

PRE-REGISTRATION DEADLINE: JANUARY 22, 2008
APPLICATIONS WILL NOT BE ACCEPTED AFTER THE DEADLINE

ATTACH BUSINESS CARD HERE

Card must include title.

All print outlets (traditional or online) must submit a published masthead.

Applications submitted without all required information will not be processed.

Please submit this application with a copy of your masthead, business card or other media credential. Please see media registration & information for a full list of requirements.

One form per attendee.

PLEASE PRINT (All applicants must use legal names)

Company Name: _____
 First Name: _____
 Last Name: _____
 Company Street Address: _____
 City: _____
 State: _____ Zip / Postal Code: _____
 Province: _____
 Country: _____
 E-mail: _____
 Website: _____
 Direct Phone: _____
 Direct Fax: _____

HOW TO REGISTER

Registration is FREE for all editorial media*

- **Mail** your completed application and supporting materials to:
Press Registration
ATTN: Marisa de Saracho
6200 Canoga Avenue, 2nd Floor
Woodland Hills, CA 91367
- **Fax** your completed application and a copy of your business card to: 818.227.4015

*The following positions are not eligible for press passes: ad sales, marketing, public relations, publishing, and promotions.

MA08-09

1. WHICH SHOW(S) WILL YOU COVER?

- Men's (MAGIC) Women's (WWD/MAGIC) Children's (MAGIC kids) Sourcing/Fabric (Sourcing at MAGIC) POOL

2. WHAT MARKET(S) DO YOU COVER? (mark all that apply)

- | | | | |
|--|--|---|--|
| A. <input type="checkbox"/> Active/Sports Apparel | F. <input type="checkbox"/> Licensed Product | K. <input type="checkbox"/> Men's Tailored/Suiting/Designer | P. <input type="checkbox"/> Women's Outerwear |
| B. <input type="checkbox"/> Better, Bridge & Updated | G. <input type="checkbox"/> Men's Accessories/Grooming | L. <input type="checkbox"/> Swim/Resort | Q. <input type="checkbox"/> Young Men's/Streetwear/Contemporary Streetwear |
| C. <input type="checkbox"/> Children's Footwear | H. <input type="checkbox"/> Men's Contemporary | M. <input type="checkbox"/> Women's Accessories | |
| D. <input type="checkbox"/> Fabric/Trim | I. <input type="checkbox"/> Men's Footwear | N. <input type="checkbox"/> Women's Contemporary | |
| E. <input type="checkbox"/> Juniors | J. <input type="checkbox"/> Men's Outerwear | O. <input type="checkbox"/> Women's Footwear | |

3. TYPE OF MEDIA (check one box only)

- | | | | |
|---------------------------------------|--|--------------------------------------|---|
| A. <input type="checkbox"/> Magazine | C. <input type="checkbox"/> TV (National/Regional) | E. <input type="checkbox"/> Internet | G. <input type="checkbox"/> Newswire |
| B. <input type="checkbox"/> Newspaper | D. <input type="checkbox"/> TV (Cable) | F. <input type="checkbox"/> Radio | H. <input type="checkbox"/> Trend Letter/Newsletter |

4. JOB TITLE/PRIMARY RESPONSIBILITY (check one box only)

- | | | |
|--|--|---|
| B. <input type="checkbox"/> Editorial Fashion/Style Director | E. <input type="checkbox"/> Writer | H. <input type="checkbox"/> Producer |
| C. <input type="checkbox"/> Editor | F. <input type="checkbox"/> Reporter | I. <input type="checkbox"/> Stylist (Freelancers must show recently published credit) |
| D. <input type="checkbox"/> Accessories Editor | G. <input type="checkbox"/> Photographer/Camera Technician | |

5. WHICH BEST DESCRIBES YOUR MEDIA OUTLET? (check one box only)

- A. Trade B. Consumer

FOR OFFICE USE

Date:

Approved by: