

# ENKNEWYORK

JANUARY 22-24, 2012 • FALL/WINTER '12 • THE TUNNEL + LA VENUE • SUNDAY & MONDAY 9AM-6PM TUESDAY 9AM-5PM

Thank you for your interest in **ENKNYC**, ENK International's innovative menswear trade exhibition held twice yearly during New York Men's Market Week in January and July.

Our focus for **Fall/Winter 2012** is on progression and the power of being seen! From classic tailored clothing to contemporary brands... **ENKNYC** has all categories under one roof! Retailers are always in search of the next new thing. Men want options and are willing to experiment with something new... whether it is denim, custom tailored suits, accessories or grooming products.

- **DESIGNERS' COLLECTIVE:**

an international assembly of directional and classic men's tailored clothing and accessories.

- **BLUE:**

a diverse selection of premium denim, accessories and advanced sportswear collections.

- **TMRW:**

a highlight of direction and inspiration, tmrw represents a look at our industry's raw talent in their initial stages of debut.

- **CLEAN:**


a fresh representation of personal grooming products for men.

**ENKNYC** has an extensive Retail Relations program offering concierge services and the best hotel rates in NYC! In addition, our Retail Relations Team continues to reach out to retailers, making sure that all of their needs and requests are met!

Only a specific group of directional and influential brands will be invited to participate with us for the next installment of **ENKNYC** on January 22-24, 2012 and it is our pleasure to invite you to apply!

Please complete the attached application, fax it to 646.841.1546 and return it to me along with samples as soon as possible. Our space is limited so please respond quickly!

Feel free to contact me at any time to discuss **ENKNYC** at [msampson@enkshows.com](mailto:msampson@enkshows.com), office – 212.759.8055, ext. 1446 or cellular – 203.671.9930.



Mike Sampson  
Director

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## PARTICIPATION APPLICATION

Today's Date: \_\_\_\_\_

Corporate Name: \_\_\_\_\_

Collection Name: \_\_\_\_\_

Address: \_\_\_\_\_

Exact Billing Address and Name of Recipient (if different from above):

City, State and Zip Code: \_\_\_\_\_

Company Telephone Number: \_\_\_\_\_ Company Fax Number: \_\_\_\_\_

Company E.Mail: \_\_\_\_\_ www: \_\_\_\_\_

Principals of Company \_\_\_\_\_

Trade Show Contact and Telephone Number: \_\_\_\_\_

Show Billing Contact and Telephone Number: \_\_\_\_\_

Years in Business: \_\_\_\_\_ Approximate worldwide sales volume: \_\_\_\_\_

Number of people employed by your company: \_\_\_\_\_

Designer's Name: \_\_\_\_\_

Will the designer be present at each show? \_\_\_\_\_

Are you a part of a parent organization or a collective showroom? \_\_\_\_\_

If so, name: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

In which Markets does your company typically participate and what size Booth space will your collection require?

<b>Market</b>	<input type="checkbox"/> January - Fall/Winter	<input type="checkbox"/> July - Spring/Summer
<b>Booth Size (i.e. 8'x10')</b>		

### For ENK use only

Screening Number: \_\_\_\_\_ Screening Date: \_\_\_\_\_

Notes: \_\_\_\_\_

New Application

Showroom Change

Waitlist Rescreen

ENKNYC -- Participation Application continued

**Collection Name:** \_\_\_\_\_

■ Is this a new collection/new launch? **Yes No** If Yes, ENK understands you will not provide the requested information below.

■ In which other Exhibitions/Trade Shows will your company be participating in for the **upcoming season**?  
**(ENK prohibits participation in other concurrent trade shows.)** \_\_\_\_\_

■ In which other Exhibitions/Trade Shows has your company participated in during **past seasons**?  
\_\_\_\_\_  
\_\_\_\_\_

■ Which labels does your collection "hang" with in a department or specialty store?  
\_\_\_\_\_  
\_\_\_\_\_

■ If accepted, are there any collections you would prefer not to be located near?  
\_\_\_\_\_  
\_\_\_\_\_

■ Is your product manufactured domestically or imported? If imported, from where?  
\_\_\_\_\_  
\_\_\_\_\_

■ Is your Collection "Eco-Friendly"? **Yes No** If Yes, please explain \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

List all product classifications, and their corresponding wholesale landed price points and detail the percentage of each product category to your total volume:

Category	Wholesale	Percentage to your total volume
<i>ex. Denim</i>	\$85-150	60%
_____	_____	_____
_____	_____	_____
_____	_____	_____

If accepted, please specify 1st, 2nd, and 3rd choices for booth size.

**Size:**  8'x10'  8'x15'  
 8'x20'  8'x25'

**Larger Size booth;** please specify \_\_\_\_\_

\*Kindly be advised that ENK will try to fulfill your booth request, but it will be contingent on whether or not the booth size, type and/or location is available.

Do you plan to show any additional labels or licensed collections in this booth? **Yes No**

If Yes, please list each additional label or license \_\_\_\_\_  
\_\_\_\_\_

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ENKNYC -- Participation Application continued

**Collection Name:** \_\_\_\_\_

**STORE AND BUYER INFORMATION**

1. Please list the top 4 department or specialty stores you are currently selling. If you are a new collection or just launching, please provide information on the stores interested or leave blank.

2. Please provide a recent Purchase Order for immediate or future shipments for each store listed.

**1. Store** \_\_\_\_\_ **Buyers Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

Buyers Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Buyer's Address \_\_\_\_\_

# of Doors \_\_\_\_\_ # of doors you are selling \_\_\_\_\_

How broad a range of product from your collection is on the selling floor? (% of total collection) \_\_\_\_\_

Is this a new relationship? **Yes No** If No, how many seasons have you been selling to this retailer? \_\_\_\_\_

**2. Store** \_\_\_\_\_ **Buyers Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

Buyers Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Buyer's Address \_\_\_\_\_

# of Doors \_\_\_\_\_ # of doors you are selling \_\_\_\_\_

How broad a range of product from your collection is on the selling floor? (% of total collection) \_\_\_\_\_

Is this a new relationship? **Yes No** If No, how many seasons have you been selling to this retailer? \_\_\_\_\_

**3. Store** \_\_\_\_\_ **Buyers Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

Buyers Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Buyer's Address \_\_\_\_\_

# of Doors \_\_\_\_\_ # of doors you are selling \_\_\_\_\_

How broad a range of product from your collection is on the selling floor? (% of total collection) \_\_\_\_\_

Is this a new relationship? **Yes No** If No, how many seasons have you been selling to this retailer? \_\_\_\_\_

**4. Store** \_\_\_\_\_ **Buyers Phone** \_\_\_\_\_ **Website** \_\_\_\_\_

Buyers Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

Buyer's Address \_\_\_\_\_

# of Doors \_\_\_\_\_ # of doors you are selling \_\_\_\_\_

How broad a range of product from your collection is on the selling floor? (% of total collection) \_\_\_\_\_

Is this a new relationship? **Yes No** If No, how many seasons have you been selling to this retailer? \_\_\_\_\_

Please provide any additional information or comments below that you feel may assist the jury in making a decision.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

RETAIL RELATIONS \_\_\_\_\_

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## FACTS AND REQUIREMENTS

If your company is interested in participating in **ENKNYC**, you must submit samples **and color pictures of each item submitted for review.**

**ENKNYC** seeks collections based on superior quality, craftsmanship and design integrity; this review also takes into account the need for your particular product classification within this season's show.

### MEETING DETAILS

- Screening Dates: **September 22, October 13, November 3, December 1, December 15.**
- Samples Due: **NO LATER THAN NOON, 2 DAYS PRIOR TO THE SCREENING DATE** without exception.
- Send Samples to: ENK International, Three East 54th Street, 12th Floor, New York City, NY 10022.
- Sample Pick-Up Date: Friday, 3PM following the screening. PLEASE CALL TO VERIFY THAT YOUR SAMPLES ARE READY FOR PICK UP.

### BE SURE TO ENCLOSE THE FOLLOWING.

- Fully completed application and pictures. The Screening Committee will not review samples unless they are accompanied by a completed application and pictures.
- 4 to 6 representative samples from each product category, label and licensed collection you wish to exhibit.
- **Please do not send more than 4-6 samples.** The Screening Committee will review previous season samples if current season samples are not yet available. Sketches and press kits are welcome, but will not be accepted as a substitute for actual samples. ENK will keep all materials unless you specify the need to have these returned to you.
- All samples must have the collection name on each item (i.e., logo, hangtag, stickers, etc.).
- All samples must be sent in sealed packaging i.e. garment bags, sealed boxes, etc.
- All samples **must be submitted with a color photograph.**
- If garments require hangers, please supply them.
- Detailed packing slip and/or commercial invoice; list each sample separately.
- Applicants are fully responsible for the cost of all messenger and postal services plus the insurance of samples.

Please refer to reverse side for vital shipping procedures.

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## SHIPPING INFORMATION

**TO BE RETURNED WITH APPLICATION.**

Please Return My Enclosed Press Materials.

Corporate Name: \_\_\_\_\_

Collection Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone Number: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

For international companies, please provide a contact name and number in the United States:

\_\_\_\_\_

**METHOD OF SHIPPING TO ENK:** All Samples must be sent in sealed packaging. # of items Shipped: \_\_\_\_\_

UPS \_\_\_\_\_  FEDEX \_\_\_\_\_  OTHER \_\_\_\_\_  
Tracking number Tracking number Tracking number

Messenger Service \_\_\_\_\_  
Tracking number

**METHOD OF SHIPPING FROM ENK:**

UPS (Must include a "call Tag")  FEDEX (Must include air bill)  OTHER (Must include air bill/ "call Tag")

UPS Account # \_\_\_\_\_  FEDEX Account # \_\_\_\_\_

Messenger Service (Please be sure to provide the messenger service with your collection name, company name and address destination.)

\_\_\_\_\_  
Messenger Company name

*International Companies:*

Have you included five copies of commercial documents? **YES** **NO**

Have you included a return waybill? **YES** **NO**

Have you assigned all payment responsibility to your company? **YES** **NO**

ENK cannot accept delivery of samples if all costs have not been met by your company.

If samples are not picked up within 30 days after receipt by ENK, your samples shall become the property of ENK.

For questions and inquiries, please contact the shipping department at 212.759.8055, Ext. 1423 **or refer to the shipping sample procedure page in your application package.**

**For ENK use only**

**Received Date:** \_\_\_\_\_ **Screening Date:** \_\_\_\_\_ **Screening Number:** \_\_\_\_\_

**Type of Package:**  Garment Bag  Shipping Box  Other \_\_\_\_\_ **Number of Items:** \_\_\_\_\_

**Return/Pickup Date:** \_\_\_\_\_

**Outbound Shipment Method**  UPS  FEDEX  OTHER  MESSENGER \_\_\_\_\_

COMPANY NAME

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## SHIPPING SAMPLE PROCEDURES

**Domestic Companies** (within the United States): Samples shipped to ENK via messenger or common carrier must be received by Noon, two days before the Screening Meeting. Please be sure all samples are properly labeled with your Company's name and clearly mark to the attention of the "ENKNYC Screening Committee".

**Foreign Companies** (outside the United States): Your Company's international shipments require the use of a Customs Broker who can fulfill all the requirements at your sole cost and expense, including the payment of all shipping/freight costs and duty/tax.

- ENK will not accept delivery of samples if all costs have not been met by your Company (shipping/freight and duty/tax).
- ENK will not accept overseas shipments sent via DHL or TNT Express.
- All international shipment forms include specific instructions for cost delegation of duty/tax. Please review these instructions carefully and mark the box that assigns payment responsibility to your Company.

## RETURNING SAMPLE PROCEDURES

**Domestic Companies** (within the United States):

- For samples being shipped via UPS, a Call Tag must be issued in order for proper return of your samples. (Please refer to your UPS manual or representative if you have any questions regarding a Call Tag). The Call Tag should be issued the day before the Screening Meeting. If a Call Tag is not issued we will be unable to return the samples to your company on a timely basis. Samples being shipped via any other carrier must include a return air bill with your Company's Account Number clearly indicated.

### Messengers

- Within the New York City vicinity, please be advised that all Companies must arrange for sample pick-up one week after the Screening Meeting. Please call our office before your pick-up to ensure that your samples are ready at 212.759.8055, ext. 1423.
- **Be sure to provide the messenger service with the collection name, company name and address destination.**

**Foreign Companies** (outside the United States): In order for ENK to return samples to your Company, the following must be received:

- A return waybill must be enclosed with the samples. The waybill must have your Company's shipper number and signature on the waybill itself.
- Five copies of commercial documents. These documents should indicate the value of the samples in the package. This procedure must be adhered to for proper return of samples.

Please be advised that ENK International and ENKNYC shall not be liable for any loss or damage of any nature to the Collection submitted to us. As a condition of accepting your Collection for review by us, you agree to indemnify and hold harmless ENK International and ENKNYC from and against any and all expenses, damages, claims, suits, actions, judgments, and costs whatsoever (including reasonable attorney fees) arising out of or in any way connected with the submission of your Company's Collection to the Screening Committee. You further agree to acquire adequate insurance covering your Collection while it is in transport and possession. **In the event samples are not picked up from ENK within 30 days after receipt by ENK, they shall become the property of ENK International.**