



Welcome –

LATINO FASHION WEEK (LFW) Chicago, the only full week dedicated to Latinos in Fashion in the United States; our motto “By Latinos, For Everyone.” This year will mark our Fifth Year Anniversary, with the theme “Art in Fashion.” LFW will feature a three-day consumer experiential exposition at the **Zhou B Art Center**, 1029 W. 35th St., Chicago, IL., 60609. We would like to extend an invite for your business to become a vendor during LFW, November 1-5, 2011. This is a great opportunity to make long lasting connections and build relationships with our audience: local, national and international Fashionista’s, teens & families, financially successful professionals; and also gain a large amount of media exposure. We have approximately 10,000 participants throughout the week. The EXPO is open to the public and free of charge, providing you the opportunity to promote your services, products and/or brand, while creating a long lasting experience. Our live events and virtual components will drive awareness and attendance as well as amplify the experience for attendees well beyond the shows. LFW is pleased to invite vendors to participate in the Family Pavilion and/or Expo, a marketplace with style, to sell products or services.

Thank you,

Latino Fashion Week

Co-Executive Producers,
Arabel Alva Rosales and Cesar Rolon Jr.





EXHIBIT SPACE DETAILS:

Dock is available for set up times mentioned below.

- **Thursday, November 3, 2011** *Teen Day Fashion Show & Family Pavilion Expo*
- Set up time: 10am-12pm, Event time 3pm-9pm
- **Friday, November 4, 2011** *Mixed Mediums*
- Set up time: 12pm-2pm, Event time 3pm -9pm
- **Saturday, November 5, 2011** *Art in Fashion Extravaganza & Expo*
- Set up time: 10am-12pm, Event time 1pm – 8pm *must clear out by 10pm
- **The Zhou B Art Center space can accommodate approximately 15 - 20 vendors.** Vendors will be assigned an area that consists of your selection from the Exhibitors Opportunities sheet. Vendors are welcome to bring their own table cloth/skirting if preferred. Vendors will be allotted a small space behind their chairs to place a rolling rack or back stock. Rolling racks or similarly sized equipment must be provided by the vendor.
- All vendors are responsible for providing individual(s) to man their booths or lounge area.
- In the event that a vendor must cancel this agreement after payment is received, a refund will not be given.
- Due Date for full payment to reserve space is October 17th, 2011.*
- If paying by check or money order, make check payable to: Latino Fashion Week
- Checks returned for non-sufficient funds will be charged a \$35 NSF Fee.

I agree to and understand the exhibit details.

SIGNATURE

Date

PRINT NAME

Exhibitors Opportunities

Participate in any level of exposure for your company's products during Latino Fashion Week's 3-day Fashion Lounge and Expo (November 3, 4, 5). We are offering several levels of participation for a select 15-20 spots in the Expo - choose one that works for you!

Fashion Lounge Booth Cost \$3500

**20 X 20 Experiential
Booth/Lounge Area
(8 Available)**

**Prime exhibit area within the
trade show space**

**Company logo on LFW
complimentary exhibitor
pass (50K)**

**Company Logo and name in
trade show exhibitor
brochure and map**

Pipe and Drape

Two 6ft tables and 4 chairs

Electricity

One Gift Bag Insert

**Four tickets to opening night
red carpet media event**

Trendsetter Booth Cost \$2500

**20 X 10 Experiential Booth/Lounge Area
(6 Available)**

**Prime exhibit area within the
trade show space**

**Company logo on LFW
complimentary exhibitor
pass (50K)**

**Company Logo and name
in trade show exhibitor
brochure and map**

Pipe and Drape

Electricity

Two 6ft tables and 4 chairs

**Two tickets to opening night
red carpet media event**

Glam Booth Cost \$1500

**10 X 15 Experiential
Booth/Lounge Areas
(4 Available)**

**Exhibit area within the
trade show space**

**Company logo and name
in trade show exhibitor
brochure and map**

Pipe and Drape

Electricity

One 6ft table and 2 chairs

The Look Booth Cost \$1000

**10 X 10 Experiential
Booth/Lounge Areas
(8 Available)**

**Exhibit area within the trade
show space**

**Company name in trade
show exhibitor brochure
and map**

Pipe and Drape

One 6ft table and 2 chairs



Zhou B Art Center
1029 W. 35th St., Chicago, IL., 60609

Contact:

Delia De Avila, Coordinator
lfwsupport@alvarosales.com
773.733.7152

Price includes booth for 3 day expo

The Artistic Space Cost \$500

10 X 10 Area

**Exhibit area within the trade
show space**

One 6ft table and 2 chairs

**this option is available for
1 day expo also*

Exhibitors Opportunities

EXHIBIT CONTRACT

Thank you for your interest in exhibiting your company during Latino Fashion Week's 3-day Fashion Lounge and Expo. Please review, sign, and return this contract at your earliest convenience.

Company : _____

Company Web Site: _____

Contact Name: _____

Contact Title: _____

Contact Phone: _____

Contact Email: _____

Address: _____

City: _____ **State:** _____ **Zip code:** _____

Type of Merchandise: _____

Merchandise: _____

EXHIBIT BOOTH SELECTION

- | | | |
|--|---------|--------------------------|
| 1. Fashion Lounge Booth..... | \$3,500 | <input type="checkbox"/> |
| 2. Trendsetter Booth Cost | \$2,500 | <input type="checkbox"/> |
| 3. The Glam Booth | \$1,500 | <input type="checkbox"/> |
| 4. The Look Booth | \$1,000 | <input type="checkbox"/> |
| 5. The Artistic Space | \$500 | <input type="checkbox"/> |
| 6. I am a sponsor & booth is included in my sponsorship benefits * | N/A | <input type="checkbox"/> |

METHOD OF PAYMENT

CHECK
(Payable to Latino Fashion Week)

VISA

MASTERCARD

DISCOVER

CASH

Name as it appears on Credit Card

Credit Card Number

Security Code

Credit Card Expiration

Signature

Check Number

Please fax CREDIT CARD payments and completed form to:
1-773-733-7146

Please mail CHECK payment and completed form to:
Latino Fashion Week c/o Ruby Lopez
431 W. Pershing Rd. 2nd Floor,
Chicago, IL. 60609

For more information contact Delia De Avila at 1-773-733-7152 or Maria Tenorio at 1-773-733-7140
Email: lfwsupport@alvarosales.com

Latino Fashion Week Events



LATINO
Fashion WEEK LFW™

ART
IN
FASHION

“By Latinos,
For Everyone”

November 1-6, 2011

ABOUT LATINO FASHION WEEK (LFW)

“By Latinos, For Everyone.” LFW is the only Fashion Week in the United States that was created to support the talent of local, national and international Latino designers. LFW is the premier resource institution for those in the Latino Fashion Industry. The Windy City becomes the talk of fashionistas at the 5th Annual Latino Fashion Week. This six-day event will include educational seminars, runway shows, celebrity appearances, VIP parties with a three day Fashion Lounge and Expo.

In partnership with Zhou B Art Center, we look forward to having an amazing group of artists for the following exhibition which will take place all week. “CelebrateARTE” is a contemporary art exhibition that celebrates the Latino spirit, imagination and creative force. Curated by Sergio Gomez for the Zhou B. Art Center in collaboration with 33 Contemporary Gallery.

Latino Fashion Week: www.LatinoFashionWk.com

Venue: **Zhou B Art Center** - 1029 W. 35th St., Chicago, IL 60609
www.zbcenter.org

Tuesday, November 1, 2011: Designer's Muse
Time: 5:30 PM Show: 7:00 PM

Celebrity Emcees: Ryan Chiaverini and Valerie Warner of Windy City Live, WLS-TV ABC7 Chicago

This year marks the Fifth Year Anniversary for Latino Fashion Week (LFW). A Red Carpet Media Reception will kick off the week with the theme “Art in Fashion.” Come be a part of the LFW movement and support Chicago’s top local Latino designers, each of whom will be presenting their most outstanding designs. Featuring our annual celebrity catwalk. LFW will also present internationally renowned stylist and image-maker, Irma Martinez, founder and creative director of Trendy Inc., with the prestigious Fashion Icon Award.

Wednesday, November 2, 2011: Unity Canvas
Time: 7:00 PM Show: 7:30 PM

Celebrity Emcee: David Miranda, Telefuturo & Univision Radio
LFW will host a multicultural fashion show honoring the ethnic diversity of Chicago’s local designers including Borris J. Powell Designs, winner of the Oscars Designer Challenge in 2011, Charisma by Ritu Boorgu, with a charismatic and ravishing collection and more.

Thursday, November 3, 2011: Teen Day Fashion Show & Family

Pavilion
Expo: 2:00 PM Show: 7:00 PM

Celebrity Emcees: Julian on the Radio B96

Back by popular demand, this event will promote a healthy lifestyle and improved self-esteem featuring an AWSUM (Amazing-Wonderful-Super-Unique-Me) Workshop with teen-savvy motivational speakers including Zoë Damacela, Designer, Alina Patris, LFW Teen Model & Blogger; Nicole Suarez, *Nuestra Belleza Latina* of Chicago and more. This event will also host the premier of Jorge Perez de la Habana’s Quinceañera line (available at Macy’s on State Street) on the LFW Teen Runway Show. **Free & open to the public our three day Fashion Lounge and Expo, exhibiting apparel, fashion accessories and more, begins today!**

Friday, November 4, 2011: Mixed Mediums
Expo: 3:00 PM Show: 7:00 PM & 9:00 PM

Celebrity Emcee: TBA

LFW features a runway show of some of the most popular trends in fashion, including vintage style designs to a mixed collective by Alicia Estrada, head designer and founder of the Stop Staring! Don't forget to visit our Fashion Lounges and Expo.

Saturday, November 5, 2011: Art in Fashion Extravaganza
Expo: 1:00 PM Show: 8:00 PM

Celebrity Emcee: Lourdes Duarte, WGN

This glamorous evening begins with a VIP, Celebrity status reception, followed by our finale runway show including collections of national & international designers Claudia Arce, from Buenos Aires; Paco Mayorga, from Chiapas, Mexico & Jorge de la Habana’s 2012 Bridal collection. Tonight will also wrap up our Fashion Lounges and Expo. Celebrity guest actor/model Cristian Carabias. Award recipients will include radio & TV personality, Nina Chantele, international make-up artist Orlando Santiago and more.

Sunday, November 6, 2011: Art in Fashion Panel at Instituto Cervantes
Event: 12:30 PM Panel Discussion: 1:00 PM

LFW will moderate the “Art in Fashion” panel which will cover the diverse entities that help create fashion locally and internationally.

Purchase Tickets: www.latinofashionweek2011.eventbrite.com

Walgreens

AKIRA
CHICAGO

American Airlines

celebrity ARTE
Curated by Sergio Gomez



**ZHOU B
ART CENTER**

AAR
& ASSOCS., LTD.
Technology That Makes Your Organization Excite!

PACO
[ideation]

DISPLAY
CHICAGO

macy's

MAKE UP first
SCHOOL OF MAKEUP ARTISTS

IMAGEN CONSULTANTS
CONSULTING