

the train[•]new york



September 21-23, 2009
Terminal Warehouse Building
269 11th Avenue
(Between 27th and 28th Streets)
New York, NY 10001

Welcome to The Train!
The antidote for the boring retail climate is an exciting wholesale show.

The Train and **The Box** is an international place of discovery, the perfect answer to the over-saturated, convention center trade show, offering a unique experience to buyers and exhibitors alike. The show is located in the intimate and historic Terminal Warehouse building in the heart of the West Chelsea gallery district. We are presenting buyers a beautiful environment to shop for their stores!

The Train, a fashion and lifestyle trade show and **The Box**, the iconic accessories show that originated in Paris come together each season. We plan to introduce home furnishing, beauty and lifestyle product classifications within The Train, which will feature the newest in home décor and design, and a special area designated to emerging talent, making the Train the answer for the modern retailer.

The Train and **The Box** offer a modern day shopping experience – the finest in fashion and lifestyle all under one roof. Our new trade show concept offers the busy buyer on the go a fresh shopping experience and a well curated mix of fresh, exciting products that we know will inspire you!

To enhance the shopping experience we plan to offer complimentary services: on-site concierge, a pop up bookstore, record store, trend lounge, beauty suite for quick hair blow outs and manicures, free breakfast and lunch buffets, champagne, cocktails, complimentary snack and coffee bar, VIP reception, and more!

The Train showcases more than 100 exhibitors, and highlights an array of newsworthy fashion and accessories collections. Each year The Train offers a wide mix of cultural elements, including music, art and food.

If you are looking to propel your brand to the next level and present your collection to the top international buyers, editors, stylists, and press all under one roof, The Train is a show not to be missed!

Sign up today to reserve your spot. Kindly fill in the attached forms.

Application deadline is August 1, 2009

To Be Returned To:
Sodes, Inc
Frederic Viguerie
5 Rue de Caumartin
75009 Paris, France
Tel. +33 1 44 94 70 36 / +33 1 44 94 70 75
fviguerie@pretparis.com

Questionnaire

(FOR FIRST TIME PARTICIPANTS ONLY)

Please fill out this questionnaire for each brand you are bringing and submit with samples, catalogue, look book or visual, designer's profile and press clippings. This information is kept confidential.

The Train fashion committee upon receipt will review the information submitted. Once your participation request is accepted, Show management will send you a formal letter of acceptance.

Collection

- Women's Wear Men's Wear Children's Wear
- Accessories Home (specify) _____

Product line

- Active/Sportswear Casual Wear/Denim Cocktail Wear
- Day/Business Wear Evening Wear Knit Wear
- Leather/Fur Collections Lounge/Leisure Wear Swimwear
- Tailored Outerwear Belts Eyewear
- Gloves Handbags Hats
- Hosiery Jewelry Shawls/Scarves
- Shoes Watches
- Other (specify) _____

Average wholesale price points

- Tops - \$ _____ Jackets - \$ _____ Coats - \$ _____
- Pants - \$ _____ Skirts - \$ _____ Dresses - \$ _____
- Handbags - \$ _____ Hats - \$ _____ Jewelry - \$ _____
- Shawls/Scarves - \$ _____ Shoes - \$ _____
- Other (specify) - \$ _____

Questionnaire

(CONTINUED)

Fabrics or materials used: _____

Date company founded: _____

Domestic sales volume in 08: _____

Export sales volume in 08 _____

Where is your collection manufactured? _____

List your top 3 retailers in the US:

1. _____

2. _____

3. _____

List your top 3 retailers in Europe:

1. _____

2. _____

3. _____

List your top 3 retailers in Asia:

1. _____

2. _____

3. _____

Name 3 designers' collections sold alongside yours at above sales points:

1. _____

2. _____

3. _____

Other trade shows at which you exhibit?

Billing Information

Company name: _____

Brand name: _____

Represented by: _____

Job Title: _____

Billing address: _____

City: _____ State: _____ Zip: _____

Country: _____ Phone: _____ Fax: _____

E-mail: _____

Requested Space

READY-TO-WEAR SECTION

- THE TRAIN** (DESIGNER)
- THE TRAIN** (CONTEMPORARY)

- 10 x 10 = \$7,680
- 10 x 13 = \$8,850
- 10 x 16 = \$10,020
- 10 x 20 = \$11,190
- 10 x 23 = \$12,360
- Other _____

ACCESSORIES

- THE BOX NY**

- 8 x 8 = \$5,510
- 10 x 10 = \$6,680
- 10 x 13 = \$7,850
- 10 x 16 = \$9,020
- 10 x 20 = \$10,190
- Other _____

Prices include participation, promotion, maintenance, and \$170 insurance fee.
All booths are fully equipped with furniture, lighting and a booth sign.
Please note that NY Sales Tax will be added.
This is a non-binding request. The allotted stand area may vary depending on layout requirements.

Would you like to receive information about exhibiting at others shows organized by SODES in Paris and Tokyo?

- YES NO

Is your collection eco-friendly?

- YES NO

Payment Information

Your 30% deposit is required with this application form = TOTAL \$

Full balance is due by August 22, 2009.

Exhibit space reservation cannot be confirmed and/or guaranteed if payment schedule is not met.

CHECKS PAYABLE TO: SODES INC.

Mailed to:

KVB Partners Inc.

World Financial District

60 Broad Street, Suite 3502

New York, NY 10004, USA

CREDIT CARD:

Visa Eurocard MC AMEX

Card #:

Crypt Code: _____

Holder's Name: _____

Expiry Date: _____

Amount: _____

Signature: _____

BANK TRANSFERS:

1120 Avenue of the Americas

New York, NY 10036

Bank Name: TD Bank

Account Name: SODES Inc.

Swift Code: CBNAUS33

ABA: 026013673

Account Name: Sodes, Inc.

Account Number: 7930215459

If your collection does not meet The Train fashion requirements, this application will not be receivable and your compulsory 30% deposit returned to your billing address or account.

Your Commitment

The above company agrees to the general conditions and terms of this application.

Name: _____ **Date:** _____

Stamp & Signature: _____

Promotional Information

Please indicate the name of your brand and the following information accurately as you wish it to appear on the booth sign, show directory and promotional materials.

Please write in CAPITAL letters.

Brand Name: _____

Nationality (Flag on your booth sign): _____

Sales Contact: _____

Sales Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Sales Email: _____

Website: _____

Press Office: _____

Press Contact: _____

Press Email: _____

Collection:

Women's Wear

Men's Wear

Children's Wear

Accessories

Home (specify) _____

Please provide a short description of your collection and attach a jpeg photo emailed to fviguerie@pretparis.com, melissajaye@seventhhousepr.com and courtney@seventhhousepr.com

Please list 2 retailers that we could invite to the upcoming show (for more retailers, please feel free to email us your list).

Store # 1: _____

Buyer: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Email: _____

Store # 2: _____

Buyer: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____ Phone: _____ Fax: _____

Email: _____

GENERAL CONDITIONS

The Train/The Box

An official Federation Francaise du Pret-a-Porter Feminin event organized by SODES Inc.

Admission

Applications must be sent to The Train Fashion Committee, which alone can authorize admission, assign Exhibitors to particular area according to the type of products exhibited and place Exhibitors in alternative areas to previous exhibitions when necessary.

The committee's decisions regarding admission are final.

Applications must be sent to SODES Inc. – 5 rue de Caumartin – 75009 Paris, France.

The application form must be completed entirely and signed to be considered. Due to limited space, booth size availability may vary and/or change. A 30% deposit is required to confirm your application.

Exhibitors will be informed of whether their application has been accepted at The Train in an official letter or invoice indicating the booth size allocated.

Exhibitors' Rights & Obligations

It is expressly forbidden to give up, sublet, exchange, for free or expensive, all or any of the space attributed by the show organization.

Exhibitors agree to show only those collections that the Exhibition was designed to promote. Failing this, the Committee will be within its rights to close the stand.

Exhibits may not leave the premises at any time during the Exhibition.

Payments

The application form is binding.

Exhibitors must enclose a mandatory non-refundable deposit with their application. Deposit will only be returned if the Exhibitor's collection does not meet The Train fashion requirements, which is The Train Fashion Committee's decision.

All balance payments must be received on or before August 15, 2009. Failure to meet due dates may result in cancellation of the right to participate at the show. Exhibitor may not occupy booth until all fees are paid in full.

All payments are payable either by check, credit card and bank transfer. Check must be payable to SODES Inc.

Cancellation – Withdrawal

Exhibitor must notify Organizer of cancellation. The deposit is non-refundable. If cancellation occurs after August 17, 2009, applicant is responsible for 100% of the total amount.

Insurance

Insurance requirements are listed in the Exhibitor Guide.

Exhibitor Guide

An Exhibitor Guide will be provided to each participant following full payment. It includes all needed information regarding the fitting of the booth, forms for additional furniture and show badges, insurance requirements, safety measures and other useful details.

Photography Rights

The exhibitor expressly authorizes the Organizer, free of charge:

- to photograph and/or film during the show exhibitor staff, products and booth
- to freely use these images in all media, including advertising, in USA, France and abroad and without duration restrictions
- to quote and reproduce free of charge the brand or company name in business communication, in all media in France and abroad, for a duration of five years from the signing of the present document

Arbitration

Any dispute arising out of or in any way relating to this Agreement shall be settled by arbitration in New York City in accordance with the rules of the American Arbitration Association before (3) arbitrators. The arbitrators shall have no power to alter or modify the express provisions of this Agreement or to make any awards by which any such alteration or modification is effected. Exhibitor consents to the jurisdiction of the Supreme Court of the State of New York and the United States District Court for the Southern District of New York for all purposes in connection with arbitration including the entry of judgment on any award and further consent that any process or notice of motion or any other papers in connection therewith may be served by Certified or Registered Mail or personal service provided a reasonable time for appearance is allowed. Any provisional remedy for which, but for this Agreement to arbitrate disputes, would be available at law, shall be available to the parties hereto pending arbitration, and Exhibitor hereby consents to the jurisdiction of the Supreme Court of New York for such purposes. As a consequence equally from the above, the Organizer may refuse admission to the Exhibitor to all shows organized by SODES Inc. and its subsidiaries for a period of 3 years.