

Charlotte's Best Menswear Show

Presented at

The DoubleTree Hotel South Park
6300 Carnegie Boulevard, Charlotte, NC. 28211

September 20, 2025

Dear Exhibitor:

We are excited to announce a new venue for the best of menswear to work their accounts in Charlotte. The DoubleTree Hotel is adjacent to the South Park mall. A Well-maintained safe location, close to a variety of nice hotels, great shopping and a broad variety of dining options.

This hotel not only offers larger well-maintained rooms with connecting living areas ideal for your line presentations, but also a variety of Booth options if you prefer to present in an open booth format. We have booth options ranging from 10 x 10's, starting at just \$1500 to 10 x 15's, 10 x 20's and customs sizes available. Visuals and a link to the hotels virtual presentation are included here.

Our goal is to enhance the overall Charlotte menswear market, by offering an alternative that addresses the problems plaguing our Charlotte market for years. We believe this new venue will help bring back many of the retailers that were vital to a successful market, and to attract a host of other retailers to come see what we all offer, in service, convenience and the long term relationships the salesmen, and sales ladies of the Southern Market have built with their retail partners for years.

We will be aggressively promoting the show as we do for the NYBMS we also run in NYC. We will have a variety of promotional options for vendors to reach out to our entire mailing list, starting with our email blast programs starting at just \$25.00, to our show directory which will be in both print and digital, and our personalized program of sending all retailers they show badge with your ads included.

Finally a show that works as hard to make you a success, as you work to make the show a success.

The DoubleTree room rate is **\$189.00 (plus tax), per night, with a show fee of just \$500.00**
this rate guaranteed for the first 25 exhibitors registering.

Charlottes Best Menswear Show will officially open **Saturday, February 7th at 8:00 AM and run through Monday the 9th to 3:00 PM.**
Set up for booths will be Friday late afternoon.

Return your contract and necessary forms with your check or credit/debit card authorization form, Via email, to **Don@Mineapparel.com**. We will be rooming the show as contracts are received. Read your contract carefully and provide us with the required information to process your contract.

PLEASE READ THE FOLLOWING IMPORTANT INFORMATION CAREFULLY

If sending shipments/packages to the hotel, the address is: **The DoubleTree Hotel South Park**

6300 Carnegie Boulevard, Charlotte, NC. 28211

Be sure your return shipment label has been filled out with your name and address and other personal return information.

- If you cancel out anytime during 10-days prior to the opening day of the show, you will be charged a \$600.00 "NO SHOW FEE." No exceptions!!
- All cancellations must be made through our office, NOT through the hotel. You can contact us by telephone Don Wechsler 917-412-1331,
- or email to: Don@Mineapparel.com
- "No Shows" will be billed one night's room and tax. Any remaining nights will be cancelled.
- Don Wechsler and assistants will be in available to help you with any problems or concerns.
- Discount lunch tickets are provided for salespersons that have signed a contract to show, and all registered retailers. Additional tickets can be purchased at our service desk for \$10.00, or include this charge on page 2 of your contract, under Market Fees, item number #8.
- Table covers and lighting are to be provided by each Exhibitor.
- Absolutely - Do not remove light fixtures or furniture. It is not permissible to move parlor furniture into the bedroom. If you do so, there is a substantial monetary fine levied by the hotel.
- Please make every effort to get your contract in on time to avoid a \$100 late fee.

Here is a link for a virtual tour of the hotel:

[https://truetour.app/properties/2244/experiences/91186?
shareId=340513&utm_property=2244&utm_share=340513&utm_campaign=experi
ence_share&utm_bucket=asset%2Cexperience%
2Cchannel&utm_experience=91186&utm_owner=7076](https://truetour.app/properties/2244/experiences/91186?shareId=340513&utm_property=2244&utm_share=340513&utm_campaign=experience_share&utm_bucket=asset%2Cexperience%2Cchannel&utm_experience=91186&utm_owner=7076)

EXHIBITOR INFORMATION:		
REP:		
FIRST NAME	LAST NAME	ADDRESS
EMAIL	PHONE	

SUITES REQUIRED:	IN THE BARRINGER ROOM	
	ONE SUITE	
	TWO SUITES- CONNECTING PREFERRED	
	ONE SUITE & A 10 X 10 BOOTH	You are obligated to pay for 4 nights for the sleeping room
	ONE SUITE & A 10 X 15 BOOTH	You are obligated to pay for 4 nights for the sleeping room
	ONE SUITE & A 10 X 20 BOOTH	You are obligated to pay for 4 nights for the sleeping room
	A 10 X 10 BOOTH- no sleeping room	
	A 10 X 15 BOOTH- no sleeping room	
	A 10 X 20 BOOTH- no sleeping room	

OR CALL TO WORK OUT A CUSTOM SIZE

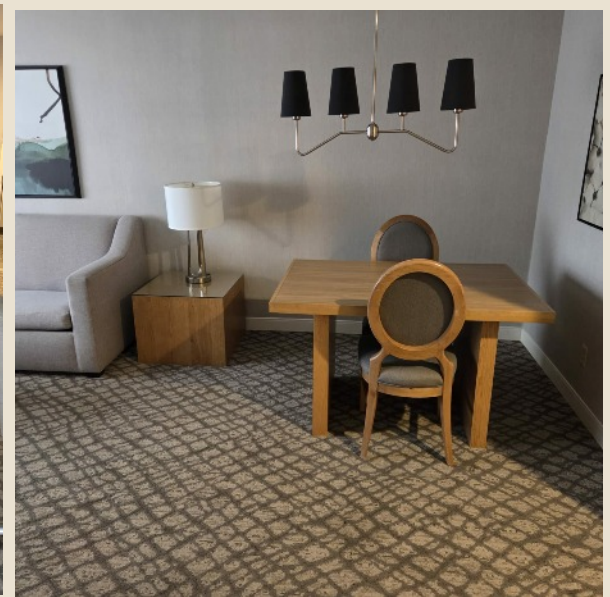
EXHIBITOR INFORMATION:		
REP:		
FIRST NAME	LAST NAME	ADDRESS
EMAIL	PHONE	

LINES REPRESENTED	
LINE #1	LINE #2
LINE #3	LINE #4
LINE #5	LINE #6

A Beautiful Lobby Creates a Fantastic Upscale Start to the Show



Larger Living room areas make set up easier & presentations Nicer



DIRECTORY & EMAIL ADVERTISING OPTIONS & ADVANTAGES

Be part of our exciting Show Directory
All ads will not only be featured in the show brochure,
And on the show web site
They will all also be featured in our email
BADGE CAMPAIGN
THIS GETS OVER A 200% OPEN RATE
And our Digital Flip Book with links to your site
These put your AD in front of the Over 800 Contacts on our List.



We include your AD with all the pre-registered show badges that will be sent to

**Every retailer on our attendee list.
These badges will be sent to every attendee PERSONALLY
And each will have THEIR BADGE
That they will need to be able to get on the show floors.
So they HAVE TO SEE YOUR AD.
Please send your ad in a PDF or JPEG format.**

DIMENSIONS: 5.5" X 8.5" with 1/4" bleed

Cost per page:
\$400 - Interior ad
\$750 - Inside front cover & facing page
\$750 - Inside back cover & facing page
\$1250 - Front Cover or \$900 Back Cover

Send the ad to **Don@mineapparel.com**
We can also help with the formatting at no additional charge

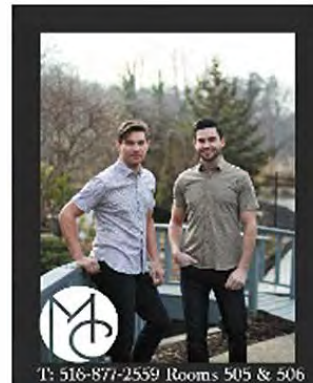
RETAILER
DON WECHSLER

NYBMS FALL 2024

Fall 2024



Please Print
your Badge
And bring it
with you
to the show
For easy access
and to
avoid delays



New York's Best Menswear Show

Presented at the

Park Central Hotel

870 7th Avenue, Between 55th & 56th Streets

HERE'S A DEAL YOU CAN'T REFUSE
YOU CAN HAVE
CUSTOM EMAIL BLASTS TO
PROMOTE
YOUR BUSINESS

JUST \$25.00 TO SET UP AND
SEND YOUR AD TO THE ENTIRE
LIST OF ATTENDEES TO THE

AND JUST \$10.00 TO REPEAT IT
ADD YOUR ENTIRE MAILING LIST

THIS IS A GREAT WAY TO
TELL EVERYONE

+WHAT SHOWS YOU WILL BE DOING
+ANNOUNCE A NEW ITEM
+OR A SPECIAL OFFER

To do this with MR
it will cost you over \$4000.00
HOW CAN YOU PASS THIS UP

WITH US YOU CAN HAVE A BLAST EVERY DAY FOR LESS

PARK LANE ASSOCIATES LLC

7495 West Atlantic Ave., Suite 200-145

Delray Beach, Fl. 33446

CREDIT CARD INFORMATION and AUTHORIZATION

In order to process your order, please fill out the information required below. Please print all information, except when a signature is required.

Company Name: _____

Method of Payment:

☐ Master Card ☐ Visa ☐ Discover

☐ American Express
(I understand that a 2% surcharge will be added to my invoice if I opt to use an American Express or Optima)

Account # _____

Expiration Date: _____ CVV# _____

Billing Address _____

Billing Address _____

_____ Zip Code: _____

Name on card: _____

I, _____, hereby authorize the use of my credit card,

Please print

as listed above, as my method of payment for the rental of merchandise from
PARK LANE ASSOCIATES LLC

Signature

Date