

32ND ANNUAL

LLHA SHOW

LUGGAGE, LEATHERGOODS, HANDBAGS & ACCESSORIES SHOW
CANADA'S NATIONAL INDUSTRY SHOW

2012 EXHIBITOR PROSPECTUS

We're expanding the "A" in LLHA...



Expand your business with Canada's top industry buyers. Showcase all your latest products, including apparel, shoes and accessories – our exciting new categories for 2012!

APRIL 22-24, 2012

Toronto Congress Centre, North Hall I-J

www.LLHAshow.com

Canada's Voice for the Luggage, Leathergoods, Handbags and Accessories Industry

TGFA Travel Goods, Fashion & Accessories Magazine



LUGGAGE, LEATHERGOODS, HANDBAGS AND ACCESSORIES ASSOCIATION OF CANADA

1-866-872-2420 | info@llha.ca | www.llha.ca

LLHA provides a valuable sales & networking opportunity for Canadian and U.S. manufacturers, wholesalers, distributors and agents of:

- LUGGAGE • PERSONAL LEATHER GOODS • HANDBAGS • FASHION ACCESSORIES • TRAVEL ACCESSORIES • COATS • JACKETS • SHAWLS • APPAREL • CASUAL FOOTWEAR • FASHION FOOTWEAR • BOOTS • JEWELLERY • EVENING BAGS • SPECIALTY BAGS • WALLETS • GLOVES • MITTS • HATS • SCARVES • SUNGLASSES • WATCHES • BELTS • BUSINESS CASES • ATTACHES • BACKPACKS • UMBRELLAS • TRUNKS • CARTS • GARMENT BAGS • GROOMING KITS • MAKE-UP BAGS • PENS • PORTFOLIOS • NOVELTY ITEMS • DESK ACCESSORIES • AGENDAS • LEATHER CARE PRODUCTS • AND MUCH MORE!

2012 EXHIBITOR PROSPECTUS

In 2012, LLHA welcomes an exciting range of fashion accessories...

- In response to the growing number of accessory retailers visiting the show, and their requests for a greater range of products, the LLHA Show is excited to expand beyond its traditional categories to now include: casual and fashion footwear, apparel and outerwear, jewellery and more! **See our special 2012 LLHA Show and TGF&A incentives for new exhibitors and advertisers!**
- In 2011, the 31st annual LLHA Show featured over 350 booths in 75,000 sq ft with all the latest industry offerings, and had new features like the "Fashion on the Move" exhibitor product demos and the popular "Spring Break Lounge".
- TGF&A Travel Goods Fashion & Accessories is the official quarterly magazine of the LLHA Show and the LLHA Association of Canada. Circulated to over 3,500 Canadian industry retailers and LLHA Show buyers, and with bonus distribution at the Toronto Mode Shows & Shoe Shows, TGF&A provides an excellent quarterly opportunity to maximize publicity and enhance your show impact.



MediaEDGE: Your one-stop-shop for marketing & sponsorship

Take the opportunity to conveniently partner with one provider to develop your customized annual marketing programs, incorporating a variety of promotional avenues: TGF&A magazine advertising and literature insertions, targeted mailings and e-blasts, LLHA Show booth and feature area exposure, Show Guide advertising and listing enhancements, and Show Website exposure.

LLHA SHOW
LUGGAGE, LEATHERGOODS, HANDBAGS & ACCESSORIES SHOW

Produced by:
MediaEDGE
TORONTO | GAINESVILLE | MELBOURNE | VANCOUVER | WINNIPEG



This year, expand your business....as we expand the 'A' in LLHA!

Gain maximum exposure for all your fashion accessory and apparel lines at the newly enhanced LLHA Show and enjoy all of our great show features:



More Accessory Categories Than Ever Before

For the first time in its history, the LLHA Show's categories are growing to include suppliers with casual and fashion footwear, apparel and outerwear, jewellery and much more. These new categories will in turn draw a range of new accessory buyers to visit LLHA which will benefit all our exhibitors.

LLHA Lounge

Enjoy a complimentary cappuccino, espresso, and more in this elegant feature area adjacent to the Restaurant. With its comfortable seating and relaxed atmosphere, it's a great place to write some business with your key buyers!

New Product Showcase

Exhibitors can promote their newest products in this high profile display area within the LLHA Lounge, and be a part of an exciting competition where attending Buyers vote on the "Best" new products in the show. Winners receive a trophy and valuable publicity on the show website and in the post-show Summer issue of TGF&A. Congratulations to Cabrelli, Canadian Gift Concept and Samboro, our previous winners!

Exhibitor Welcome Reception and AGM

On Saturday April 21st celebrate the end of move-in and be a part of the LLHA's Annual General Meeting, in the Congress Centre's beautiful North Hall lobby, just outside of Show Entrance.

President's Reception

Celebrate with your buyers and your fellow exhibitors at the Toronto Airport Marriott on Sunday April 22nd right after Show close, at this annual industry party. Enjoy a delicious dinner, an exciting silent auction, great door prizes to be won and a number of prestigious industry award announcements.

Show Bucks

Daily show draws will determine the lucky attending retailers to win thousands of dollars in Show Bucks to spend while at the show!

TGF&A Magazine

TGF&A is praised by retailers and suppliers for its interesting and informative content, attractive and quality layout and images, its unique size and feel, and its LLHA Show previews & product spotlights. Offering quarterly opportunities for advertisements, editorial and features, TGF&A is the industry's premier trade publication. Drive greater traffic to your booth and enhance your show impact by connecting with over 3,500 Canadian retail subscribers, including the LLHA Show's buyer registrants and attendees, as well as attendees to the Toronto Mode Shows & Shoe Shows.

Guest Speakers • Show Prize Draws • Internet Café • Coat Check • Hotel Shuttle Service • And more



Don't miss our special deals for new LLHA Show exhibitors & new TGF&A advertisers*:

As an incentive to take advantage of our expanded categories, any suppliers who have never exhibited in the LLHA Show in past can receive a 1/3 discount off our standard booth rates (Price per in-line 10x10 becomes only \$870 + hst, or \$970 + hst for 10x10 corners). As well, any first-time advertisers in TGF&A can receive a discount of 20% off our standard 1x rates, or 30% off our standard 2-3x rates, or 40% off our standard 4x rates, for booking an ad in 1 issue, 2-3 issues, or 4+ issues! See TGF&A Media Kit for more details and pricing.

**Note that booth and advertisement discounts apply only to the 2012 LLHA Show and TGF&A's 2012 issues.*

Why should you exhibit?

- Join over 125 industry suppliers in over 350 booths in this once a year chance to connect with thousands of retailers face-to-face for a valuable sales & networking opportunity
- Launch new products, interact with key decision makers, develop new accounts and re-connect with existing ones, generate qualified sales leads, and build your business
- Our buyer database consists of over 5,000 decision makers representing all types of retail environments, from large retail and department stores to national franchises to independent chains, including: luggage and travel stores, handbag stores, specialty stores, fashion boutiques, salons, spas, shoe stores, apparel shops, gift stores, as well as premium incentive buyers and more
- **As a Full Member of the LLHA Association and an Exhibitor in the LLHA Show, you are entitled to a variety of free benefits:** E-copy of the 2012 LLHA Show Attendance & Pre-Reg List, Annual Subscription to TGF&A Magazine including listing in Spring 2012 Show Guide Edition, Company listing & link on Show Website, Quarterly Industry Statistics, Job Listings and linked Company Profile & Products on LLHA Website, one CPSA Membership at 50% discount, Invitation to Exhibitor Welcome Reception & AGM/ President's Reception/ Keynote Seminar, use of Lounge and Internet Café at Show, participation in Best Booth competition, Materials Handling for move-in /out, special Airport Marriott rates with Shuttle Service, and more.

Backed by a complete marketing solution

The LLHA Show is supported by an extensive and targeted promotional campaign to the industry to ensure total market awareness and to deliver qualified buyers to the show. The campaign includes: direct mail, client invitations, promotional e-blasts, show website with linked exhibitor company & brand listings and on-line buyer registration, LLHA Association website visibility, quarterly show promotion in TGF&A magazine, e-copies of TGF&A posted year round, automatic badge mailing to past LLHA Show buyer attendees, press releases, and more!



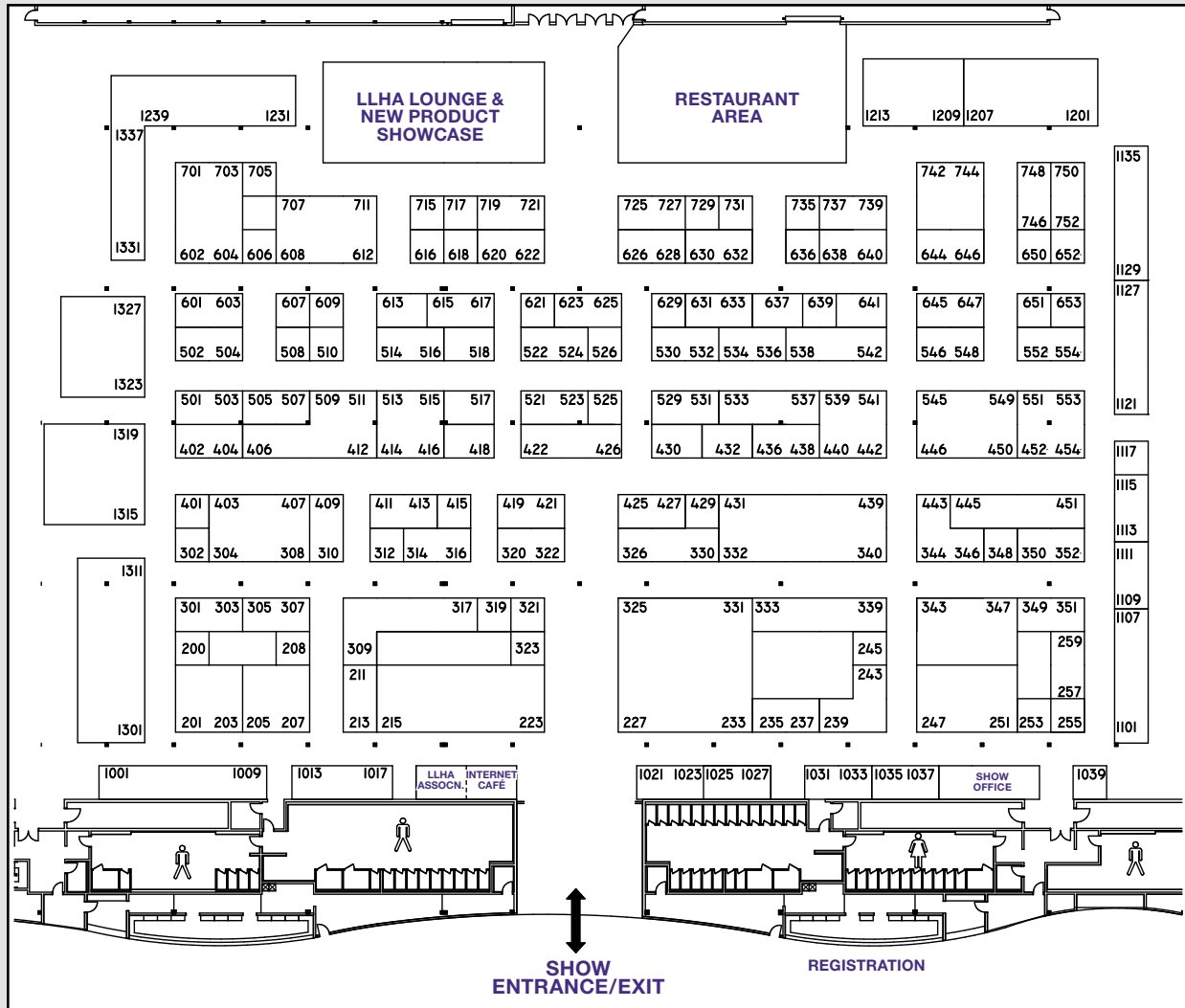


Exhibit in the attractive, modern, and eco-friendly Toronto Congress Centre North. Enjoy ample free parking and easy access at the rear of the Show to loading docks and drive-in doors for move-in & move-out.

2012 Exhibit Space Rates: **Same as 2011!**
 \$13.20 per square foot,
 Corner fee of \$150 each, Drape fee (if required) of \$60/booth (if total 1-4 booths), or \$3.75/linear ft. (if total 5 booths or more).
 All rates are plus applicable HST.

New Exhibitor Special Rate*:
 \$8.70 per square foot, Corner fee of \$100 each. Same drapery fees apply.
 *Applicable only to first-time exhibitors in the 2012 LLHA Show. Rate is plus applicable HST.

The best booth locations fill quickly. Book early to avoid disappointment!

2012 Show Dates:
 Sunday April 22 & Monday April 23: 9:00 am - 6:00 pm,
 Tuesday April 24: 9:00 am - 3:00 pm

For all the latest details, visit the Show Website:
www.LLHAshow.com

Please note: In order to exhibit, all companies must first be Members of the LLHA Association of Canada, with annual membership fee paid in advance of the Show. For LLHA Association information and to apply for membership on-line, visit www.llha.ca For further membership information contact Catherine Genge, Executive Administrator: Tel: 1-866-872-2420 E-mail: Catherine@llha.ca



For Office Use	
Booth(s) Assigned:	_____
Dimensions:	_____
Square Ft:	_____
Total (Cdn.):\$	_____

This Agreement for exhibit space at the LLHA Show ("Show") is made between MediaEDGE Communications Inc. ("Show Management") and the company indicated below ("Exhibitor"):

Company Name _____
 Address _____
 City _____ Province/State _____ Postal/Zip Code _____
 Phone _____ Fax _____ Website _____
 Show Contact _____ Title _____
 Direct Phone _____ Cell Phone _____ Email _____
 Brands to be Exhibited _____

Booth Choice #1 _____ #2 _____ #3 _____ #4 _____

RENTAL INFORMATION

___ Booth(s) @ \$1320 each = \$ _____
 ___ Corner(s) @ \$150 each = \$ _____
 ___ Booth(s) @ \$870 each* = \$ _____
 ___ Corner(s) @ \$100 each* = \$ _____
 Drapes for _____ booth(s) = \$ _____
 Subtotal \$ _____
 13% HST \$ _____
 Total Rental (Cdn.) \$ _____

PAYMENT INFORMATION

Cheque Credit Card
 VISA MASTERCARD AMERICAN EXPRESS
 Card Number _____
 Expiry Date _____
 Name of Cardholder _____
 Amount (Cdn.) \$ _____
 Signature _____

*Applicable only to first-time exhibitors in the 2012 LLHA Show

MEMBERSHIP REQUIREMENTS:

To be confirmed as an exhibitor, LLHA Members must renew their annual Full or Associate-Full Membership dues for 2012. Non-members must apply and receive approval from the LLHA Association of Canada, and must pay their annual membership fee in full. See LLHA Application for Membership, if required, at www.llha.ca For more details contact the LLHA Association at info@llha.ca or 1-866-872-2420

EXHIBIT SPACE RATES (Canadian Dollars):

\$13.20 + HST per square foot
 Corner Fee: \$150 + HST each
 Drape Fee (pre-show):
 \$60 + HST per 10x10 (1-4 booths in total)
 \$3.75 + HST per linear ft. (5 booths or more)
 Special Rate (first-time exhibitors only):
 \$8.70 + HST per square foot
 Corner fee: \$100 + HST each

PAYMENT SCHEDULE

25% due with this contract by December 2, 2011
 2nd 25% due by January 13, 2011
 Balance of 50% due by February 24, 2012

Send cheques payable to MediaEDGE Communications to:

LLHA Show c/o MediaEDGE Communications Inc.
 5255 Yonge Street, Suite 1000
 Toronto, Ontario M2N 6P4
 Tel: 416-512-8186 Fax: 416-512-8344
 E-mail: info@mediaedge.ca

TERMS AND CONDITIONS:

Should the Exhibitor cancel or otherwise breach the terms of this Agreement, all payments received by Show Management are non-refundable and the Total Rental herein remains due in full. The Exhibitor accepts and will comply with the rules and regulations in this Agreement and in the Exhibitor Service Manual. Show Management reserves the right to relocate the assigned Exhibitor booth(s) to an alternate space, or to relocate the Show to an alternate location than designated herein. Such relocations shall not relieve the Exhibitor obligations herein. The Exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance naming MediaEDGE Communications Inc. and the LLHA Association of Canada as additional insureds for the duration of the Show from move-in through move-out. The Exhibitor agrees to conduct all business at the Show in accordance with the Occupational Health and Safety Act as outlined by the Ontario Ministry of Labour.

EXHIBIT REGULATIONS:

The Exhibitor may only exhibit the brands indicated on this Agreement and approved by the LLHA Association. Any other exhibited brands that are not approved must be removed by the Exhibitor upon request. The Exhibitor is responsible for the set-up of their exhibit space. Exhibit walls and display elements must not exceed 8 ft in height without prior approval from Show Management. Exhibits must have floor covering as well as perimeter walls or drapes. Enclosed booths are not permitted; all booths must maintain 50% of each aisle's frontage open to the aisle and unobstructed by walls or displays. The Exhibitor agrees not to remove exhibit display or product prior to the start of move-out at final Show closing, and the Exhibitor shall complete such removal within the time designated for move-out. The Exhibitor is liable for any damage caused during the Show to the property of the building or other exhibitors. Further exhibit regulations will be specified in the Exhibitor Service Manual.

I accept the terms and conditions herein, and understand that this shall become a binding contract upon acceptance and co-signature by MediaEDGE Communications Inc.:

Authorized Signature: _____ **Print Name:** _____

Company Name: _____ **Date:** _____

Accepted by MediaEDGE Communications Inc.: _____ **Date:** _____