

submit **FLY IN + DRIVE IN** nominations!

FLY IN PROGRAM

- Nominate out-of-area retailers to receive complimentary roundtrip airfare to attend Spring Market, courtesy of the Gift Association!
- Nominees are contacted in the order received via email, fax, mail and phone (depending on information provided) and buyers' flight requests accepted in the order received, until the budget is spent.
 - * This program serves valuable, key accounts with high-quality, high-volume buyers.
 - * Nominate "hard-to-get" buyers who do not regularly shop the Spring Gift + Home Market.

DRIVE IN PROGRAM

- Nominate out-of-region retailers to receive 1 complimentary hotel night plus tax, courtesy of the Gift Association!
- Nominees are contacted in the order received via email, fax, mail and phone (depending on information provided) and buyers' hotel requests accepted in the order received, until the budget is spent.
 - * Store must be located outside a 50-mile radius of L.A. Mart
 - * Offer only available at Show host hotel

IMPORTANT

- **Max nomination per showroom is 2 buyers total**; Max nomination per store is 2 buyers; Max nomination per Hawaii based store is 1 buyer; Max nomination per chain store is 2 stores and 2 buyers per store.
- A store may not receive both Fly In and Drive In incentives.

DEADLINE

- **5 weeks prior to Spring or Fall Gift + Home Markets**

FLY IN + DRIVE IN INSTRUCTIONS

1. Supply COMPLETE buyer information as an Excel spreadsheet with separate fields for each item below:

<i>store name</i>	<i>first name</i>	<i>last name</i>	<i>telephone</i>	<i>fax</i>	<i>email</i>
<i>website</i>	<i>street</i>	<i>city</i>	<i>state</i>	<i>zip</i>	<i>comments</i>
2. Specify whether buyer is Fly In or Drive In:
 - Fly In: Complimentary roundtrip airfare to attend Market
 - Drive In: 1 complimentary hotel night during Market
3. Email your nominations to Nicole Rubino at nrubino@lamart.com.
4. **ALL** nominations submitted receive a letter, email, fax and phone call (depending on information provided) within one week extending complimentary travel accommodations on behalf of your showroom.
5. As your buyer(s) accept offer, L.A. Mart Marketing will contact you to confirm your buyer's acceptance.
6. Once you receive an acceptance confirmation, please contact your buyer to set an appointment during Market.
7. If your buyer does not show up for the appointment, please notify Nicole Rubino post show.

QUESTIONS

- Nicole Rubino | 213.763.5828 | nrubino@lamart.com