

*South Florida*  
INTERNATIONAL  
**FASHION**  
WEEK 2018

**FASHION DESIGNER SHOWCASE PACKAGE**

Fee: \$2,000.00 USD

The foundation sponsors \$750.00 thereby the cost to the designer is **\$1,250.00 USD**

\*There is an additional fee of \$250.00 to open or close each show.

Total fee is paid in 2 installments:

\$750.00 deposit due once application is accepted and signed Designer Agreement and Release Form is submitted

\$500.00 balance due 90 days prior to show date; if opening or closing the show, the final payment is \$750.00

Package includes:









- Up to 12 garments
- 2 VIP admission tickets
- 2 general admission tickets
- 1 backstage pass for assistant dresser
- Promotion in the SFIFW special issue of City Miami Magazine
- Company information in program and social media promotions
- Models available, if specific requirements are needed designer must provide at own cost
- General hair and makeup provided for models only, if specific requirements are needed designer must provide at own cost
- Photos in high resolution of collection exhibited with full copyrights
- Bio on event website

Neither Fashion for a Cause Foundation or Fashion Avenue Inc., the production company, nor any affiliated sponsor, employee, event staff member, nor volunteer is responsible for any loss or damage to garments, accessories, or belongings. Designers are encouraged to secure their property, bring their own backstage assistant(s), garment racks and steamers.





Raw HD-Pro video of showcased collection with full copyrights will be available for purchase.

South Florida  
INTERNATIONAL  
**FASHION**  
WEEK 2018

FASHION DESIGNER FACT SHEET

	Registration and Fees	We request that designers register early to secure a spot in the show. Time slots available on a first-come, first-serve basis. Fees must be paid in full to be listed in the calendar.
	Models	SFIFW will provide models or you may use your own models at your own cost and you will need to bring your own hair/make-up team. If you choose to bring your own models you must notify SFIFW 60 days prior to the event date to allow proper accommodations to be made.
	Release Form	Designers must sign a release form allowing the use of their image in photo and video. Signed Designer Release Forms must be submitted at the time deposit payments are made.
	Hair and Makeup	We provide hair stylists and makeup artists. Styles are maintained neutral to meet all designer's needs.
	Music	Designers must provide music on a USB for their show. Music chosen cannot have any explicit language. Make sure USB is properly labelled with your name, collection name, and any additional information the DJ/sound technician will need.
	Visuals, Logos, and Credits	Please submit a USB (separate from your music USB) labelled with your name, collection name, and any additional instructions with the multimedia. Examples of multimedia include a PowerPoint presentation with your logo, bio, credits for any modelling agencies, or background ambiance visuals such as photos or videos; be creative.
	Staging Area and Dressing Rooms	Staging area and a dressing area will be provided. You are responsible for your models. Provide snacks and drinks for your models. No alcohol is permitted backstage. Please bring your own clothing rack and steamer. Keep the area clean, bag all garbage, and double check to ensure nothing is left behind as neither the Fashion for a Cause Foundation, Fashion Avenue Inc. or South Florida International Fashion Week are responsible for damaged, lost or stolen items.
	Backstage Access	Only designers, models, dressers, hair stylists, makeup artists, and the South Florida International Fashion Week staff will be permitted backstage. Anyone without the proper credentials will be removed immediately.

South Florida  
INTERNATIONAL  
**FASHION**  
WEEK 2018

	<p>Photographs and Videos</p>	<p>The South Florida International Fashion Week will have a team of professional photographers and videographers to capture photos and video of every model for every show. Images will be made available to designers after the show at no additional charge; video will be available for purchase. Sharing of these images or videos in digital media or print must credit the photographer, South Florida International Fashion Week, and the Fashion for a Cause Foundation. Should you choose to bring your own photographer and/or take your own photos or video, these too must credit South Florida International Fashion Week and the Fashion for a Cause Foundation. NO backstage passes will be available for photographers or videographers; backstage is exclusive to the SFIFW photographer and videographer.</p>
	<p>Marketing and Promotions</p>	<p>Designers are required to:</p> <ul style="list-style-type: none"> <li>• Provide a bio, high resolution designer approved image, high resolution logo, and up to 4 images for pre-event promotion and inclusion in the official program book.</li> <li>• Submit promotional materials, including press kits, business cards, and brochures to the South Florida International Fashion Week organization 30 days prior to the event for distribution to show attendees and the press.</li> </ul>
	<p>Cancellation Fees</p>	<p>Once confirmed, cancellation fees are 100% of deposit. If cancellation is made within 90 days of the event date, cancellation fee is 100% of registration fee paid to date.</p>
	<p>Show Arrangements</p>	<p>After completed Registration Form and payment is received, a South Florida International Fashion Week representative will schedule a conference call to discuss detailed designer show arrangements.</p>