

Exhibitor Listing (For Buyer's Guide)

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ * Fax: _____

* E-MAIL: _____ * Not used in Buyers Guide

Company: _____

(The Company field may be up to 34 characters and spaces long and is used for name tags and various internal reports)

Lines & Brands Listing

All of the listings below will be printed in the listing by exhibitor name - only those assigned a category will be listed in the lines & brands section. The Company field above does NOT show up in the Guide. Usually the first line will be a repeat of the company field (from above). If you listed more than one company or division for your nametag then you would want to use the first two or more fields to list each company (or Division). It is usually redundant to use text in your listing that duplicates the category that it is listed in, such as "MyLine - Childrens" - (C), and the lines and brands section should never have multiple listings that match the categories, such as "MyLine Mens and Childrens" - (MC). You may, however, wish to have them listed that way under the exhibitor listing. This can be done by listing them and circling "None" as a category. For example if you carry Myline womens and childrens shoes we recommend three (3) listings. The first two (for Exhibitors list) would be "MyLine - Womens" (None), "MyLine - Childrens" (None) and the third listing would be for the lines and brands section "MyLine" (CW)".

Print your lines using upper and lower case letters when possible. The maximum number of characters and spaces is 28.

A = Accessories/Bags B = Boots & Western C = Childrens M = Mens S = Sports & Athletic W= Womens

Line/Brand _____ Category (Circle one or more)

Line 1: _____	A B C M S W None
Line 2: _____	A B C M S W None
Line 3: _____	A B C M S W None
Line 4: _____	A B C M S W None
Line 5: _____	A B C M S W None
Line 6: _____	A B C M S W None
Line 7: _____	A B C M S W None
Line 8: _____	A B C M S W None
Line 9: _____	A B C M S W None
Line 10: _____	A B C M S W None

Line 1	Line 4
Line 2	Line 5
Line 3	Line 6
Line 7	Line 8
Line 9	Line 10