



PRESS and MEDIA FACT SHEET

ELIGIBILITY

Requests for credentials will be considered from representatives of:

- ◆ National and international fashion trade publications
- ◆ Newspapers
- ◆ Recognized fashion websites, bloggers, vloggers, or news internet sites that align with SFIFW media goals
- ◆ Local, national radio and television networks and their local affiliates
- ◆ Local and national radio stations that align with SFIFW media goals
- ◆ Special invited photographers

Acceptable credentials include but are not limited to:

- ◆ Business card from the media organization which the journalist is representing – EACH business card must include the person's name, title, email address, and direct dial phone number
- ◆ Press badge from the media organization which the journalist is representing – EACH badge should be personalized with the name and title of the professional journalist
- ◆ Letter of authorization from the editor on the media company's letterhead – the letter must be submitted by the deadline

Please note: Show management reserves the right to refuse anyone's credentials that cannot be satisfactorily verified or if the media organization is not a match for SFIFW®.

All broadcast outlets applying for a pass are limited to a maximum of three individuals per crew.

All print and online outlets are limited to a maximum of two individuals.

Passes are first come-first served due to limited space.

ON-SITE PROCEDURES

Once Press Pass requests are approved, journalists will be contacted via email with instructions on pick up. Each journalist who has been approved should go to the designated SFIFW Press Area to pick up a Press Pass. Each journalist must provide photo identification issued by federal, state, or local government with one of the credentials listed above. The Press Area will be located at each event venue; you will receive a schedule and shown to the designated area for photographers and videographers.

DEADLINE

Please register online as soon as possible but, no later than September 20, 2018. All information requested on the form must be provided. Your online submission acts as confirmation of your agreement with the terms outlined in this Press and Media Fact Sheet. Please forward any questions to andres@sfifw.org.

South Florida
INTERNATIONAL
FASHION
WEEK 2018

Anyone who submits a request without providing all the information listed in this form along with acceptable professional journalist credentials for EACH journalist will not receive a press pass.

USE OF MEDIA

All Photographers Please Note

By accepting a media credential to SOUTH FLORIDA INTERNATIONAL FASHION WEEK 2018® (SFIFW®), all photographers agree that their photographs will be shared with the Fashion for a Cause Foundation and Fashion Avenue, Inc., the production company of SFIFW®, and used solely in an editorial manner relating to the SOUTH FLORIDA INTERNATIONAL FASHION WEEK 2018® event for distribution in any and all media solely by photographer's Assignees and Licensees (Collectively "Designees") for editorial purposes. Except for the limited right to use photographs as set forth above, neither photographer nor photographer's Designees shall sell any photographs or authorize or permit any use of any photographs in any manner or media without the prior written consent of SFIFW®, which consent SFIFW® may grant or withhold for any or no reason. Prior to distribution by Photographer's Designees, photographs shall be designated "FOR EDITORIAL USE ONLY." Photographers acknowledge that SFIFW® makes no representation, warranty or agreement with respect to the photographs and photographer shall obtain (or cause the applicable Designees to obtain) if applicable, all third party consents, waivers and approvals relating to the Designees' use of the photographs. Any violation of this provision may result in forfeiture of credentials for SFIFW® and any other future SFIFW® events, in addition to any legal and equitable remedies available to SFIFW®.

All Videographers Please Note

By accepting a media credential to SOUTH FLORIDA INTERNATIONAL FASHION WEEK 2018®, all videographers agree that their footage will be shared with the Fashion for a Cause Foundation and Fashion Avenue, Inc., the production company of SFIFW®, and ONLY be used for the purpose of news coverage of SFIFW® by the media outlet(s) for whom they are credentialed, unless prior written approval has been granted by SFIFW®, which approval may be granted or withheld at SFIFW's sole discretion. Except for the limited right to use video as set forth above, neither videographer nor videographer's Designees shall sell any video or authorize or permit any use of any video in any manner or media without the prior written consent of SFIFW®, which consent SFIFW® may grant or withhold for any or no reason. Additionally, any other use of footage, including, without limitation, for entertainment programming, is strictly prohibited and may result in forfeiture of credentials for SFIFW® and any other future SFIFW® events, in addition to any legal and equitable remedies available to SFIFW®.

Thank you for your support in covering the SOUTH FLORIDA INTERNATIONAL FASHION WEEK.