

PRE-REGISTRATION DEADLINE: JANUARY 28, 2011

MAGIC
MENSWEAR
POOLTRADESHOW

PROJECT
slate

MAGIC KIDS

WWDMAGIC

STREET
Unlimited

PLATFORM

Please submit this form no later than **JANUARY 28, 2011** to receive badge(s) prior to show.

Photocopy this form for additional registrants.

Applications submitted without all required information will not be processed.

Required credentials: Business Card, three (3) recent invoices of finished product, Tax Registration Certificate and Photo ID. Card must include a title. Business cards with colored backgrounds must be mailed.

HOW TO REGISTER

- Register Online at www.MAGICOnline.com
- Fax this form to 218.740.7262
- Mail to: MAGIC International
P.O. Box 6008
Duluth, MN 55806-6008
- Questions? Call 877.554.4834 or 218.740.7092
Editorial press call 818.593.5000 for credentials

First Name: _____ Last Name: _____ Personal ID#:
 E-mail Address: _____ (Required for Registration)
 Direct Line Phone: () () _____ Direct Line Fax: () () _____

PLEASE PRINT

dba / Store Name (Badge Name) _____ # of stores: _____
 Company Name (if different from above): _____ DUNS#:
 Website Address: _____
 Business Address: _____
 City: _____ State: _____ Zip / Postal Code: _____
 Province: _____ Country: _____
 Company Main Phone: () () _____ Company Main Fax: () () _____
 Store Resale #, PST, GST (if applicable) _____

WHICH SHOW WOULD YOU LIKE TO SHOP?

(Select all that apply)

- PROJECT POOL
 MAGIC FN PLATFORM
 WWDMAGIC

WHAT IS YOUR BUYING ROLE WITHIN YOUR COMPANY?

- Finalize/Authorize Approve
 Recommend/Initiate
 None/No purchasing authority

TYPE OF BUSINESS (Select one choice only)

that best describes your type of business)

- A Department Store
 B Discount / Off Price / Outlet
 C Boutique / Specialty
 D Chain (6 or more)
 E Sporting Goods
 F Resort / Pro Shop
 G Mail Order (Consumer)
 H Internet Retailer (Must provide website above)
 I Home Based Enterprise
 J Resident Buying Office
 M Importer (non-U.S. based)
 N Jobber (Close out specialist)
 O Distributor
 V Premium / Corporate Incentives
 Y International Consulate / Government Office

WHAT HOTEL ARE YOU STAYING AT?

MY PRIMARY PURCHASING RESPONSIBILITY IS:

(Select all that apply)

- A Men's purchasing
 B Women's purchasing
 C Children's purchasing
 F Footwear purchasing

JOB TITLE (Select one choice only)

- A Owner
 B Chairman
 C CEO/CMO
 D President
 E VP or Senior VP
 F GMM
 G DMM
 H Merchandise Mgr / Merchandiser
 I Buyer
 J Assistant Buyer
 K Designer
 L Store Manager / Salesperson
 N Director
 O Product Development
 P Planner
 Q Sourcing Manager
 R Fabric / Trim Buyer
 U Marketing Director / Manager
 W Logistics Manager

CHECK PRODUCT CATEGORIES YOU PURCHASE

MEN'S (Select all that you buy)

- A Accessories / Furnishings
 B Active / Fitness / Athletic
 C Big & Tall
 D Footwear
 E Outerwear
 F Streetwear / Urban
 G Tailored Clothing
 H Young Men's
 I Board Sports
 J Gifts
 K Denim
 L Casual Wear
 M Private Label
 N Off-Price
 O Designer Collections
 P Traditional Menswear
 Q Premium Contemporary
 R Formal Wear
 S Loungewear / Underwear
 T Contemporary Streetwear
 U Licensed Apparel/Accessories
 V Mixed Martial Arts

CHILDREN'S (Select all that apply)

- Infant
 Toddler
 Boys' (4-20)
 Girls' (4-14)
 Pre-teen/Tween
 Footwear
 Swim
 Accessories

WOMEN'S (Select all that you buy)

- A Accessories
 B Active / Fitness / Athletic
 C Casual / Weekend Wear
 D Resort / Spa / Cruise
 E Swimwear
 F Junior
 G Young Contemporary
 H Contemporary
 I Dresses / Special Occasion
 J Special Sizes (Petite, Plus)
 K Outerwear
 L Intimate Apparel / Loungewear
 M Footwear
 N Gifts / Home Accessories
 O Aromatherapy / Beauty
 P Private Label
 Q Off-Price
 R Moderate Missy
 S Denim
 T Bridge Collections
 U Licensed Apparel/Accessories
 V Women's Sportswear
 W Updated
 X Art to Wear

FOOTWEAR (Select all that apply)

- A Men's
 B Women's
 C Juniors
 D Children's
 E Comfort
 F Contemporary Fashion
 G Athletic/Leisure
 H Designer/Luxury

Advanstar Communications provides certain customer contact data (such as customers' names, addresses, phone numbers and e-mail addresses) to third parties who wish to promote relevant products, services and other opportunities which may be of interest to you. If you do not want Advanstar Communications to make your contact information available to third parties for marketing purposes, simply call (toll free) 866-529-2922 at any time, or fax us at 218-740-6417. Outside the U.S., please phone 218-740-6395. Contact us by mail at Advanstar Communications Inc., 131 West First St., Duluth, MN 55802-2065, USA.

MAIL CODE: MF11-01