

PRE-REGISTRATION DEADLINE: AUGUST 1, 2008

### ATTACH BUSINESS CARD HERE

Card must include a title.

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.

Business cards with colored backgrounds must be mailed.

Please submit this form no later than **August 1, 2008** to receive badge(s) prior to show. **Photocopy this form for additional registrants.**

### HOW TO REGISTER

- Register Online at [www.MAGICOnline.com](http://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: \_\_\_\_\_ (used for Registration confirmation)

Direct Line Phone: ( ) ( ) \_\_\_\_\_ Direct Line Fax: ( ) ( ) \_\_\_\_\_

### PLEASE PRINT

dba / Store Name (Badge Name) \_\_\_\_\_ # of stores: \_\_\_\_\_

Company Name (if different from above): \_\_\_\_\_ Company ID#:

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(S) WOULD YOU LIKE TO REGISTER FOR? (Select all that apply)

- MAGIC  Project  Pool

### 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  
 K  Supplier\* (fabric, trim, packaging, etc.)  
 L  Exporter\*  
 M  Importer (non-U.S. based)  
 N  Jobber (Close out specialist)  
 O  Distributor  
 P  Licensor / Licensee\*  
 Q  Publishing / Marketing / PR\*  
 S  Financial Institution / Business Consultant\*  
 T  Technology\*  
 U  Broker / Agent\*  
 V  Premium / Corporate Incentives  
 W  Sourcing / Private Label (Approved titles only)  
 X  Branded Manufacturer / Wholesaler/Apparel / Accessory (Non-Exhibiting)\*  
 Y  International Consulate / Government Office  
 Z  Factory / Production Facility / Sewing Contractors\*

### MY PRIMARY PURCHASING RESPONSIBILITY IS:

- (Select all that apply)  
 A  Men's purchasing  
 B  Women's purchasing  
 C  Children's purchasing  
 D  Fabric/Trim purchasing  
 E  Sourcing

### DO YOU CARRY ECO/ORGANIC BRANDS IN YOUR STORE?

- Yes  No

### 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  
 M  Mfg. Sales Rep / Acct. Exec  
 N  Director  
 O  Product Development  
 P  Planner  
 Q  Sourcing Manager  
 R  Fabric / Trim Buyer  
 S  Publisher / Asso. Publisher  
 T  Business Development  
 U  Marketing Director / Manager  
 V  Graphic Artist  
 W  Logistics Manager  
 X  Licensing Agent / Rep

### CHECK PRODUCT CATEGORIES YOU PURCHASE

#### MEN'S (Check 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

#### WOMEN'S (Check 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  Missy / Updated Missy  
 S  Denim  
 T  Bridge Collections  
 U  Licensed Apparel/Accessories

#### CHILDREN'S (Check all that you buy)

- A  Layette  
 B  Infant  
 C  Toddler  
 D  Girls 4-6x  
 E  Girls 7-16  
 F  Boys 4-7  
 G  Boys 8-20  
 H  Accessories  
 I  Footwear  
 J  Juvenile Products  
 K  Licensed Apparel/Accessories  
 L  Gifts / Toys  
 M  Swimwear  
 N  Preteen  
 O  Private Label  
 P  Off-Price

#### HAVE YOU BOOKED YOUR HOTEL? Yes No

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.

For Staff Use Only

MAIL CODE: MA08-01

\*There is a non-refundable \$100 per person pre-registration fee or \$200 on-site registration fee for those non-retailers with an asterisk. Payment must accompany registration form to process your registration. Payment by company check to MAGIC International must be made in U.S. funds drawn on a U.S. bank.