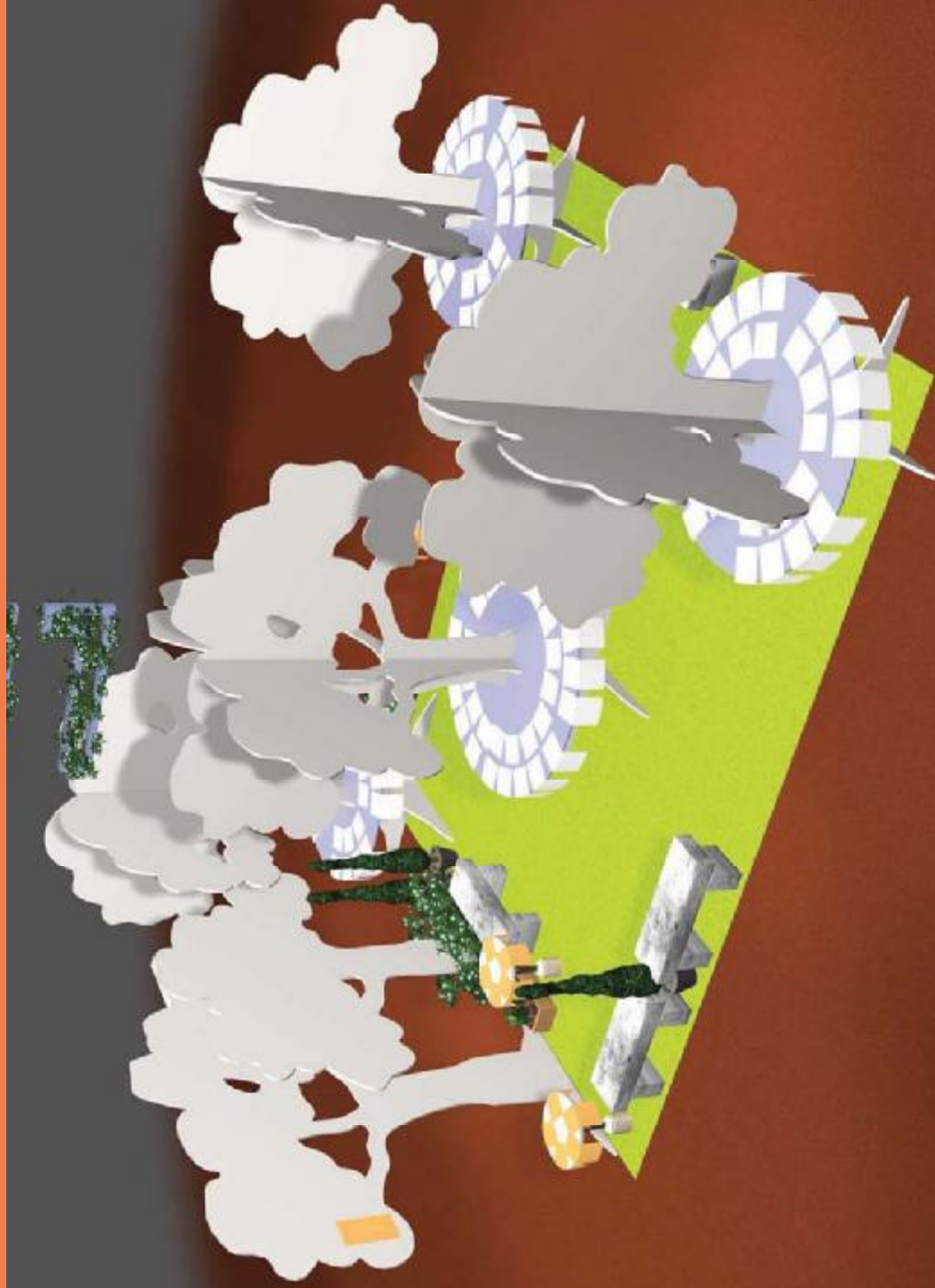


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# Trend Display

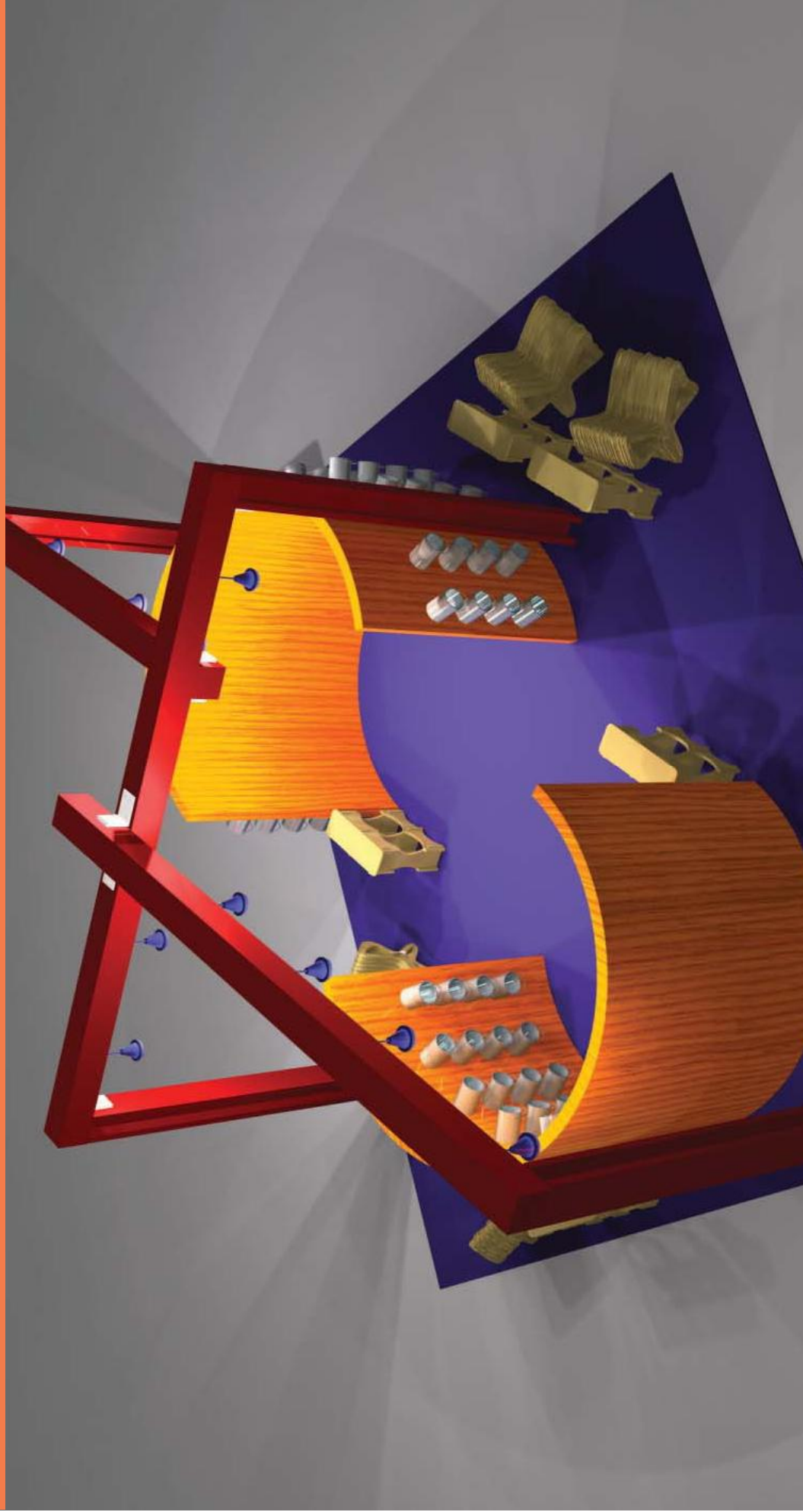


**GLOBALTEX**  
L A I N T E R N A T I O N A L  
T E X T I L E & S O U R C I N G F A I R ™



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# Trend Display

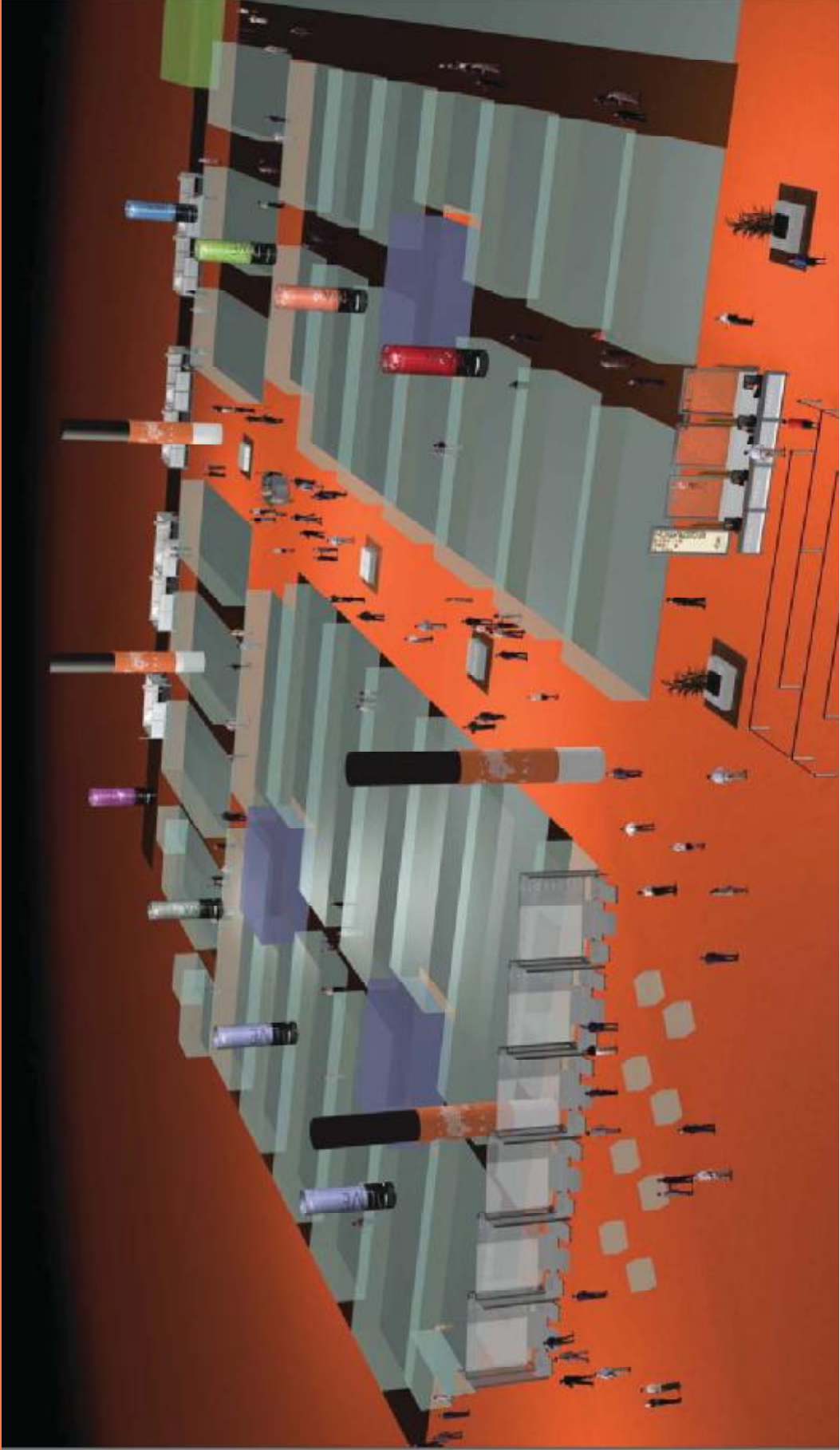


**GLOBALTEX**  
LA INTERNATIONAL  
TEXTILE & SOURCING FAIR™



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# GlobalTex Venue



**GLOBALTEX**  
L A I N T E R N A T I O N A L  
T E X T I L E & S O U R C I N G F A I R <sup>™</sup>



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# GlobalTex Booth Packages



Created to an international standard, the available booth packages and show environment will offer a stylish backdrop to exhibitors and products. See license agreement for booth pricing.

## Standard Booth Package

- 3m x 3m booth with Silver Drape (taut top and bottom)
- Gray booth carpet
- 1 – 6' table covered with white plastic and skirted in white
- 1 – 4' table covered with white plastic and skirted in white
- 2 silver chairs
- 3 Halogen lights (containing 50 watt lightbulbs – power for lights included)
- Hang bars for displaying textile cards
- Wastebasket
- Booth ID Sign

## Standard Technology Booth Package

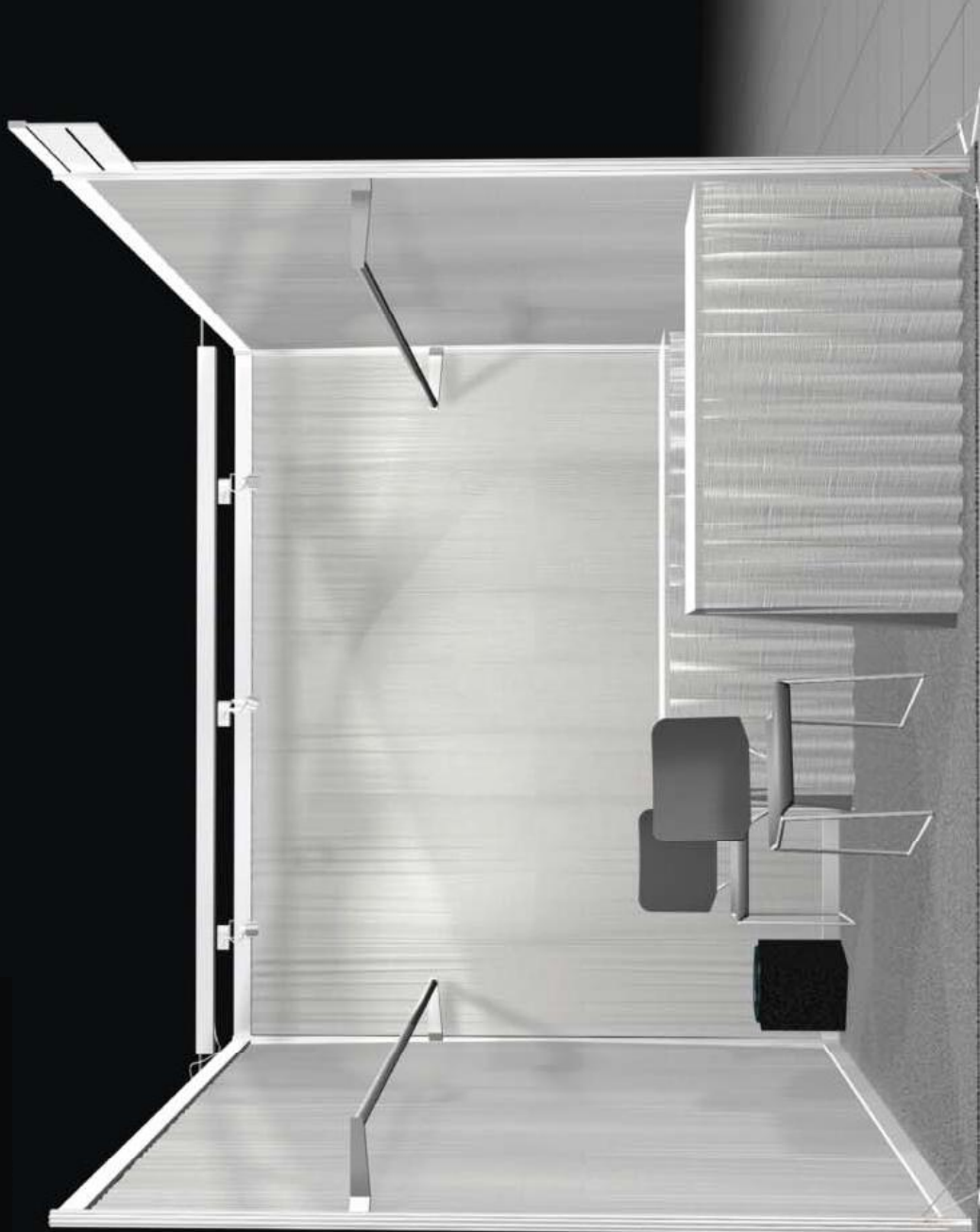
- 3m x 3m booth with Silver Drape (taut top and bottom)
- Gray booth carpet
- 1 – 42" high Tall Table
- 2 – High Pedestal Chairs
- 3 – Halogen lights (containing 50 watt lightbulbs – power for lights included)
- 1 – Electrical Outlet
- 1 – Wastebasket
- 1 – Booth ID Sign



# Standard Booth Package



- 3mx3m Booth Package Includes:**
- 8' high Silver Drape 3 sides
  - Gray Booth Carpet
  - 1 -Six Foot Table, Skirted
  - 1 -Four Foot Table, Skirted
  - 3 -Plastic Side Chairs
  - 1 -Booth I.D. Sign
  - 1 -Wastebasket
  - 2 -Hanging Bars
  - 1 -Track Light with 3 Fixtures



**GLOBALTEX**  
L A I N T E R N A T I O N A L  
T E X T I L E & S O U R C I N G F A I R <sup>SM</sup>



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# Technology Booth Package



- 3mx3m Booth Package Includes:
- 8' high Silver Drape 3 sides
  - Gray Booth Carpet
  - 1 -42" high Four Foot Table, Skirted
  - 2 -High Pedestal Chairs
  - 1 -Booth I.D. Sign
  - 1 -Wastebasket
  - 3 -Halogen Lights
  - 1 -Electrical Outlet



Technology Package



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# GlobalTex Exhibitor Space Application



## Company Information

(Company Listing in Show Directory will be printed as listed here)

Company Name

Contact Name

Title

Address

City, State, Zip, Country

Phone

Fax

E-mail

Web Site

In what country is your product produced? \_\_\_\_\_

### 1. Primary Product

(check all that apply)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Art Studios / Graphics                                | <input type="checkbox"/> Knits  | <input type="checkbox"/> Ribbons / Trims                    |
| <input type="checkbox"/> Activewear  | <input type="checkbox"/> Labels / Packaging                                 | <input type="checkbox"/> Silk / Silk Blends                 |
| <input type="checkbox"/> Blanks  | <input type="checkbox"/> Ladies Blouses                                     | <input type="checkbox"/> Sweaters                           |
| <input type="checkbox"/> Cellulosic / Rayon Blends                             | <input type="checkbox"/> Leather / Suede / Fur / Faux Fur                   | <input type="checkbox"/> Technology                         |
| <input type="checkbox"/> Cotton / Cotton Blends                                | <input type="checkbox"/> Linen / Linen Blends                               | <input type="checkbox"/> Trade Associations                 |
| <input type="checkbox"/> Denim   | <input type="checkbox"/> Organic  | <input type="checkbox"/> Trend Services                     |
| <input type="checkbox"/> Design Services                                       | <input type="checkbox"/> Packaging  | <input type="checkbox"/> Velvet / Velour                    |
| <input type="checkbox"/> Dresses / Skirts                                      | <input type="checkbox"/> Pants  | <input type="checkbox"/> Vertical Production / Full Package |
| <input type="checkbox"/> Fancy (lace, embroidered, embellished, beaded fabric) | <input type="checkbox"/> Poly-Synthetic / Poly Synthetic Blends Performance | <input type="checkbox"/> Wool / Wool Blends                 |
|  | <input type="checkbox"/> Publications (trade, consumer)                     | <input type="checkbox"/> Woven Shirts                       |

### 2. Target Category:

- |                                      |                                   |   |   |                                    |
|--------------------------------------|-----------------------------------|---|---|------------------------------------|
| <input type="checkbox"/> Casual      | <input type="checkbox"/> Dressy   | <input type="checkbox"/> Intimate Apparel | <input type="checkbox"/> Loungewear / Sleepwear | <input type="checkbox"/> Outerwear |
| <input type="checkbox"/> Performance | <input type="checkbox"/> Shirting | <input type="checkbox"/> Evening / Bridal | <input type="checkbox"/> Suiting / Separates    |                                    |

### 3. Target Industry:

(Fill in production percentages for each market - should add up to 100%)

\_\_\_\_\_ Women's      \_\_\_\_\_ Men's      \_\_\_\_\_ Sports / Athletic Wear  
\_\_\_\_\_ Children's      \_\_\_\_\_ Denim      \_\_\_\_\_ Intimate Apparel / Swimwear

### 4. Price Point

- Designer       Bridge       Better       Moderate       Budget

# GlobalTex Exhibitor Space Application



## 5. Global Styles:

(select a show section)

- Live: Alluring resources to live to the max: silks, knits, velvet / velour, lace, linen, fur, embroidery / ribbon
- Work: The structured downtown experience: suitings, wool, linings, knits, wovens / shirtings
- Play: Comfortable materials for everyday dreams: cotton, linen, shirtings, knits
- Create: The inspiration destination: trend / color services, fibers, art studios
- Move: Capturing the energy of the race: tech / performance fabrics, knits
- Process: Technology and equipment to help develop what's next
- Adorn: A notion of the necessary: buttons, trims, hardware
- Wear: Denim for every moment and every style

## 6. Payment Information

Are you a TALA member?  Yes  No

Number of 10'x10' Booths Desired: \_\_\_\_\_

Exhibitor acknowledges by their signature they have read the terms and conditions and special payment instructions and agrees to abide by same and that Market Center Management Company, Ltd. may rely on all information contained herein.

\_\_\_\_\_  
Applicant Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
MCMC Signature

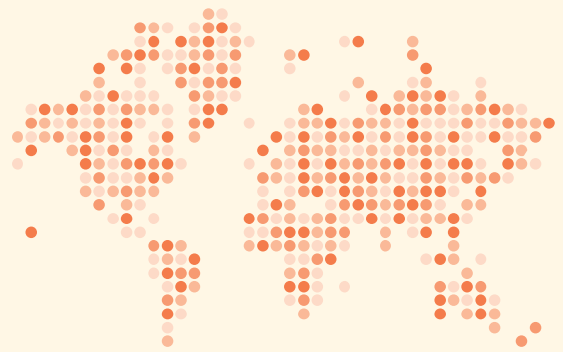
\_\_\_\_\_  
Date

Booth No. \_\_\_\_\_ Sq. Ft. \_\_\_\_\_ Dimensions \_\_\_\_\_ Add. Charges \_\_\_\_\_ Total fee \_\_\_\_\_ Category \_\_\_\_\_

### Please Return Application to:

Market Center Management Company, Ltd.  
2100 Stemmons Freeway, MS 300 / Dallas, TX 75207

Fax: (214) 760-2855



## Trend Display Call for Fabric Samples

GlobalTex, in partnership with Mudpie and Pantone, is providing leading edge, interactive trend displays at the show. Don't miss this chance to participate for free in these displays providing trend intelligence for attendees. Deadline: April 17.

Samples are being collected that adhere to the color direction provided by our consultants. Those specific color palettes are on the following pages.

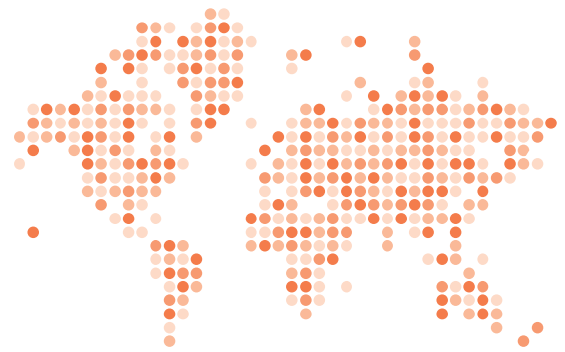
The trend team will arrange samples for the displays that reflect the Global Styles product neighborhoods at the show and that also support the trend direction for Spring/Summer 2010.

### Sample Requirements:

- Please provide 10-15 of your very best new samples.
- Sample size should not exceed a 10" x 20" rectangle and should be labeled accordingly.
- Provide the material type for reference (e.g. cotton, knits)
- Color must match the color palette

### Ship to the following address by April 17:

GlobalTex Samples  
GES Exposition Services  
5560 Katella Ave.  
Cypress, CA 90630

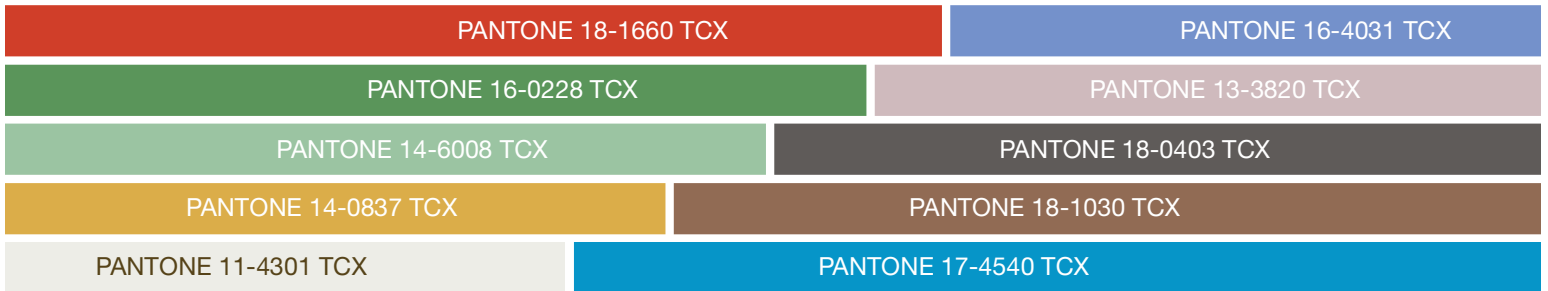


## Trends & Color Palette

### Conscious

Riviera & Salvage

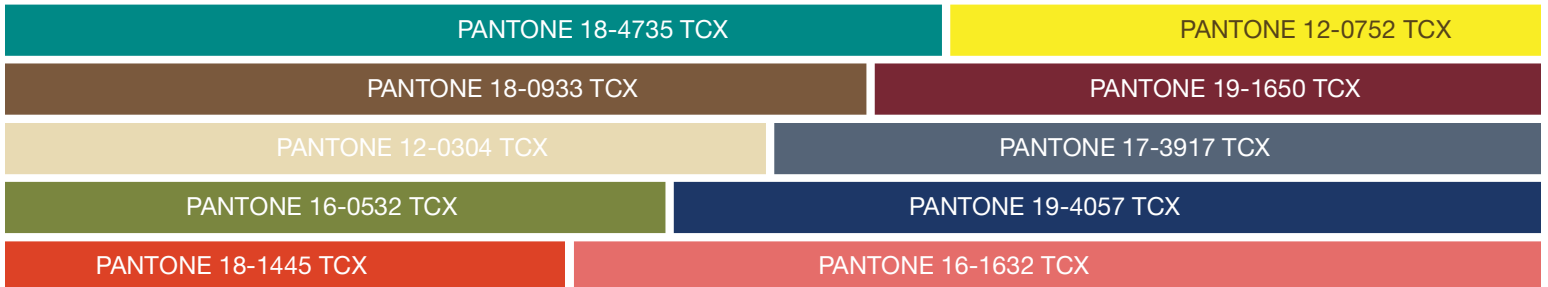
Mixing looks that wouldn't necessarily go together  
 Mixing soft fabrics and looks with brass buttons and heavy finishes  
 Customization to individual garments  
 Military influence  
 Strong silhouettes and collage effects

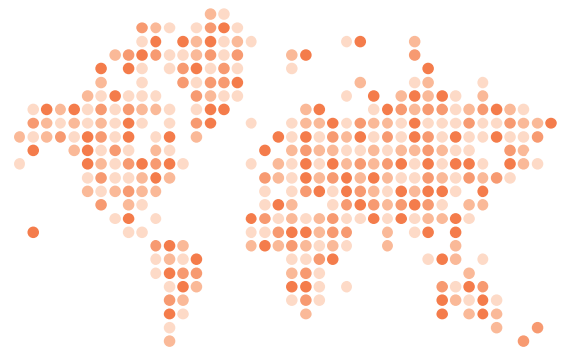


### Creative

Open Road & Memento

Print led theme inspired by kitsch coastal cool  
 Classic look and silhouette, using 1980's  
 Miami Vice inspired pastel colours  
 50's shapes, high waists, poolside fun  
 Retro holiday mementos, graphics inspired by old postcards





## Trends & Color Palette

### Kinetic

Movement & Energy

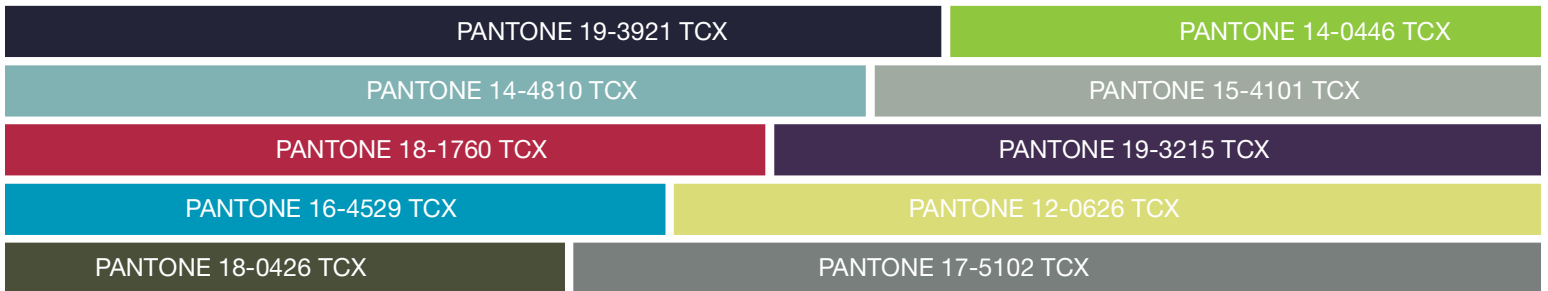
Urban grunge

Cycling as a lifestyle choice

Retro sportswear mixed with 1990's grunge elements

Accessories such as fingerless gloves, messenger bages, campagnolo cycling caps and hi-top sneakers

Typically dark colour palette, with bright primary injections



### Utopia

Coast

Aussie surf style

Aboriginal influences

An ethnic tribal theme, inspired by dot-art and earthy meets summer brights

Laid back attitude with natural elements

Very commercial high summer look

