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## Guidelines for obtaining the **PROFASHIONALPASS** 2008

The **PROFASHIONALPASS** has proven itself as authorisation for entering the Fashion and Shoe Fairs and the IMC Fashion Centres:

- Fast and explicit authorisation to enter all German Fashion and Shoe Fairs
- Special rates for admission tickets at the IGEDO FASHION FAIRS DÜSSELDORF, the shoe fair GDS, Düsseldorf and at ISPO, Munich
- Additional option of buying advance tickets at the **PROFASHIONALPASS** service centres
- Door opener for entrances and car parks at IMC Fashion Centres
- Access to the protected areas of the trade Internet portal **www.fashion2fashion.de**

The **PROFASHIONALPASS** is only issued to those owners, managers and full-time staff of fashion and textile retail business, authorised to purchase and to volume buyers (department stores, large mail order companies) within this industry.

Please understand that we can only process the application to issue a **PROFASHIONALPASS** provided it has been completed truthfully and in full, is signed by the store owner or manager and the card holder and is accompanied by all the legitimization documents listed below:

1. Copies of current invoices, order confirmations or delivery notes, detailing a minimum annual purchase.  
**and**
2. Registration of the business as textiles and/or accessories retailer or a copy of the registration in the directory of companies. For online-shops the tax number and the evidence of an own Internet site (excepted are public sales and auctions) via which the trade with fashion goods is conducted.  
**and**
3. Lease contract of the store or an official copy of the entry in the Land Register and a photo of the store (external view clear of company logo) or current newspaper advertisements.

The **PROFASHIONALPASS** 2008 is issued in four different versions:

1. **PROFASHIONALPASS** with **golden** imprint  
for specialist retailers in the segments apparel, footwear, leather goods, sports goods and to volume buyers within this industry (minimum purchasing volume € 25,000.-- net)
2. **PROFASHIONALPASS** with **blue** imprint  
for specialist retailers with side-lines for apparel, footwear, leather goods, sports goods and/or accessories as well as home textiles and soft furnishings and wholesalers (export) (minimum purchasing volume € 25,000.-- net)
3. **PROFASHIONALPASS** with **red** imprint  
for specialist accessories retailers (minimum purchasing volume € 10,000.-- net)
4. **PROFASHIONALPASS** with **green** imprint  
for retailers with mixed ranges (minimum purchasing volume € 25.000.-- net, of which fashion goods such as apparel, footwear, leather goods, sports goods and/or accessories account for a minimum of € 12,500.-- net) and online-shops

Please send your application along with the aforementioned enclosures, a crossed Cheque to the amount of € 34.15 per pass as a handling fee as well as the required passport photo to the **PROFASHIONALPASS** Service Centre of Modemedia GmbH or at one of the other fashion centres listed on the application form, or to WDM, Hamburg.

We look forward to successful seasons with new fashion and beneficial co-operation.

Best regards,

Your **PROFASHIONALPASS** Service Team