

# Architectural Digest Home Design Show

March 18-21, 2010 • Pier 94 • New York City

## Exhibit Application

To apply on-line, please visit [archdigesthomeshow.com/exhibit/application](http://archdigesthomeshow.com/exhibit/application).

### PLEASE COMPLETE THE FOLLOWING:

company name			
contact		title	
address			
telephone		fax	
email		website	
Facebook account		Twitter account	

### PLEASE SELECT ALL THAT APPLY:

<input type="checkbox"/> antiques   mid-century	<input type="checkbox"/> fabrics & trimmings	<input type="checkbox"/> kitchen cabinetry	<input type="checkbox"/> outdoor furnishings
<input type="checkbox"/> art	<input type="checkbox"/> fine carpets & rugs	<input type="checkbox"/> kitchen appliances	<input type="checkbox"/> tile & stone
<input type="checkbox"/> bathroom cabinetry	<input type="checkbox"/> flooring	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> wallpaper   paint
<input type="checkbox"/> bathroom fixtures	<input type="checkbox"/> furniture	<input type="checkbox"/> lighting	<input type="checkbox"/> other
<input type="checkbox"/> building products	<input type="checkbox"/> home audio/video	<input type="checkbox"/> linens, pillows, soft goods	(please describe below)

### EXHIBIT SPACE PRICING SUMMARY

#### Option 1: Standard Hall

##### Rates:

- \$39 per square foot for spaces larger than 200 square feet
- \$45 per square foot for spaces 200 square feet or smaller

##### Sample Configurations:

- 10' x 10', 10' x 15, 10' x 20', 15' x 20', 20' x 20', 20' x 25', 20' x 30', 20' x 35', 20' x 40', 20' x 45', 20' x 50', etc.
- Other configurations available based on availability.
- **All walls provided by Show Management in an exhibitor's space must be treated with paint, wallpaper, etc.**

#### Option 2: The "MADE" Section

"MADE" is an exhibition and sale of limited edition and/or one-of-a-kind fine art objects and furnishings.

##### Rates & Configurations:

- 50 square feet (5' x 10') -----\$2,500
- 100 square feet (5' x 20' or 10' x 10') -----\$5,000
- 150 square feet (10' x 15') -----\$7,500
- 200 square feet (10' x 20') -----\$9,000
- **In the "MADE" Section, cost includes 10' high finished white walls, white carpet and aluminum truss.**

- **Exhibit space balance** is divided into three incremental payments:

(1) 30% deposit due upon receipt      (2) 35% payment due November 2009      (3) 35% balance due February 2010

- **Drayage (on-site freight handling)** is included in the exhibit space cost. Participants may elect to carry their own work in, or have the porters unload their vehicle and deliver freight to their exhibit space.

- **Lighting and electric power** are available from the facility for an additional cost.

**Please complete:** We would like to apply for \_\_\_\_\_ square feet in (please check one) \_\_\_\_\_ Option 1 or \_\_\_\_\_ Option 2.

### ARE YOU SEEKING DISTRIBUTION IN THE NEW YORK MARKET?

\_\_\_\_\_ Please check here if you are looking for distribution in the New York market. We will highlight your company throughout the Show's marketing campaign to create awareness among retailers and/or multi-line showroom principals who are interested in carrying new lines.

### CONTACT

#### Troy Hanson

t. 212.644.0833 f. 646.778-3279 thanson@mmart.com

#### Reed McMillan

t. 646.778.3237 f. 646.778.3253 rmcmillan@mmart.com

**Produced by:** Merchandise Mart Properties, Inc. (MMPI) | 7 West 34<sup>th</sup> Street, Suite 1027 | New York, NY 10001