

POOLTRADESHOW is the leading art and design driven fashion tradeshow for emerging brands. **POOL** is where the visionaries of retail come to scout hot new items designed specifically for the boutique market. From emerging designers to the world's best graphic artists, **POOL** is where art and design meet and shape the trends. **POOLTRADESHOW** earns its industry reputation as a launching pad for emerging art and design driven brands that quickly become industry household names.

ABOUT
CONTEMPORARY
WOMENS
ACCESSORIES
LIFESTYLE
TEES
APPAREL
FASHION
DESIGN
EMERGING
MENS
SHOES
ORIGINAL
EYEWEAR

**CONNECTING
BUYERS TO
EMERGING
ART &
DESIGN
DRIVEN
BRANDS
SINCE 2001**

POOLTRADESHOW is the original independent tradeshow, established in 2001 for the boutique market and leading retailers world-wide

POOLTRADESHOW is hosted bi-annually every February and August in Las Vegas in conjunction with MAGIC Marketplace

POOLTRADESHOW carefully curates each show, balancing fresh talent with established brands. Each **POOL** brand is pre-screened to provide a well-rounded representation of items that will keep the boutique and lifestyle market at the pulse of emerging trends

POOLTRADESHOW is a community of art and design driven brands creating industry connections for creative visionaries

POOLTRADESHOW offers a distinct intimate environment that is conducive to doing business, with a non-intimidating ambiance allowing **POOL** exhibitors the opportunity to stand out and develop their brand

POOLTRADESHOW allows buyers and brands to stay connected year-round at www.pooltradeshow.com



SPECIALITY STORES SHOPPING POOL

Art and design driven brands exhibiting at **POOL** will gain access to all of the major department store buying power, as well as thousands of independent specialty boutiques from around the world.

AMERICAN RAG (US), **ARITZIA** (CAN), **BEAMS** (JP), **BILL HALLMAN** (US),
BUCKLE (US), **DELIAS** (US), **E ST DENIM** (US), **EL KARTEL** (CAN), **FRED SEGAL** (US),
HOLT RENFREW (CAN), **HOT TOPIC** (US), **IAN** (US), **ISETAN** (JP), **JMR** (US),
KARMALoop (US), **LF** (US), **LISA KLINE** (US), **LOCAL MOTION** (US), **MACYS** (US),
METROPARK (US), **MOULE** (CAN), **NORDSTROM** (US), **OAK** (US), **SCOOP** (US),
SELFRIDGES (UK), **SHIPS LTD** (JP), **TILLYS** (US), **UNITED ARROWS** (JP), **UNTITLED** (US),
UP AGAINST THE WALL (US), **URBAN OUTFITTERS** (US), **VILLAINS** (US).

WORD ON THE STREET ABOUT POOL

POOL still managed to outshine the competition with a stellar outing this season...the show is going from strength to strength with a more upbeat atmosphere.

WGSN

An increasingly sophisticated and contemporary line-up greeted buyers... a premium was also put on the merchandising of the show, which featured cool signage and a design-room aesthetic...

CAL APPAREL NEWS

This show has become a great place for young, independent designers to step out...

WWD

IT'S ALL ABOUT CONNECTIONS

POOLTRADESHOW offers a creative platform for brand exposure with sponsorship opportunities throughout several arenas. Join the growing list of **POOL** partners, like...

PARTNERS:

FIJI Water
HINT MINT
Function Drinks
Alternative Apparel
Style Sight
FashionLab

MEDIA PARTNERS:

Antenna
Beautiful/Decay
Bust
California Apparel News
Death + Taxes
Fader
Filter
Giant Robot
Ion

Juxtapoz
New York Times Style Magazine
Missbehave
Roomservice Japan
Soma
Sportswear International
Vice
XLR8R
YRB



IT'S ALL ABOUT BENEFITS

BENEFITS OF SHOWING ON THE POOL FLOOR:

- Surrounded by 200+ of the most sought after emerging art and design driven brands
- 3 days of sales opportunities with the most influential buyers in the industry
- February 2009 show overall attendance: 20,000+ and growing each show!
- Listing in the show guide and map
- Convenient central location in the C5 Hall of the Las Vegas Convention Center
- Shuttle drop off directly out side from MAGIC Express and shuttles coming from PROJECT
- Furnished, white walled booth to use as a blank canvas to promote your brand
- FREE electricity for your booth (500W)
- FREE booth signage
- Around the clock security

BENEFITS OF SHOPPING ON THE POOL FLOOR:

- One stop shopping for ALL categories
- Carefully merchandised show floor
- FREE to all accredited retail buyers
- 200+ of the best emerging art and design driven brands
- Re-usable show bag
- Happy hours, T-shirt giveaways, plus more!

BOOTH OPTIONS AT POOL

BUILDING CONCEPTS

1 BOOTH PACKAGE 8' X 12' \$4,000
*Includes up to 2 fixtures, 2 chairs,
1 writing table and 1 sign*

2 BOOTH PACKAGE 8' X 24' \$8,000
*Includes up to 4 fixtures, 4 chairs,
2 writing tables and 2 signs*

3 BOOTH PACKAGE 8' X 36' \$12,000
*Includes up to 6 fixtures, 6 chairs,
3 writing tables and 3 signs*

4 BOOTH PACKAGE 8' X 48' \$14,000
*Includes up to 8 fixtures, 8 chairs,
4 writing tables and 4 signs*

5 BOOTH PACKAGE 8' X 60' \$16,000
*Includes up to 10 fixtures, 10 chairs,
5 writing tables and 5 signs*

SHOWROOM CONCEPT

Includes up to 12 fixtures, 12 Chairs, 6 writing tables and 6 signs.

24' X 48' AREA \$20,000

EMERGING CONCEPT

DEFINITION: This area focuses on NEW and EMERGING TALENT. Its focus is to allow those breaking into the business to gain the same exposure of more established brands set in a common area where networking and support of peers is encouraged. *Includes 1 fixture, 1 sign and shared writing areas.*

PARTICIPATION \$2,500

CASH & CARRY

DEFINITION: This area focuses on the Craft Fair movement. Its focus is to offer crafters an area to directly sell their merchandise to retailers. *Includes one table with a front display and two chairs.*

TABLE COST \$500

BOOTHS AT POOL



CASH & CARRY AT POOL



FEATURED BENEFITS OF THE "CASH AND CARRY" CRAFT AREA:

- Focuses on direct sales of immediate goods to all attendees including specialty boutique buyers and industry tastemakers.
- Provides a platform for independent crafters to introduce their brand to the fashion industry.
- This section is designed to have a "pop-up store" feel, bringing the craft fair environment to a wider audience in an edited format.
- An edited roster of independent craft vendors are selected to complement the emerging art and design driven brands featured on the **POOLTRADESHOW** floor.
- **POOL** is promoting the "cash and carry" area to its constantly growing fashion industry database through several different medias. Outreach will include newsletter features and marketing materials sent directly to press and buyers.
- Custom designed display stations will be provided, including one 6x3' ft table covered in cork to easily display merchandise and store inventory. **POOL** will also provide uniform signage and seating.
** Visual mock up of display stations, available upon request.*

EMERGING CONCEPT AT POOL



FEATURED BENEFITS:

- The section will be a launching pad for up and coming designers to showcase their products to attendees including department store, specialty boutique buyers and industry trendsetters.
- The emerging concept area fosters industry networking and communal support between peers. It is an ideal area to break into the trade show business and learn the ropes of the industry.
- **POOL** is heavily promoting the emerging concept area to its growing fashion industry database through several different medias. Outreach will include newsletter features and marketing materials sent directly to buyers and editorial press.
- Participating emerging designers will be able to stay connected to the industry year-round by including contact information in the show directory and on **POOL's** website.
- **POOL's** conveniently located venue within the Las Vegas Convention Center during the largest fashion market is an opportunity to take advantage of existing attendee foot traffic of 100,000.
- Participating emerging designers will be able to maximize industry networking opportunities and brand exposure during the 3-day trade event.

MEET THE STAFF

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POOLTRADESHOW
AUGUST 31 THRU
SEPTEMBER 2, 2009
LAS VEGAS
CONVENTION CENTER

www.pooltradeshow.com

CHECK OUT
POOLTRADESHOW

**FASHION
FREEDOM
WORLDWIDE**

The **QUEST**
for the latest **TRENDS**
has always been the
TRADEMARK
of **POOL**

POOLTRADESHOW is the leading art and design driven fashion tradeshow for emerging brands. **POOL** is where the visionaries of retail come to scout hot new items designed specifically for the boutique market. From emerging designers to the world's best graphic artists, **POOL** is where art and design meet and shape the trends. **POOLTRADESHOW** earns its industry reputation as a launching pad for emerging art and design driven brands that quickly become industry household names.

POOL FACTS:

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POOLTRADESHOW allows buyers and brands to stay connected year-round at **www.pooltradeshow.com**.

MARKET SHOPPING POOLTRADESHOW:

Art and design driven brands exhibiting at POOL will gain access to all of the major department store buying power, as well as thousands of independent specialty boutiques from around the world

STORE NAME

WEBSITES:

Aritizia (can) aritizia.com
El Kartel (can) elkartel.com
Moule (can) moulestores.com
Holt Renfrew (can) holtrenfrew.com
Beams(jp) beams.co.jp
Isetan (jp) isetan.co.jp
United Arrows (jp) united-arrows.co.jp
Buckle (us) buckle.com
Delias (us) delias.com
E Street Denim (us) estreetdenim.com
Fred Segal (us) fredsegal.com
Hot Topic (us) hottopic.com
Huf (us) hufsf.com
Kitson (us) shopkitson.com
Metropark (us) metroparkusa.com

STORE NAME

WEBSITES:

Macys (us) macys.com
Neiman Marcus (us) neimanmarcus.com
Nordstrom(us) nordstrom.com
Patricia Field (us) patriciafield.com
Revolveclothing.com (us) revolvecloting.com
Ron Herman (us) ronherman.com
Scoop (us) scoopnyc.com
Sun Diego/Blue Room (us) sundiego.com
Tillys (us) tillys.com
Untitled (us) untitledshop.com
Up against the Wall (us) upagainsthewall.com
Urban Outfitters (us) urbanoutfitters.com
LF (us) lfstores.com
Oak (us) oaknyc.com
Lisa Kline(us) www.lisakline.com



POOL FASHION

POOL is where the visionaries of retail come to scout hot new items for the boutique market. From emerging brands, to the world's best graphic artists **POOL** is where designers and thinkers come to shape the trends.

POOL has an industry reputation as a launching pad for emerging brands that soon become the popular standard for specialty boutiques and leading retailers around the world.

Women's Contemporary & Young Contemporary

Women's Accessories & Footwear

Men's Contemporary & Streetwear

Men's Accessories & Footwear

POOL LIFESTYLE

POOL has always been a place not only for directional fashion but also for all of the accoutrements of a boutique market lifestyle: home, music, books, beauty and technology.

ATTENDEE PROFILE:

INFLUENTIAL BUYING POWER:

70% of **POOL** attendees are buyers from the world's most renowned boutiques and specialty stores that take pride in discovering the most sought after brands. The exceptional taste of these powerful purveyors set the tone for seasonal trends and directional fashion.

INDUSTRY TASTEMAKERS:

POOL attendees are among the savviest in the industry. A discerning sense of style drives their constant quest to discover the latest trends in contemporary, young contemporary and street fashion.

TRENDSETTING CONSUMERS:

POOL attendees represent the forward-thinking consumers who create fashion trends that soon become industry staples. The influential mix of emerging art and design driven talent is what differentiates **POOL** as a marketplace leader.

ATTENDEE STATS:

POOL hosts 20,000+ of the most influential industry tastemakers each season with attendance increasing each show.

THE FOLLOWING LIST SHOWS THE TOP 5 RETAIL CATEGORIES THAT MAKE UP 75% OF OUR ATTENDEES:

- Boutique/Specialty Store
- Specialty Chain Store of 6 or more
- Specialty Chain Store less than 6
- Internet Specialty Retailers
- Specialty Department Store Retailers

CHECK OUT WHAT PEOPLE ARE SAYING ABOUT POOL:



This show has become a great place for young, independent designers to step out...
WWD, August 08

An increasingly sophisticated and contemporary line-up greeted buyers...a premium was also put on the merchandising of the show, which featured cool signage and a design-room aesthetic...

CAL APPAREL NEWS, August 08

...**POOL** is an eclectic oasis of a show that provides a sigh of relief. Organized around the theme of art and design driven brands, the buyers who venture to this show specifically are the cool art and design driven boutiques looking for something new.

LABEL NETWORKS, August 08



...the **POOL** show in the Central Hall struck me as the next direction from premium that has a luxury beat.

DNR, August 08

POOLTRADESHOW was a fantastic experience for us. Throughout the entire process the coordinator and staff were friendly, helpful and supportive. Not only that, but they do an excellent job of promoting the hell out of your brands! **POOL** is great for opportunities and an amazing show overall.

ERICA SHALLOW, Her Majesty's Secret Studio, February 08



POOL made a confident comeback this season with reports of excellent footfall and satisfied exhibitors and buyers alike. The layout of the show was given a massive overhaul this season, which will be an ongoing project for future shows. **POOL** aims to streamline traffic and divide the floor to make it art and design driven.

WGSN-SPRING/SUMMER 2008 TRADESHOW OVERVIEW, February 08

After five seasons at **POOL**, sales this season literally doubled making this my best show ever! All three days were busy for me and international attendance really stood out. And we managed to see all of our major accounts as well, from both the east and west coasts.

MITRA KHAYYAM, Blood is the new Black, August 07



I was very impressed with **POOL**. I was able to find items for every category I was looking for...this season the show went back to its roots of young artists and designers. It's nice when you can feel inspired at a tradeshow.

BILL HALLMAN, August 07

The best reason I can offer for doing **POOL** is, the strength of the relationships which are formed at this show. Which is to say, we have fantastic strong relationships (professionally and personally) with practically every store we've ever worked with at **POOL**. It is an amazing thing we've not experienced with any other trade show where often relationships end up being more superficial.

FIREFLITE, August 07

I think **POOLTRADESHOW** is fantastic. It's the perfect size. It offers vendors that are not main-stream, yet are large enough to actually produce the orders. The simplicity of the layout and subdued atmosphere are beneficial to conducting business. I am very excited about the new vendors we made contact with.

JOHN NESPECA, Menswear Buyer Hot Topic, February 07

POOL is our favorite show. We look forward to it every time. It consistently delivers quality buyers. We write more at **POOL** than any other show. An indie brand and indie-based show just flows together. Thanks to **POOL**, I am as big as Godzilla in Japan.

STEVE VINTAGE, August 06

Exhibiting and launching the line at the show with all these other new and hip brands really positioned us with the right accounts that will make Heatherette a success. We had the opportunity to work with some of the best boutiques across the U.S. Thank you for being a great partner and we look forward to seeing you in February!

RACHEL KLAGER, Heatherette, August 06

POOLTRADESHOW ALUMNI:

Here are just some of the amazing brands that we keep near and dear to our hearts – they have all showcased their lines at **POOLTRADESHOW**.

8020	Dim Mak	Incase Designs	Moss Mills	RVCA
10 Deep	Draven	Insight	Nick & Mo	RZST
2K by Gingham	Dub Wise	Iron Army	Nikita	Saint Grace
3J Workshop	Dunderdon	Jeepney	Nixon	Sharon Segal
55DSL	Ecoist	Jelessy	NYLA	SIWY
Addict	Ellesse	Joie	Obedient Sons	Soundgirl
Adidas	Endovanera	Junk Food	OBEY	Spiewak
Affliction	Etnies	JW Los Angeles	OK47	Split Clothing
Bed Stu	Evil Genius	Kangol	Onitsuka Tiger	Strand
Bijules NYC	Ezekiel Clothing	Keds	Parasuco	Strange Co.
Body Glove	Fornarina	Keep	PF Flyers	Theory
Brian Lichtenberg	Fremont	KR3W	Prairie Underground	True Love & False Idols
Brown Sound Clothing	Freshjive	Lacoste	Preloved	Twice Shy
C.Ronson	F-troupe	LeTigre	Puma	Tyler Speed
Cardboard Robot	Gentle Fawn	Lifetime Collective	Quail	Umbro by Kim Jones
Chulo Pony	Ginch Gonch	Linda Loudermilk	Red Clay	Under the Canopy
C-Label	Grn Apple Tree	Lisa Levine	Reebok	Upper Playground
Corpus	GSUS	Livity	Reo Starr	Vestal
Dace	Han Cholo	Marc Ecko Collection	Repack	Want Agency
Dagg and Stacey	House of Spy	Mighty Fine	Report	WE
Dean Accessories	Hudson Clothing	Morphine Generation	Royal Elastics	Wrath Arcane

YOU WANT TO BE AT POOL BECAUSE...

BENEFITS OF **SHOWING** ON THE POOL FLOOR:

Surrounded by 300+ of the most sought after emerging art and design driven brands

3 days of sales opportunities with the most influential buyers in the industry

August 2008 show overall attendance:
20,000+ *and growing each show!*

Listing in the show guide and map

Convenient central location in the C5 Hall
of the Las Vegas Convention Center

Shuttle drop off directly out side from MAGIC
Express and shuttles coming from PROJECT.

Furnished, white walled booth to use as a
blank canvas to promote your brand

FREE electricity for your booth (500W)

FREE booth signage

Meal tickets

Around the clock security



BENEFITS OF SHOPPING ON THE POOL FLOOR:

One stop shopping for ALL categories

300+ of the best emerging art and
design driven brands setting

Carefully merchandised show floor

Re-usable show bag

FREE to all accredited retail buyers

Happy hours, T-shirt giveaways,
plus more!

SPONSORSHIP OPPORTUNITIES:

As the leading art and design driven fashion tradeshow, **POOLTRADESHOW** hosts the most influential industry tastemakers on the quest to find the latest trends. **POOL** offers a creative platform for brand exposure with sponsorship opportunities throughout several arenas.



POOLTRADESHOW SPONSORS RECEIVE:

- Brand Logo hyperlinked on the partner's page of POOL website, which receives on average 40,000+ hits monthly
- Written promotional piece on newsletter emailed to 40,000 target buyers, press, exhibitors and industry tastemakers
- Brand Exposure through press kit distribution in editorial gift bags reaching targeted fashion/lifestyle magazine editors
- Brand exposure within gift bags distributed to attendees
- Brand exposure within show directory distributed on show site to all attendees
- Brand exposure within exhibitor kits distributed to all exhibiting brands
- Approved branding on show site



Sponsorship areas include but are not limited to:

- Happy Hours
- Interactive Lounges
- Computer Lounges
- Photo Booths
- Water Bars
- Shuttle Transportation
- Show Book/Map
- LOOP events
- Fashion Shows
- Opening Night Party
- Listening Stations
- and many more!

POOLTRADESHOW COMMUNITY

On top of being a leading fashion tradeshow held biannually, POOLTRADESHOW is a community of art and design driven brands that are supported year round. POOL offers its community of exhibitors the marketing and public relations support needed to further develop their brand in the marketplace.



SUPPORT INCLUDES:

On-staff publicist dedicated to supporting **POOL** brands through editorial media outreach

Ad campaign programs targeted to relevant media outlets

Marketing pieces, mailed to target retailers and press, that highlight exhibiting brands

Emailed newsletters sent to target buyers, press, exhibitors and industry tastemakers, highlighting exhibiting brands and focusing on exhibitor related news

On-staff retail relations coordinator dedicated to researching and educating targeted retailers on exhibiting brands

Seasonal seminars for exhibiting brands detailing sales techniques and how to make the most of their show experience, taught by respected industry leaders



BOOTH DESIGN

At **POOLTRADESHOW** you are given a blank canvas to create a one of a kind booth that speaks to buyers while standing out from the rest of the crowd.

This photo is of a standard 8 x 12 booth — each booth comes with a writing table, chairs and the option of 2 fixtures (racks, shelves, or nesting tables).

Check out some of our favorite booths! ▶



POOLTRADESHOW

T: 323-666-5587 F: 323-666-4009

www.pooltradeshow.com

POOL STRIVES WITH SPIRIT

when others only dream
they could have any.

POOLTRADESHOW
FASHION
FREEDOM
WORLDWIDE