

F/W
2015/
02/
12—19
#MBFW
MBFASHIONWEEK.COM

DESIGNER
HANDBOOK



Mercedes-Benz

FashionWeek

Mercedes-Benz Fashion Week at Lincoln Center in New York Fall 2015 Collections

Mercedes-Benz Fashion Week in New York will take over the city from February 12-19, 2015 and bring the spirit of fashion to the world as we showcase what's new for the Fall 2015 Collections. **IMG Fashion** would like to welcome you to our global fashion community, consisting of the world's leading events, governing association collaborations, designer discovery and mentorship platforms, consumer festivals and digital experiences that open the gateway to Style, Innovation and Trends.

Throughout the course of the week, over 110,000 fashion insiders, including buyers, retailers, members of the international press, celebrities, models, and special guests will make their way through Lincoln Center. As well, millions of fashion fans worldwide tune in each season to see your latest collections come down the runway via the Mercedes-Benz Fashion Week Player, which is dedicated to helping you reach your customers around the world. This player is a part of the **Mercedes-Benz Fashion Week District**- an expanded digital offering that unites shows at Lincoln Center and throughout NYC along with presentations, digital vignettes, short films and unique virtual content under the Mercedes-Benz Fashion Week umbrella.

IMG Fashion is dedicated to offering you the best possible venue to debut your collection along with unsurpassed marketing platforms to help you tell your brand story and have it reach your desired audience. As we continuously strive to evolve Mercedes-Benz Fashion Week, we welcome any question or feedback you may have along the way, and are here to ensure a successful show.

This **Designer Handbook** should be used as a resource in planning your show and as a guide to all production needs and requirements. Thank you for showing at Mercedes-Benz Fashion Week in New York and we will see you at Lincoln Center!

Have a great season,

Team IMG Fashion

TABLE OF CONTENTS

INTRODUCTION

Important Dates	4
Frequently Asked Questions	5

CONTRACTS AND INSURANCE

Contractual Agreement and Model Releases	6
Lincoln Center Policies	7
Mercedes-Benz Fashion Week Insurance Information	8-9
Purchasing Insurance	10-12

SHOW PROCEDURES

Front of House Guidelines	13-16
Mercedes-Benz Fashion Week Policies	17

VENUES

Overall Site Plan	18
The Theatre Drawing	19
The Theatre Information	20-24
The Salon Drawing	25
The Salon Information	26-30
The Pavilion Drawing	31
The Pavilion Information	32-36
Guidelines for Audio Recording and Playback	37

CREDENTIALS AND MEDIA POLICIES

Designer Credentials	38
Photographer Credentials	39
Show Images and Recordings	40
Digital Content and Live Streaming	41
B Productions	42

AMENITIES

Mercedes-Benz Fashion Week Amenities	43
--------------------------------------	----

SPONSORS

Mercedes-Benz Fashion Week Sponsor Information, Activities & Seating	44-47
--	-------

CATERING

Catering	48-52
----------	-------

EVENT LOGO

Logo Usage Guidelines	53-56
-----------------------	-------

CONTACTS

Contact Sheets	57-58
----------------	-------

IMPORTANT DATES

CREDENTIALS, CONTRACTS AND MARKETING SCHEDULE DEADLINES

January 12 th	Headshot, and designer information sheet due to Sara Maniatty (Sara. Maniatty@IMG.com)
Beginning the Week of January 12 th	Designer Production Meetings Contact: Kate Kelly LDJ Productions kate@ldjproductions.com
January 16 th	Fashion GPS opt in/out form
January 26 th	Fashion GPS login delivered pending January 16 th submission
Week of January 12 th	Contracts and final payment invoices distributed
January 14 th	Press List distributed electronically
January 21 st	Confirmation of Pavilion seating/scenic plans for filing separate TPA, if applicable (please refer to page 15)
January 29 th	Deadline for confirmation of all scenery, custom or standard, lighting, audio, video and projection.
January 23 rd	Balance of payment due to IMG Fashion
Week of January 26 ^h	Signed contract and insurance certificate due to IMG Fashion
February 12 th -19 th	Credential Pick-Up is at Command. You may pick up your credentials the day of your show.
February 12 th -19 th	Mercedes-Benz Fashion Week at Lincoln Center – Spring 2015

FREQUENTLY ASKED QUESTIONS

When/where can I get my credentials?

Credentials can be picked up on the day of the designer's show, ONLY if we have received your full payment, signed contract AND insurance certificate at the Command Center (155 West 62nd Street) for Theatre, Salon, and Pavilion shows. Please refer to the credentials section for additional details.

Are hair dryers provided backstage?

No, they are not. We do have racks, tables, chairs, mirrors and lights. We also have electric outlets for your steamers, irons and hair dryers. See your venue section for more information.

Will steamers, irons, and ironing boards be provided backstage?

Yes! Rowenta will serve as the Official Garment Care and will be providing two (2) Rowenta Precision Valet full-size garment steamers. Rowenta is offering personal consultations with a garment care expert at your studio in advance of your show. Should you be interested in additional products (e.g. Pressure Iron & Steamers, Pro-Master Irons, Travel Irons, Travel Steam Brushes) or scheduling a consultation please contact:

Michele Lupton

Marketing Communications Director

Rowenta, Groupe SEB North America

Tel. 973.736.0300 x 118

Email. mlupton@us.groupeseb.com

When will I receive the Press List? When will I receive the addendum?

You will receive an email by January 22nd containing the Press List. The Addendum will be emailed to your PR representative on February 2nd.

Do you offer insurance?

Yes we do, but NOT through IMG Fashion. We do offer a package through Aon Insurance. See Insurance section (page 8-12) for specific details.

How do I contact IMG Fashion?

Please reference the Contact Sheet on the last two pages of this designer handbook if you know specifically who you need to reach. If the person you are looking for is not listed, please call our main office number, and they will be able to direct you to the correct person (646-871-2400). As we starting approaching show week, please defer all questions to the Command Center- 212-944-3600.

Invitation Address:

**The Theatre – Mercedes-Benz Fashion Week at Lincoln Center
(Enter Columbus Avenue at 63rd Street)**

**The Salon – Mercedes-Benz Fashion Week at Lincoln Center
(Enter Columbus Avenue at 63rd Street)**

**The Pavilion – Mercedes-Benz Fashion Week at Lincoln Center
(Enter Columbus Avenue at 63rd Street)**

CONTRACT/ MODEL RELEASE

CONTRACTUAL AGREEMENT

Contracts for your show will be emailed out:

The week of January 12th, 2015

Rental balances are due no later than:

January 23rd, 2015

Please sign and return both copies of the contract and required insurance certificates to our office no later than:

January 23rd, 2015

THIRD PARTY RIGHTS HOLDER AND MODEL RELEASES

Designers are legally obligated to obtain releases from third party rights holders including models who participate in the designer's shows or whose works appear in the designer's show, under the terms of the designer contracts. These releases should cover all image and recording uses of the designer as well as by IMG Fashion in connection with usages and recordings of the designer's show distributed by or through IMG Fashion's website or the websites of Event Sponsors, all forms of television (including high definition television, closed circuit television and/or video screens), broadband, internet, print, mobile phone and other forms of electronic media distribution now existing or hereafter invented, and in connection with promotion of Mercedes-Benz Fashion Week.

LINCOLN CENTER POLICIES

Logistics

- Designer must make commercially reasonable efforts to avoid disruptions of access to the entrances and loading docks of venues on the Lincoln Center campus.
- Designer may not cause closure or block access to the David H. Koch Theater or the Metropolitan Opera House, or loading docks, stage entrances, or other means of ingress or egress to the venue other than as permitted by Organizer without LCPA written approval.
- Designer shall not drill into or alter the structures, surface floors, or walls of the Premises (including trees, travertine, granite, terrazzo, tile, or concrete).
- Designer must exercise special care to prevent leakage or spillage of any substance (including, but not limited to, diesel, gasoline, and other fuels) onto any of the travertine, granite, terrazzo, asphalt or concrete of the Plaza.
- Designer will restrict their delivery vehicle activities in accordance with instructions mutually agreed upon in advance. Hand trucks and dollies must have air-filled rubber tires.
- Designer shall limit the amount of noise produced in compliance with local ordinances.
- Designer must not bring any motor vehicle into any portion of the Lincoln Center campus for use in connection with Fashion Week without prior written consent of the LCPA.
- Designer must not block or impair access to any stagedoors, loading docks, or driveways on the Lincoln Center campus.
- Designer must use commercially reasonable efforts to assure that vehicles do not exceed the load-bearing limitations, as specified by LCPA, of any portion of the Lincoln Center campus.
- Designer is not permitted to enter into any building on the Lincoln Center campus without prior written consent of LCPA and subject to any restrictions of the House Manager of the Building.
- Designer is specifically prohibited from using any special effects involving fire, smoke, explosives, and breaking of glass or other matter on the Lincoln Center campus.
- Designer is prohibited from having animals on the Lincoln Center campus without prior LCPA written consent.

Media

- Media rep must not use the phrases “Live from Lincoln Center” or “Live at Lincoln Center” in connection with Fashion Week Events.
- Designer and/or media rep must not use LCPA’s name or logo, the name of any Resident Organization, or the name or likeness of any artist of the LCPA in any way that would imply or convey endorsement of any event, product or services.
- Media rep must not film or take photos solely of the specific design elements of the interior or exterior of the buildings, sculptures or other site-specific works of art on the Lincoln Center campus (“Design Elements”). Film and photographs that depict Design Elements may be used only for the purposes of background or location of the Fashion Week Events.
- Media rep will have no right to exploit, sell, or distribute any film or photograph containing any Design Elements for any purpose without LCPA prior written approval.
- Media rep may not depict the Metropolitan Opera House in any film, footage, or photograph except as part of a panoramic view of the Lincoln Center complex in which all or a substantial portion of other Lincoln Center buildings receive equal prominence.
- Media rep will not depict the Metropolitan Opera House for the purpose of commercial advertising or trade.
- Media rep may not photograph or film the Henry Moore sculpture in any manner.

INSURANCE REQUIREMENTS

IMG Fashion requires that you carry a policy of public liability insurance with a minimum of \$1,000,000, each occurrence with a \$2,000,000, aggregate limit.

THEATRE, SALON, AND PAVILION SHOWS:

The policy shall include BOTH OF THE FOLLOWING as additional insured:

**IMG Fashion Division of IMG Worldwide LLC
304 Park Ave South, 4th Floor
New York, NY 10010**

AND

**Lincoln Center for the Performing Arts, Inc. (70 Lincoln Center Plaza New York, NY 10023);
the Resident Organizations and the City, including but not limited to the DPR,
their directors, officers, employees and agents**

Please direct all questions and certificates to:

IMG Fashion
Attention: Sara Maniatty
304 Park Avenue South, 4th Floor
New York, NY 10010
P: 646-871-2439
F: 212-772-0899
E: Sara.Maniatty@IMG.com

DESIGNERS GENERAL LIABILITY

DESCRIPTION OF COVERAGE

POLICY: Commercial General Liability

LIMITS OF LIABILITY:

Each Occurrence Limit	\$1,000,000
General Aggregate	\$2,000,000
Products/Completed Operations	Not Covered
Personal & Advertising Injury	\$1,000,000
Damage to premises rented to you	\$100,000
Medical Expense	Not Covered

APPLICATION OF POLICY LIMITS:

The Policy limits will apply only for the Dates as listed on the application. Should any change in Term be required, it will be the responsibility of the Named Insured to contact Aon/Albert G. Ruben Insurance Services, Inc. (New York), Inc. directly prior to start of Mercedes-Benz Week Event.

NAMED INSURED:

Designers and Exhibitors of Mercedes-Benz Fashion Week that applied for coverage and paid the premium prior to the scheduled Event.

POLICY PERIOD: February 12-19, 2015

VENUE: Mercedes-Benz Fashion Week at Lincoln Center [For Theatre, Salon and Pavilion shows]

COVERAGE:

The policy will pay those sums that the insured becomes legally obligated to pay as damages because of "bodily injury" or "property damage" to which this insurance applies, and not otherwise excluded in the policy. Coverage includes:

Premises Liability
Contractual Liability for "insured" contract
Personal & Advertising Injury
Fire Damage Legal
Additional Insured's, as required by contract
Notice/Knowledge of Occurrence
60-Day Notice of Cancellation

EXCLUSIONS:

Professional Liability
Pyrotechnic Displays/Stunting
Carnivals, Circus, Fairs
Fireworks
Employment Related Practices
Pollution (with Hostile Fire Exception)
Abuse or Molestation
Other standard and non-standard exclusions as detailed in the policy

If you should have any questions, please contact:

Aon/Albert G. Ruben Insurance Services, Inc. (New York)
171 Madison Avenue, Suite 401, New York, New York 10016
Attn: Laurie Rojas; 212-463-5582



PURCHASING INSURANCE

If you do not carry your own insurance policy, IMG Fashion has sourced a program through Aon/Albert G. Ruben Insurance Services, Inc. on behalf of the designers. Details of this program are contained in the attached documents.

If you wish to purchase this insurance, please fill out the application on the following two pages. Return the application and payment of \$570 via check (if wire transfer is necessary; please contact Claudia for instructions) to Aon/Albert G. Ruben Insurance Services, Inc., 171 Madison Avenue, Suite 401, New York, New York 10016, attention Claudia Kaufman. The application and payment must be received at least 5 days prior to the start of the event.

*****PLEASE NOTE: Aon DOES NOT ACCEPT CREDIT CARDS*****

You will receive a Certificate of Insurance, which will act as your receipt of payment/ confirmation of insurance for Mercedes-Benz Fashion Week as scheduled below.

Any questions regarding this insurance should be directed to:

Laurie Rojas at laurie.rojas@aon.com / 212-463-5582

INSURANCE CHECKLIST:

- ✓ Filled out all contact information (with US address)
- ✓ Initialed both blanks, signed and dated on 2nd page
- ✓ Included check in the amount of \$570
(if wire transfer, please be sure to add the wire transfer fee to the \$570 – Aon should receive \$570)
- ✓ Application along with payment sent to
Aon/Albert G. Ruben Insurance Services, Inc., 171 Madison Avenue, Suite 401, New York, New York 10016

MERCEDES-BENZ FASHION WEEK AT LINCOLN CENTER

Insurance Application

INSURED: _____
INSURED E-MAIL ADDRESS: _____
ADDRESS: _____
PHONE: _____ FAX: _____
CONTACT: _____
NAME OF SHOW: _____
VENUE: _____
DATE: _____ TIME: _____
ANY UNUSUAL OR HAZARDOUS ACTIVITY: Y / N
IF YES, PLEASE DESCRIBE:

In consideration of the Services to be provided by AGR to (Designer), AGR shall be entitled to compensation in the amount of \$300 ("Service Fee"). The (Designer) agrees to pay the Service Fee to AGR for the Service Period except to the extent commissions are paid to AGR by insurers who as indicated below, do not, or cannot, quote coverage on a net of commission basis, and where permitted by law. The Service Fee shall be payable to AGR prior to the commencement of the Service Period unless otherwise set forth herein.

AGR will use its best efforts to negotiate placements for the Coverage on a net of (without) commission basis to AGR; however, The (Designer) acknowledges that this is not always possible or advisable to do. Therefore, in instances where an insurer cannot or refuses to quote coverage net of commission, the Service Fee shall be adjusted, by the amount of commission paid by any such insurer to AGR. If AGR is required, for any reason, including but not limited to a mid-term cancellation, to return any commissions to insurers that were credited against the Service Fee, The (Designer) agrees to reimburse AGR for such amount.

When in AGR's professional judgment it becomes necessary or appropriate to utilize the services of other intermediaries, including managing general agents/managing general underwriters ("MGAs/MGUs"), wholesale brokers, or reinsurance brokers to assist in accessing insurance or reinsurance markets for the Coverage, AGR will advise The (Designer) before approaching such intermediaries. Such intermediaries may or may not be affiliates of AGR. MGAs/MGUs typically are appointed as agents or administrators of the insurance companies they represent and they usually are compensated by such companies in the form of commissions from premiums. Wholesale brokers and reinsurance brokers also are typically compensated by insurance companies in the form of commissions. Wholesale brokers may also receive fees from underwriters for services they provide to them. In some instances and subject to applicable law, wholesale brokers may assess a broker fee in addition to the compensation paid by insurance companies, and such broker fees typically are paid by the client.

AGR shall provide all marketing quotes, including any applicable commission rates, received prior to binding coverages for the Coverage. The (Designer) will also be provided prior to binding with an accounting of any amounts to be paid to AGR, AGR affiliates, and/or non-AGR intermediaries if available, in connection with coverages placed for the Coverage, including any fees, if applicable, paid to AGR for services it provides to underwriters. In addition, AGR will annually provide The (Designer) with a summary of all Aon revenue applicable to the Coverage.

In some instances, insurance placements made by AGR on your behalf may require the payment of state surplus lines or other premium taxes and/or fees in addition to the premium itself. AGR will make every effort to identify any such tax and/or fee in advance, but in all instances the payment of these taxes and/or fees will remain the responsibility of The (Designer) and AGR will invoice The (Designer) for the payment of such taxes and fees.

Premiums paid by The (Designer) to AGR for remittance to insurers and The (Designer) refunds and claim payments paid to AGR by insurance companies for remittance to The (Designer) are deposited into fiduciary accounts in accordance with applicable insurance laws until they are due to be paid to the insurance company or The (Designer). Subject to such laws and the applicable insurance company's consent, where required, AGR will retain the interest or investment income earned while such funds are on deposit in such accounts.

In order to bind coverage, please check to indicate the coverage to be bound, sign below as acknowledgement and acceptance of the terms and conditions expressed herein.

Confirmation of Coverage to be bound

_____ Commercial General Liability
_____ Acknowledgement/acceptance of Policy Service Fee

Receipt of payment in full: \$570.00

Please initial indicating that you have read and understand the attached coverage description information.

Notation: Coverage is written as part of a Master Policy program that is evidenced by a Certificate of Insurance only; no policy will be issued. Coverage is provided for the indicated dates only; should you require additional limits or an extension of the policy term, it's your responsibility to contact/advise our office.

Any person who knowingly and with intent to defraud any insurance company, or other person files an application for insurance containing any false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act, which is a crime.

SIGNATURE: _____ DATE: _____

APPLICATION/PAYMENT TO BE FORWARDED TO THE FOLLOWING:

Aon/Albert G. Ruben Insurance Services (New York), Inc.
171 Madison Avenue, Suite 401
New York, New York 10016
Phone: 212-337-4355
Fax: 212-633-1457

TRADITIONAL SHOW PROCEDURES

FRONT OF HOUSE GUIDELINES

DO NOT OVER INVITE!

INVITATION SUGGESTIONS:

When designing your invitations, you should always differentiate between “seated” and “standing-room” invitations. Use different color paper stock or place a colored dot in one corner of the invitation before you send it out so that your staff and Mercedes-Benz Fashion Week security guards can separate the crowd at a quick glance. Please designate a space on your invitation for your guests’ row and seat number. Please make it legible! The address you should use on your invitation is “Mercedes-Benz Fashion Week – Lincoln Center - enter on Columbus Avenue at 63rd Street.”

PRE-SEATING IS MANDATORY

You must assign seating ahead of time and your staff or PR firm must also contact your guests with their seating assignments. If you are using Fashion GPS for Mercedes-Benz Fashion Week, you can easily pre-assign by SECTION, ROW and SEAT, which we require you to do before arriving for your show, and guests will automatically be notified of their seating assignment. **If you do this, only guests that have forgotten their invitation or seating assignment or are last minute RSVPs should have to check-in at the desk (see below).** If you need help in this area, please contact your Venue Manager. They can work with you and provide several suggestions or solutions to expedite this process.

CHECK-IN

CHECK-IN PROCEDURES:

All guests will check in to shows PRIOR to entering the Mercedes-Benz Fashion Week lobby. The venue features a check-in foyer, where each designer will receive a check-in desk with 3 check-in computers. Please note this number has decreased from previous seasons. This means that pre-seating and seating notification is crucial to a smooth check in process. **ONLY GUESTS WHO HAVE NOT RECEIVED A SEATING ASSIGNMENT SHOULD HAVE TO USE THE DESIGNER DESK.** If you pre-assign seats with Fashion GPS, guests will be able to pull up their barcode, use a self service kiosk and bypass the designer check in desk. Please contact IMG Fashion if you have any questions about these procedures.

Each designer's show team should be prepared to check-in guests at least 45 minutes prior to scheduled show time. We recommend that everyone on your staff have an identical PRINTED A-Z list of every expected guest, even if you are using Fashion GPS . Do not separate by category (ex. Press / Retail / Friends). Please separate alphabetically by guest NAME (not company, title, etc.). This way, anyone with a list can assist every guest with check-in. You also must have at least three to four staff in the venue with guest lists and radios. It is **IMPERATIVE** that each show have a minimum of four professionals who are able to recognize important media and retailers (especially those who either need, or expect special attention upon arrival) one of whom must have a radio.

Mercedes-Benz Fashion Week staff are not to be used as your public relations or sales associates. **DO NOT EXPECT THEM TO RECOGNIZE YOUR SPECIAL GUESTS.**

FRONT OF HOUSE GUIDELINES

PRE-SHOW SUGGESTIONS

- DO NOT OVER-INVITE!
- You must assign seating or standing to guests ahead of time. This will help alleviate the line at Designer Desk, since anyone without an assignment will be forced to wait in line.
- Seating assignments can be sent electronically, providing the guests with a barcode for speedy check-in. Guests can easily pull this barcode from their email, the GPS Radar app, or print it out at the kiosks.
- Members of the Press List **must be linked** to your guest list so they can use their credential and their GPS Radar app to check-in to your show.

CHECK-IN

- Mercedes-Benz Fashion Week will provide computers and barcode printers for check-in.
- Each designer's show team should be prepared to check-in guests at least 45 minutes prior to scheduled show time.
- Have each member of your team bring a hard copy of your invitee list with seat assignments. This can be exported from Fashion GPS.
- It is IMPERATIVE that each show has a minimum of one professional per computer who is able to recognize important media/retailers and VIP invitees (especially those who either need, or expect special attention upon arrival).
- Only guests that have forgotten their invitation or seating assignment or are last minute RSVPs should have to check-in at the desk. Everyone else should be able to pull up their seating assignments on their phones or at the kiosks.
- Mercedes-Benz Fashion Week Security is not to be used as your public relations or sales associates. DO NOT expect them to recognize your special guests.
- It is not appropriate to use Mercedes-Benz Fashion Week staff or volunteers at your check-in table.

POST-SHOW SHARING: GPS STYLES

- Create custom digital look books and share them with individual contacts, lists, or the GPS Radar community.
- Allow visitors to make requests, download images, and share runway looks via Facebook, Instagram, Twitter, and Tumblr.
- Email sales@fashiongps.com for more information.

PLEASE REFER TO THE **FASHION GPS LITE MANUAL** FOR RELEVANT PROCEDURES IF YOU HAVE ELECTED TO USE THE FASHION GPS FOR MERCEDES-BENZ FASHION WEEK SYSTEM

MERCEDES-BENZ FASHION WEEK EVENT SPONSOR SEATS

Mercedes-Benz Fashion Week sponsor seats are marked on your seating charts with an “S”. IMG Fashion will provide the designer with the following number of seats for their use. The Theatre, 952; The Salon, 546-186; The Pavilion, 300-350 based on configuration. The balance of the seats in each venue will be for use by IMG Fashion at their sole discretion for corporate sponsors, VIPs, Lincoln Center, City of New York and others designated by IMG Fashion. Those seats will be clearly marked on your seating chart with an ‘S’. If, for any reason, any portion of your show, scenery or lighting blocks the view of the sponsor seats you will be required to replace those seats with better, non-obstructed seats in the main house. THIS IS NON – NEGOTIABLE!

Please be sure to place your run-of-show, press kit or gift bag on the sponsor seats!

For those designers that are using the Fashion GPS for Mercedes-Benz Fashion Week system, Event sponsor seats will be indicated on the seating chart. If you are customizing your seating layout, sponsor seats must be reflected in the layout and approved by IMG Fashion.

PHOTO/VIDEO LOAD IN

Mercedes-Benz Fashion Week will provide a holding area near each of the show venues for the credentialed photographers and videographers. IMG Fashion also provides a dedicated Photographer Liaison to assist with timely and orderly media riser loading. If you wish to have IMG Fashion direct the media riser for your show, photographers and videographers will be loaded based on media outlet. Top tier media outlets will be loaded first, with the remaining photographers filling in any available space. If you choose to have your team manage the media riser, the load in of photographers should begin at least 30 minutes before your scheduled start time. You must then provide your own list of approved photographers, that is separated by tier, understanding that the risers may not be able to fit all credentialed photographers. You are responsible for prioritizing and managing their entry and the Photographer Liaison can help you identify media or representatives of key outlets. They can also give you an overview of on goings of the event so you know when the show before yours has let out, insuring that key media in that show are not shut out of yours.

OPENING YOUR HOUSE

Before the doors are opened, guests should be queued in an orderly fashion outside your venue. Mercedes-Benz Fashion Week security will supervise crowd control. Stanchions will separate standing-room guests from reserved seating guests. Seated guests should be admitted before standing-room guests. Invitations with seating assignments must be shown to security and PR representatives for entry. The Venue Manager will give the go ahead to open your house after receiving the go-ahead from the designer’s designated representative. Your house must open no later than 15 minutes before your scheduled show time. Work closely with your director and Venue Manager to ensure rehearsals are completed in time to open the house.

OCCUPANCY LIMITS

Security will count the number of guests and photographers who enter the venue’s Front of House and photographer entrances. All entrances will be closed once the venue has reached its capacity, according to fire safety laws. It is important to work closely with your Venue Manager to ensure that all of your important guests have gained access, before reaching full capacity. Frequently monitor your standing room line, to pull out “priority standing” invites.

Designers and brands who significantly alter the existing seating schemes provided by IMG Fashion (such as in the Pavilion or the Salon) and/or desire to add egress altering scenic elements, may be subject to filing a separate TPA. IMG Fashion will review all proposed variations with A.Form Architecture. If it is determined that a separate TPA is required, the TPA must be filed by A.Form at least 15 business days prior to the date of show. If filed later than 15 business days prior to the date of your show the DOB will charge \$100/day additional to the cost of filing the TPA. The DOB reserves the right not to review submissions made 3 business days prior to the date of your show.

TPA Fee: \$4,550.00

*50% retainer required on a case by case basis

SECURITY

Each show must have an on-site security meeting with your staff to plan for crowd control and entry with the Venue Manager and Head of Security before check-in begins. Our Security personnel will contain your guests until your designated representative informs your venue manager to open the house. Security is always on radio and can be reached on the venue channel. Security is stationed at your check-in tables, venue entrance, inside the venue, photographer entrance, and at the backstage entrance. Please alert your venue managers in advance of any specific security issues, which may require special arrangements such as (celebrity attendance, expensive jewelry, fur, etc.)

STARTING THE SHOW

Each Venue Manager will communicate the status of the 'prior show' to your show producer and/or your designated representative to help determine a reasonable start time. Please keep in mind that the buyers and press have more than one show to attend and don't appreciate waiting any longer than normally expected (15 – 20 minutes). Work closely with your venue manager and your director to ensure that everyone is aware of your intended start time. Make sure the models are in first looks, the show technicians are ready and security knows when you are going to start the show. Communication is critical!

RADIO COMMUNICATION

Mercedes-Benz Fashion Week provides radios and headsets to maximize communication and efficiency:

The Theatre = 10 radios

The Salon = 8 radios

The Pavilion = 6 radios

Additional radios may be rented from your Venue Manager for a cost of \$45/unit. When venues become crowded, it is difficult to move around quickly or find people. Headsets and radios become essential. You will be assigned your own show channel for your use in rehearsals and seating the house. This "Show Channel" includes PR and production. Each venue has a "House Channel" for Venue Managers, assistants, security and cleaning. The technical staff has their own channel for lighting, sound or scenery. In an emergency contact your venue manager on the "House Channel". (Failure to return any radio to your Venue Manager at the end of your show will result in additional, non-negotiable billing to the designer's company). In-ear clear coil ear pieces (secret service style) are available at an additional charge, and must be reserved one week in advance. Contact your venue manager to arrange.

MERCEDES-BENZ FASHION WEEK AT LINCOLN CENTER

POLICIES

In order to ensure a safe and successful season, please help us enforce the following policies:

SMOKING:

ABSOLUTELY NO SMOKING WILL BE TOLERATED IN ANY INDOOR FACILITIES. There are no open flames allowed in tents. This is New York City Law!

DRUGS:

THE USE OF ILLICIT DRUGS WILL NOT BE TOLERATED. All abusers will be immediately escorted off site and dealt with accordingly.

ALCOHOL:

THE LEGAL DRINKING AGE IN NEW YORK IS 21. Selling of alcohol is NOT permitted in front of house or backstage. It is the responsibility of each designer who serves alcohol backstage not to serve alcohol to minors under the age of 21. MBFW staff and management is in no way responsible for monitoring such activities. However, MBFW staff and management will post signs backstage stating that the legal drinking age is 21 and we urge you and your staff to oversee this.

FIRE LAWS:

AISLES MUST BE KEPT CLEAR – New York building codes require a minimum of 44" in your fire/seating aisles both inside and outside your venue. This means no extra chairs, camera tripods, program boxes or people can block the aisles. Standing room guests will not be allowed to sit or stand in the aisles. All scenery, props, set dressings etc must be fire proof and no pyrotechnic services or effects are permitted.

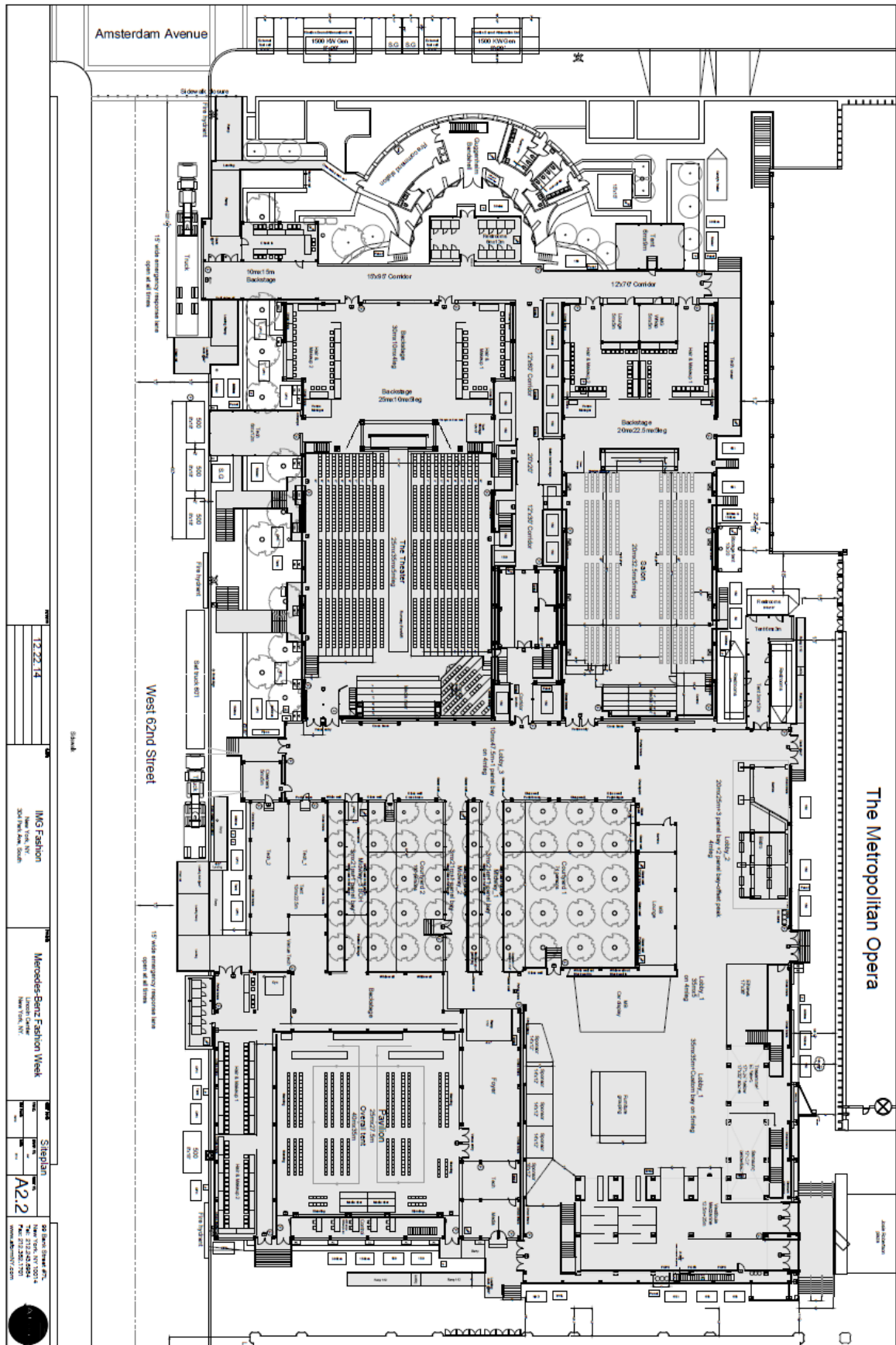
OCCUPANCY:

OBSERVE LEGAL LIMITS – The occupancy limit of your venue is listed in the venue section of this book and posted in each venue. Please do not over invite or "paper the house" due to limited standing room guests. If we reach our legal capacity (counted at the door), we will close the house, no exceptions.

FRONT OF HOUSE: ALCOHOL:

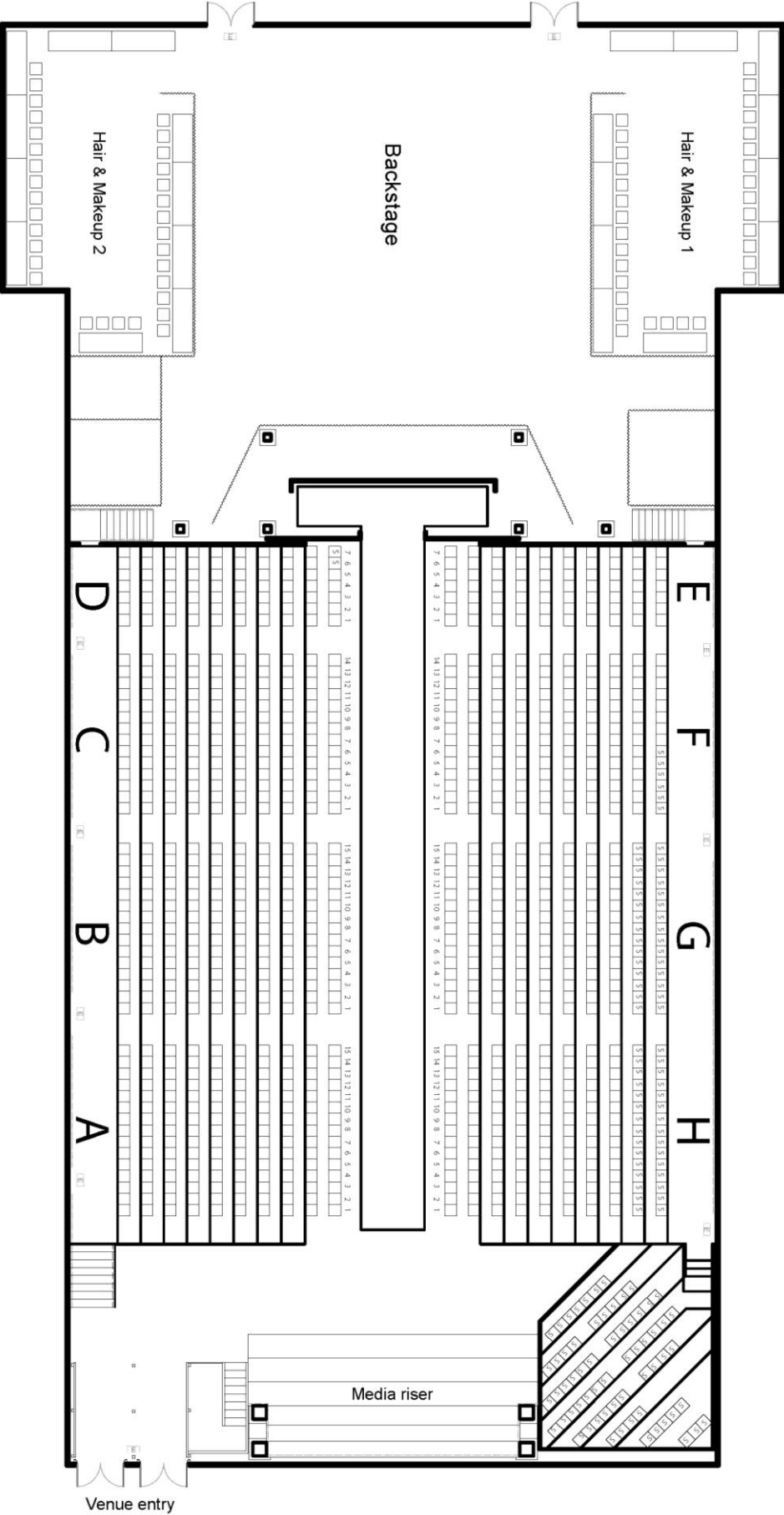
Serving ALCOHOL for shows taking place in The Theatre, The Salon, and The Pavilion to any invited guests entering your show must be approved in advance in writing by IMG Fashion. Upon approval, the alcohol must be served through Restaurant Associates with a license to serve alcohol and who hold Liquor Liability Insurance. IMG Fashion reserves the right to inspect any packages or bags either front of house or backstage and to eliminate the unauthorized service of food and beverages.

THE SITE PLAN



*Layout subject to change

THE THEATRE



VENUE	Booking	Seated	Standing	Capacity
THE THEATRE	3 Shows Daily	952	200	1,152

INVITATION ADDRESS:

The Theatre – Mercedes-Benz Fashion Week at Lincoln Center (Enter Columbus Avenue at 63rd Street)

INCLUDED IN RENTAL:

SEATING CHARTS AND GROUND PLANS

Custom seating chart available from Bernhard-Link Theatrical after your production meeting and site configuration and venue plans are included in this Designer Handbook

MEETINGS:

Three design and production meetings (maximum)

Pre-show designer walk-thru available, by appointment only (Wednesday, September 3rd) Contact your venue manager

RENTAL HOURS:

3 – 4 FOH & Dressing / 4hrs. Hair & Make-Up (as schedule permits)

****please note this time includes pre-show as well as the hour of the show****

SHOW TEAM:

Diane Tees, IMG Fashion Venue Manager

T: 646-831-3469

E: diane@ldjproductions.com

Bruce Thompson, Backstage Manager

T: 646-486-2821

C: 917-405-5035

E: brucetw@yahoo.com

Tom Williams, Bernhard-Link Theatrical, Set Design and Staging

T: 201-727-9440

E: tom@bltprod.com

Joel Silver, IMCD Lighting, Lighting Designer

E: joel@imcdlighting.com

Erich Bechtel, adi:audible difference inc.

T: 212-662-4848

E: eb@adiworldwide.com

Alex Herrin, adi: audible difference inc.

T: 212-662-4848

C: 646-630-1040

E: ah@adiworldwide.com

- Venue Manager on site will facilitate designer's particular needs to the rest of the venue staff
- Set designer and professional run crew are on site 3 hours before your show to help design, supervise, install and strike your set
- Lighting designer with light board operator and crew are on site 3 hours before your show to supervise design and installation, run and strike your lighting
- Sound operator is on site 3 hours before your show to balance your sound and run sound board for show
- Professional cleaning staff on call
- Security team
- Professional tent and power maintenance team to ensure climate controlled environment
- Volunteers available to act as ushers

FRONT OF HOUSE

- All black interior
- Multi-tiered audience seating features a single row of seats per level and two rows on the floor for optimum sight lines, depending on configuration
- Black chairs with black slip covers
- Removal of chairs or benches from a venue will be store in that particular venue's backstage area and reduce the possible available space for show use.
- Elevated control platform for director, designers and show sound and light board operators
- Separate media riser for photographers & video crews
- Elevated sponsor seating section overlooking the show space
- Climate controlled environment

SCENERY

- White or black muslin covered runway
- 8' wide x 88' long straight center runway or 4' wide x 182' long "U" shaped runway
- Black stage portal with series of white covered tracking stage flats adaptable to the needs of each show
- Hanging of client produced logo

LOGOS

- Client produced logo - Our scenery staff will install standard lightweight vinyl or gatorboard logos as part of rental. There may be an additional charge for installation of client logo if not standard design and/or materials
- Our scenic design staff can produce your logo for an additional charge. Email Tom Williams at tom@bltprod.com

LIGHTING

- Lighting system with European style focus
- Individual specials, follow spots and lighting effects are available for an additional cost

AUDIO

- Digital Mixing Console
- Installed Playback - 3 Denon Rack Mounted CD Players
- DJ Rig – Denon DJM 600 Mixer and 2 Denon CDJ-1000 Mk3 CD Players
- Press feed at media riser
- 1 Wireless microphone for announcement purposes from FOH Control Riser
- ASCAP and BMI license, for playback of copyrighted music during your show; Clearance of all other usage must be obtained by the designer
- Please reference to page 43 for guidelines for audio recording and playback

COMMUNICATIONS / RADIOS

Pre Show - 10 walkie-talkie radios for communication between your staff and Mercedes-Benz Fashion Week's Venue Manager and Security. Additional walkie talkies and/or secret service units can be rented at an additional charge. Please contact your Venue Manager.

Show - 14 Clear-com headset units w/ headset/mic (10 wired, 4 wireless)

BACKSTAGE

- Tables, chairs and stools, mirrors and makeup lights, power distribution
- 16 Racks provided (6'5" tall)
- Restrooms in close proximity

CREDENTIALS

200 Credentials: maximum issued (per NYC Fire Department)

ADDITIONAL RENTAL TIME IN VENUE (OVERTIME)

The additional rental costs cover the following: overtime for power/climate control staff, security, command, production management, maintenance and cleaning staffs and additional power for lighting, etc. Rental fee does not include: Scenery, lighting or sound supervisors or crew.

Full Venue - Fashion Theater & Backstage Designer present and MBFW management	\$1,500/hour
Fashion Theater - No Backstage Use Designer present and MBFW management	\$1,000/hour
Overnight 9 PM - 9 AM - Full Venue No Designer present Staging, Sound, Lighting Vendors only	\$350/hour
Staging, Sound and Lighting Crews * Overtime costs determined by client's requests	*TBD

OTHER OPTIONS / COSTS

Walkie-talkie radios (additional units requested)	\$45/unit
Secret Service-style earpieces- must be ordered 1 week in advance	\$25/unit
Security officers (additional personnel requested) *minimum of 5 hours	\$40/hr/man
LOGOS - flat vinyl, 3/4" gatorboard or sintra * Cost determined by size, color and materials	*TBD
Video and Projection * Cost determined by equipment rental and labor used	*TBD

FIREPROOFING

All scenic elements including fabrics, props, paper goods, etc. must be fireproofed and a certificate of fireproofing must be filed with Command Center supervisor.

OUTSIDE CONTRACTORS

You are free to choose outside contractors for custom preparation of scenery or props, lighting and video consultation or production. In an effort to safeguard our show environment, however, we will only allow our selected show contractors to install and remove these custom elements. Additional labor charges may apply.

Your outside production team should supply shop supervisors to insure that their custom construction is installed to your specifications.

GUIDELINES - OUTSIDE CONTRACTORS

Must provide IMG Fashion with:

- Flameproofing Certificates for all materials
- Scale drawings or accurate footprint of proposed set, projection, lighting etc.
- Insurance Certificates for Liability (please see page 8 for coverage requirements)
- Proposed schedule for installation, strike and removal of all elements , subject to IMG Fashion approval
- Trucking schedule- for delivery and pickup of all elements
- List with supervisor's name and all associated crew
- Contact numbers (in case of emergency)

Please note that there is no storage space for any items before or after your show - all elements must be removed from the show space immediately following your show.

Our show contractors may charge for any added on-site labor and materials (TBD)

Additional charges may also accrue from Mercedes-Benz Fashion Week vendors for special services.

COLLECTION DELIVERY

Mercedes-Benz Fashion Week does not provide delivery service for your collection. We recommend that you hire a dependable, bonded service. Due to shared street access, it is essential that you coordinate (with your Venue Manager) relatively precise arrival times for your collection as well as for any other vehicles that require parking and unloading, etc. Collections should be delivered to the entrance marked "Theatre Backstage Entrance," 62nd Street just off Amsterdam Avenue between Columbus Avenue.

Inform our street security of your arrival and they will radio your venue manager to escort your collection to its proper backstage area.

BACKSTAGE ENTRANCE

The Theatre Backstage entrance for show production teams, models, hair/makeup teams, staff and collections is located:

62nd Street, just off Amsterdam Avenue
Theatre Backstage Entrance

No one will be permitted backstage without proper designer credentials.

A member of your show team must arrive ahead of time and be stationed at the designer check in area at all times to issue your specific designer credentials and monitor access. Security staff will be on hand to assist as needed. Security will radio your venue manager once your collection truck has arrived.

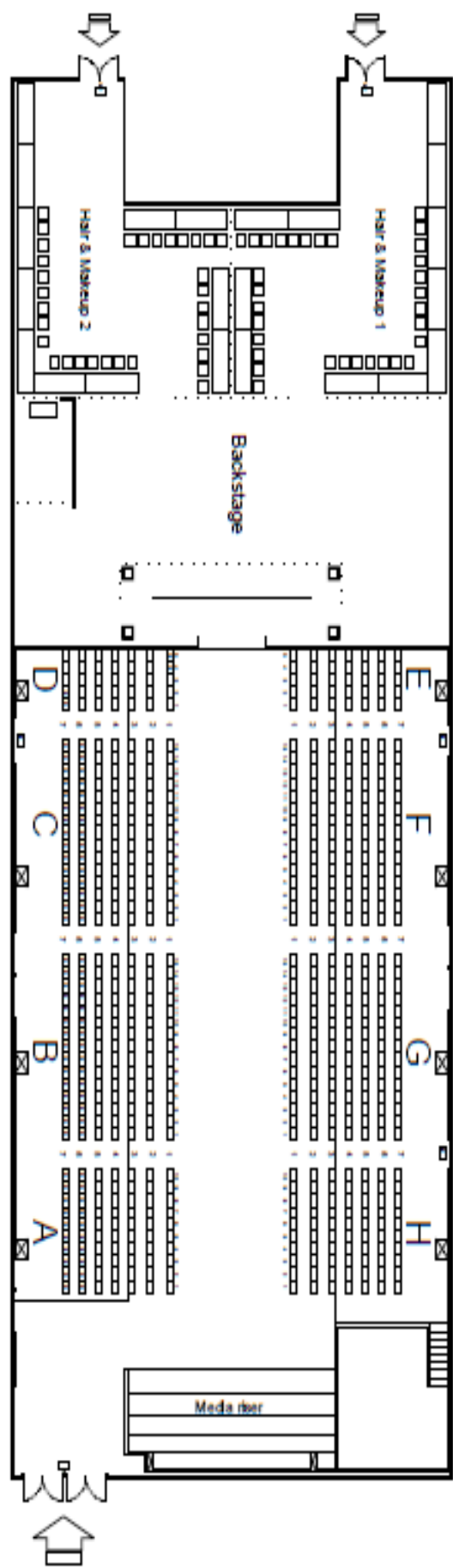
POST-SHOW INTERVIEWS

Please discuss with your Venue Manager location and timing of your post-show interviews. In order to expedite the changeover to the next show, interviews, as well as your backstage collection pack-up, are limited to only 30 minutes after the end of your show. As a courtesy to the other designers in your venue please conduct all post-show interviews in your backstage hair and makeup areas.

SHOW CREDITS

Should you utilize any services or supplies courtesy of our corporate sponsors, appropriate credits should be given in your show program. Similarly, please acknowledge your lighting, stage and sound designer as well as key production management staff in your program credits. Our corporate sponsors provide services and/or products for your show and guests in addition to the financial support that enables us to produce the shows. Acknowledgments are appreciated.

THE SALON



VENUE	Booking	Seated	Standing	Capacity
THE SALON	3 or 4 shows daily	546-186	270-180	630

INVITATION ADDRESS:

The Salon - Mercedes-Benz Fashion Week at Lincoln Center (enter Columbus Avenue at 63rd Street)

INCLUDED IN RENTAL:

SEATING CHARTS AND GROUND PLANS

Standard seating chart available at your production meeting

Site and venue plans are included in Designer Handbook

MEETINGS:

Two design and production meetings (maximum)

Pre-show walk-thru available, by appointment only (Wednesday, September 3rd) Contact your Venue Manager

RENTAL HOURS:

2-3 hours FOH & Dressing / 4 hours Hair and Make-Up (as schedule permits)

****please note this time includes pre-show as well as the hour of the show****

SHOW TEAM:

Matt Scott, IMG Fashion Venue Manager

T: 718-308-5048

C: 718-308-5048

E: matt@ldjproductions.com

Daisy Marcos, Backstage Manager

E: Daisy@ldjproductions.com

Chris Burmester, SBI

T: 212-629-3523

E: chris@wearesbi.com

Dave Overcamp, Prospect Lighting

C: 917-279-8736

E: dave@prospectlighting.com

Erich Bechtel, adi:audible difference inc.

T: 212-662-4848

E: eb@adiworldwide.com

Alex Herrin, adi: audible difference inc.

T: 212-662-4848

C: 646-630-1040

E: ah@adiworldwide.com

- Venue Manager on site will facilitate designer's particular needs to the rest of the venue staff
- Set designer and professional run crew are on site 3 hours before your show to help design, supervise, install and strike your set
- Lighting designer with light board operator and crew are on site 3 hours before your show to supervise design and installation, run and strike your lighting
- Sound operator is on site 3 hours before your show to balance your sound and run sound board for show
- Professional cleaning staff on call
- Security team
- Professional tent and power maintenance team to ensure climate controlled environment
- Volunteers available to act as ushers



FRONT OF HOUSE

- Black interior tent structure with natural birch plywood finish detailing
- Standard seating plan for your fashion show to expedite pre-seating
- Elevated control platform for director, producers and show sound and light board operators
- Separate media riser for photographers & video crews
- Climate controlled environment

SCENERY

- White proscenium including 16' wide tracking stage flats for maximum flexibility accommodating proscenium portal widths from 0' to 24'
- Seating: Up to 126, 8' long moveable, white top benches in two heights to accommodate flexible seating plans
- Hard white permanent runway flooring, 32' wide riser to riser, 86' long to accommodate straight and u-shaped runway paths
- Removal of chairs or benches from a venue will be store in that particular venue's backstage area and reduce the possible available space for show use.

•

LOGOS

- Client produced logo - Our scenery staff will install standard lightweight vinyl or gatorboard logos as part of rental. There may be an additional charge for installation of client logo if not standard design and/or materials
- Our scenic design staff can produce your logo for an additional charge. Email Chris Burmester at chris@wearesbi.com

LIGHTING

- European style lighting system with flexible lighting focus options to evenly illuminate runways within 32' wide white flooring
- Individual specials, follow spots and lighting effects are available for an extra cost

AUDIO

- Digital Mixing Console
- 3 Denon Rack Mounted CD Players
- Press feed at media riser
- 1 Wireless microphone for announcement purposes from FOH Control Riser
- ASCAP and BMI license, for playback of copyrighted music during your show; Clearance of all other usage must be obtained by the designer
- Please reference to page 43 for guidelines for audio recording and playback

COMMUNICATIONS / RADIOS

Pre Show - 8 Walkie-Talkie radios for communication between your staff and Mercedes-Benz

Fashion Week's venue managers and security. Additional walkie-talkies and/or secret services units can be rented at an additional charge. Contact your venue manager.

Show - 10 Clear-com wired headset units with headset/mic

BACKSTAGE

- Tables, chairs and stools, mirrors and makeup lights, power distribution
- 16 Garment Racks provided (6'5" tall)
- Restrooms in close proximity

CREDENTIALS

150 Credentials; maximum issued (per NYC Fire Department)

ADDITIONAL RENTAL TIME IN VENUE (OVERTIME)

The additional rental costs cover the following: overtime for power/climate control staff, security, command, production management, maintenance and cleaning staffs and additional power for lighting, etc. Rental fee does not include: Scenery, lighting or sound supervisors or crew.

Full Venue - Fashion Theater & Backstage Designer present and MBFW management	\$1,200/hour
Fashion Theater - No Backstage Use Designer present and MBFW management	\$800/hour
Overnight 9 PM - 9 AM - Full Venue No Designer present Staging, Sound, Lighting Vendors only	\$350/hour
Staging, Sound and Lighting Crews * Overtime costs determined by client's requests	*TBD

OTHER OPTIONS / COSTS

Walkie-talkie radios (additional units requested)	\$45/unit
Secret Service-style earpieces- must be ordered 1 week in advance	\$25/unit
Security officers (additional personnel requested) *minimum of 4 hours	\$40/hr/man
LOGOS - flat vinyl, 3/4" gatorboard or sintra * Cost determined by size, color and materials	*TBD
Video and Projection * Cost determined by equipment rental and labor used	*TBD

FIREPROOFING

All scenic elements including fabrics, props, paper goods, etc. must be fireproofed and a certificate of fireproofing must be filed with Command Center supervisor.

OUTSIDE CONTRACTORS

You are free to choose outside contractors for custom preparation of scenery or props, lighting and video consultation or production. In an effort to safeguard our show environment, however, we will only allow our selected show contractors to install and remove these custom elements. Additional labor charges may apply.

Your outside production team should supply shop supervisors to insure that their custom construction is installed to your specifications.

GUIDELINES - OUTSIDE CONTRACTORS

Must provide IMG Fashion with:

- Flameproofing Certificates for all materials
- Scale drawings or accurate footprint of proposed set, projection, lighting etc.
- Insurance Certificates for Liability (please see page 8 for coverage requirements)
- Proposed schedule for installation, strike and removal of all elements , subject to IMG Fashion approval
- Trucking schedule- for delivery and pickup of all elements
- List with supervisor's name and all associated crew
- Contact numbers (in case of emergency)

Please note that there is no storage space for any items before or after your show - all elements must be removed from the show space immediately following your show.

Our show contractors may charge for any added on-site labor and materials (TBD)

Additional charges may also accrue from Mercedes-Benz Fashion Week vendors for special services.

COLLECTION DELIVERY

Mercedes-Benz Fashion Week does not provide delivery service for your collection. We recommend that you hire a dependable, bonded service. Due to shared street access, it is essential that you coordinate (with your Venue Manager) relatively precise arrival times for your collection as well as for any other vehicles that require parking and unloading, etc. Collections should be delivered to the entrance marked "Salon Backstage Entrance," 62nd Street just off Amsterdam Avenue between Columbus Avenue.

Inform our street security of your arrival and they will radio your venue manager to escort your collection to its proper backstage area.

BACKSTAGE ENTRANCE

The Stage Backstage entrance for show production teams, models, hair/makeup teams, staff and collections is located:

62nd Street, just off Amsterdam
Salon Backstage Entrance

No one will be permitted backstage without proper designer credentials.

A member of your show team must arrive ahead of time and be stationed at these entrances at all times to issue your specific designer credentials and monitor access. Security staff will be on hand to assist as needed. Security will radio your venue manager once your collection truck has arrived.

POST-SHOW INTERVIEWS

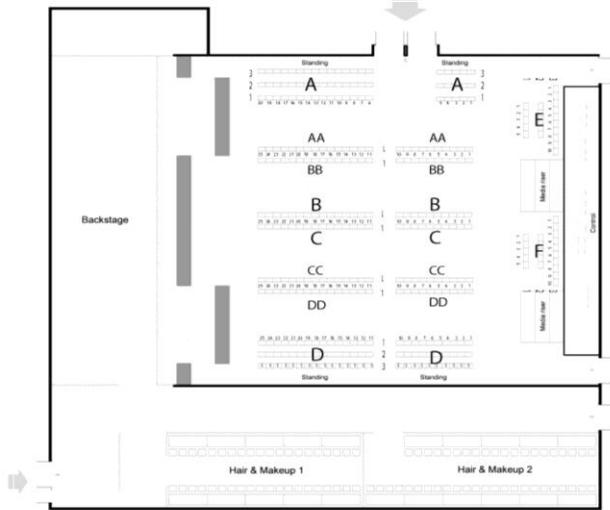
Please discuss with your Venue Manager location and timing of your post-show interviews. In order to expedite the changeover to the next show, interviews, as well as your backstage collection pack-up, are limited to only 30 minutes after the end of your show. As a courtesy to the other designers in your venue please conduct all post-show interviews in your backstage hair and makeup areas.

SHOW CREDITS

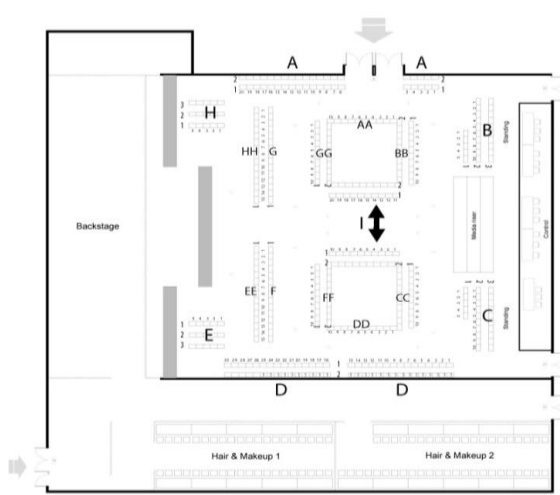
Should you utilize any services or supplies courtesy of our corporate sponsors, appropriate credits should be given in your show program. Similarly, please acknowledge your lighting, stage and sound designer as well as key production management staff in your program credits. Our corporate sponsors provide services and/or products for your show and guests in addition to the financial support that enables us to produce the shows. Acknowledgments are appreciated.

THE PAVILION

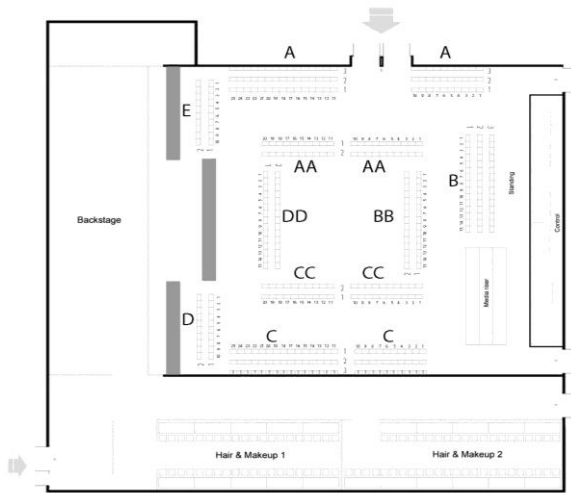
SCHEME 1



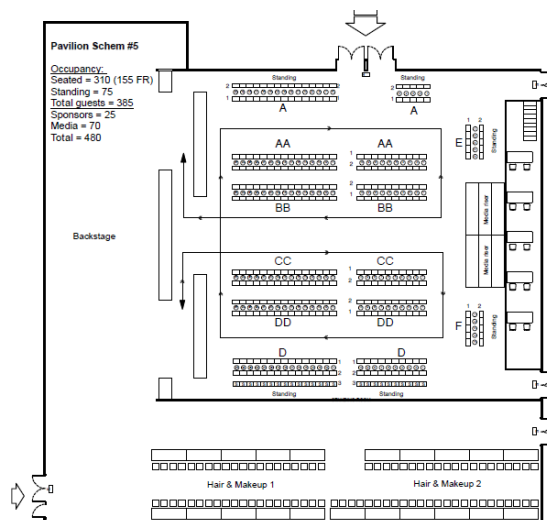
SCHEME 3



SCHEME 4



SCHEME 5



VENUE	Bookings	Seated	Standing	Capacity
THE PAVILION	3 or 4 shows daily	370	30-100	330-450

INVITATION ADDRESS:

The Pavilion - Mercedes-Benz Fashion Week at Lincoln Center (enter Columbus Avenue at 63rd St.)

INCLUDED IN RENTAL:

SEATING CHARTS AND GROUND PLANS

Seating Chart provided by IMG Fashion

Site and venue plans are included in Designer Handbook

MEETINGS:

2 Design and production meetings

Pre-show walk-thru available, by appointment only (Wednesday, September 3rd) Contact your Venue Manager

RENTAL HOURS:

2-3 hours FOH / 3 hours Dressing / 4 Hours Hair & Make-Up (as schedule permits)

****please note this time includes pre-show as well as the hour of the show****

SHOW TEAM:

Ethan Rosch, IMG Fashion, Venue Manager

T: 212-366-4789

C: 917-664-7206

F: 212-366-4063

E: ethan@ldjproductions.com

Norman Aronsen, KadaN, INC, Set Design and Staging

C: 570-807-6309

E: norman@kadaninc.com

Rob Strohmeier, Strohmeier Lighting, Lighting Designer

O: 212-362-1597

F: 212-877-2691

E: rstrohmeier@gmail.com

Erich Bechtel, adi:audible difference inc.

T: 212-662-4848

E: eb@adiworldwide.com

Alex Herrin, adi: audible difference inc.

T: 212-662-4848

C: 646-630-1040

E: ah@adiworldwide.com

- Venue Manager on site will facilitate designer's particular needs to the rest of the venue staff
- Set designer and professional run crew are on site 2 hours before your show to help design, supervise, install and strike your set
- Lighting designer with light board operator and crew are on site 2 hours before your show to supervise design and installation, run and strike your lighting
- Sound operator is on site 2 hours before your show to balance your sound and run sound board for show
- Professional cleaning staff on call
- Security team
- Professional tent and power maintenance team to ensure climate controlled environment
- Volunteers available to act as ushers

FRONT OF HOUSE

- 18' H Black interior with grey, concrete laminate proscenium wall
- Concrete laminate floor
- 78 moveable benches to support your seating configuration
- Removal of chairs or benches from a venue will be store in that particular venue's backstage area and reduce the possible available space for show use.
- Elevated control platform for director, producers and show sound and light board operators
- Climate controlled environment
- Moveable media riser for photographers & video crews

SCENERY

- Concrete laminate rolling proscenium with walls topping out a 18'
- Remaining 3 walls at 18' skinned in black industrial laminate
- Concrete laminate floor with no defined runway
- 82' x 82' of usable interior space
- Hanging of standard show logo – vinyl, gatorboard

LOGOS

- Client produced logo - Our scenery staff will install standard lightweight vinyl or gatorboard logos as part of rental. There may be an additional charge for installation of client logo if not standard design and/or materials
- Our scenic design staff can produce your logo for an additional charge. Email Norman Aronsen at norman@kadaninc.com

LIGHTING

- Flexible lighting designed to meet custom venue schemes
- Individual specials, follow spots and lighting effects are available for an extra cost

AUDIO

- Digital Mixing Console
- 3 Denon Rack Mounted CD Players
- Press feed at media riser
- 1 Wireless microphone for announcement purposes from FOH Control Riser
- ASCAP and BMI license, for playback of copyrighted music during your show; Clearance of all other usage must be obtained by the designer
- Please reference to page 43 for guidelines for audio recording and playback

COMMUNICATIONS

- Pre Show - 6 Walkie-Talkie radios - Communication between your staff and Mercedes-Benz Fashion Week Venue Manager and Security
- Show - 10 Clear-com wired headset units w/ headset/mic

BACKSTAGE

- Tables, chairs and stools, mirrors and makeup lights, power distribution
- 15 Garment Racks provided (6'5" tall)
- Restrooms in close proximity

CREDENTIALS

125 Credentials: maximum issued (per NYC Fire Department)

ADDITIONAL RENTAL TIME IN VENUE (OVERTIME)

The additional rental costs cover the following: overtime for power/climate control staff, security, command, production management, maintenance and cleaning staffs and additional power for lighting, etc. Rental fee does not include: Scenery, lighting or sound supervisors or crew.

Full Venue - Fashion Theater & Backstage Designer present and MBFW management	\$1,000/hour
Fashion Theater - No Backstage Use Designer present and MBFW management	\$800/hour
Overnight 9 PM - 9 AM - Full Venue No Designer present Staging, Sound, Lighting Vendors only	\$350/hour
Staging, Sound and Lighting Crews * Overtime costs determined by client's requests	*TBD

OTHER OPTIONS / COSTS

Walkie-talkie radios (additional units requested)	\$45/unit
Secret Service-style earpieces- must be ordered 1 week in advance	\$25/unit
Security officers (additional personnel requested) *minimum of 4 hours	\$40/hr/man
LOGOS - flat vinyl, 3/4" gatorboard or sintra * Cost determined by size, color and materials	*TBD
Video and Projection * Cost determined by equipment rental and labor used	*TBD

FIREPROOFING

All scenic elements including fabrics, props, paper goods, etc. must be fireproofed and a certificate of fireproofing must be filed with Command Center supervisor.

OUTSIDE CONTRACTORS

You are free to choose outside contractors for custom preparation of scenery or props, lighting and video consultation or production. In an effort to safeguard our show environment, however, we will only allow our selected show contractors to install and remove these custom elements. Additional labor charges may apply.

Your outside production team should supply shop supervisors to insure that their custom construction is installed to your specifications.

GUIDELINES - OUTSIDE CONTRACTORS

Must provide IMG Fashion with:

- Flameproofing Certificates for all materials
- Scale drawings or accurate footprint of proposed set, projection, lighting etc.
- Insurance Certificates for Liability (please see page 8 for coverage requirements)
- Proposed schedule for installation, strike and removal of all elements , subject to IMG Fashion approval
- Trucking schedule- for delivery and pickup of all elements
- List with supervisor's name and all associated crew
- Contact numbers (in case of emergency)

Please note that there is no storage space for any items before or after your show - all elements must be removed from the show space immediately following your show.

Our show contractors may charge for any added on-site labor and materials (TBD)

Additional charges may also accrue from Mercedes-Benz Fashion Week vendors for special services.

COLLECTION DELIVERY

Mercedes-Benz Fashion Week does not provide delivery service for your collection. We recommend that you hire a dependable, bonded service. Due to shared street access, it is essential that you coordinate (with your Venue Manager) relatively precise arrival times for your collection as well as for any other vehicles that require parking and unloading, etc. Collections should be delivered to the entrance marked "Pavilion Backstage Entrance," 62nd Street between Amsterdam and Columbus Avenues.

Inform our street security of your arrival and they will radio your venue manager to escort your collection to its proper backstage area.

BACKSTAGE ENTRANCE

The Pavilion Backstage entrance for show production teams, models, hair/makeup teams, staff and collections is located:

North side of 62nd Street – Mid block between Columbus and Amsterdam Avenues
Pavilion Backstage Entrance

No one will be permitted backstage without proper designer credentials.

A member of your show team must arrive ahead of time and be stationed at these entrances at all times to issue your specific designer credentials and monitor access. Security staff will be on hand to assist as needed. Security will radio your venue manager once your collection truck has arrived.

POST-SHOW INTERVIEWS

Please discuss with your Venue Manager location and timing of your post-show interviews. In order to expedite the changeover to the next show, interviews, as well as your backstage collection pack-up, are limited to only 30 minutes after the end of your show. As a courtesy to the other designers in your venue please conduct all post-show interviews in your backstage hair and makeup areas.

SHOW CREDITS

Should you utilize any services or supplies courtesy of our corporate sponsors, appropriate credits should be given in your show program. Similarly, please acknowledge your lighting, stage and sound designer as well as key production management staff in your program credits. Our corporate sponsors provide services and/or products for your show and guests in addition to the financial support that enables us to produce the shows. Acknowledgments are appreciated.

GUIDELINES FOR AUDIO AND RECORDING PLAYBACK

- Make duplicate sets of all music for the show as safety back ups
- Please check CD Playback prior to arriving on site to ensure that they are operable
- Please use media designed for music reproduction
- Do not record media over previously used media or use CD-RW (ReWritable CDs)
- Remember to bring headphones, pre and post show music
- Ipod Cables will be provided at the mixing console in control – but it is highly recommended not to run the show from an ipod for cueing reasons.

If you are planning to use formats not listed here please contact Alex Herrin at 212-662-4848 to discuss interfacing or providing additional equipment (DJ Rig, Hard Disk Playback, Video Playback etc.) prior to **February 2nd**.

Further questions please contact:

Alex Herrin, adi:audible difference inc.

T: 212-662-4848

C: 646-630-1040

E: ah@adiworldwide.com

IMPORTANT REMINDER;

IMG Fashion will provide ASCAP and BMI licenses for playback of copyrighted music during your live show onsite only. Clearance of all other usage must be obtained by the designer.

IMG Fashion will substitute rights free music for the live stream and video on demand onto mbfashionweek.com. Should you secure rights for your show music to be live streamed and/or video on demand on mbfashionweek.com by IMG Fashion, please notify Taryn O'Meara (taryn.omeara@img.com) and Emily Weight (emily.weight@img.com) in advance of your show to make necessary arrangements.

DESIGNER CREDENTIALS

DESIGNER CREDENTIALS allow you, your staff, models, dressers, pressers, hair stylists, makeup artists, and public relations staff unlimited access to all areas of your venue, including backstage and dressing rooms during your set-up and show period.

All media, models, staff, friends and family you would like to have access to the backstage area before, during, after, or your show **MUST** have and wear a designer credential. It is important that credentials are worn and visible at all times while on-site. Credentials are non-transferable, and are only valid for up to 1/2 HOUR after your show.

It is your responsibility to distribute credentials. Remember **NO ONE WILL BE ADMITTED BACKSTAGE WITHOUT A DESIGNER CREDENTIAL**. It is imperative that the staff member that you entrust with your credentials be the first one on site. Please position this person at your backstage entrance at least one **half-hour** before your designated arrival time to ensure there is no delay in allowing your staff into backstage. Mercedes-Benz Fashion Week Security is not responsible for this process.

Please remember when distributing designer credentials it is the Designer's responsibility to enforce that non-essential personnel are kept out of the dressing area while models are changing.

Designer will maintain appropriate behavior towards models and the privacy of changing areas backstage. Designer will comply with CFDA Guidelines related to the health and age of models participating in the fashion show. Please reference CFDA Guidelines.

Only essential Mercedes-Benz Fashion Week management, security, crews and Lincoln Center officials have all-access credentials to enter your space.

Show credentials will be issued based on your venue's **maximum capacity** and NYC Fire Code:

THE THEATRE: 200
THE SALON: 150
THE PAVILION: 125

Designer Credentials may be picked up at:

Credentials can be picked up on the day of the designer's show, **ONLY** if we have received your full payment, signed contract AND insurance certificate at the Command Center (155 West 62nd Street) for Theatre, Salon, and Pavilion shows.

**** Credentials will not be issued unless we have received a signed contract, insurance certificate and full payment of your venue fee. ****

NO EXCEPTIONS!

PHOTOGRAPHER/VIDEO CREW CREDENTIALS

PHOTOGRAPHER and VIDEOGRAPHER CREDENTIALS

Credentials with the “M” access designation level will be given to registered photographers and videographers on the Mercedes-Benz Fashion Week Press and Industry List. The “M” access designation level allows those individuals to be checked in for access to the media riser for the various designer shows.

IMG Fashion has arranged for Getty Images, our official image supplier, B Productions, and Dan and Corina Lecca, our independent photo consultants to have an “H”, or Event Photographer, access level designation. These credentials are labeled “All Access at the discretion of the designer” and, while we encourage you to give them your full cooperation, they are required to leave any area when requested by you or your representatives. If you have ANY issues with these individuals, please address them to your Venue Manager.

Credentials are only distributed to those photographers and videographers whose professional credentials have been reviewed by us. Please note that we have registered more photographers than can be accommodated on the media risers, therefore it is the responsibility of your team to review the Photo/Video list we provide and prioritize the outlets on it. At least one half-hour prior to the start of your show, you MUST station one or more members of your staff at the designated entrance to check-in each outlet that you have authorized. They will work with the IMG Fashion Photographer Liaison who will help your staff identify key photographers and crews and give them your allotment of the Runway Access credential necessary for photographers and crews who are shooting front row and doing pre-show interviews front of house.

If you do not designate an individual from your staff to handle the check in of photographers it will be handled by the IMG Fashion team already in place, who will manage the process using a preset list of A and B level outlets with equal weight given to foreign and domestic media in determining which individuals get priority access.

For a photographer or crew to have access backstage they MUST HAVE your official designer credential.

If you are providing a photographer or video crew backstage access be sure to tell them they must check-in backstage.

RUNWAY ACCESS PASSES

As noted above, runway access (anything off the media riser) is granted via a “Runway Access” pass created for each show and given to your designated PR staff by the Photographer Liaison working for IMG Fashion. This pass will need to be given to any photographers and crews you wish to shoot front row or do pre-show interviews front of house. Crews and Photographers that receive your Designer credential for backstage access will also need to obtain the runway access pass, an allotment of which you will receive with your Designer credentials to give out at the same time.

PRESS, STYLIST, BUYER/RETAILER CREDENTIAL

The “Q” access designation level credentials are issued to all individuals on the Press and Industry list circulated to designers in the weeks leading up to Mercedes-Benz Fashion Week. While the guidelines for registration very clearly state that these credentials are for ease of entry into the designers shows we encourage you to allow these individuals to join your standing room line. This is of course completely at your discretion.

REALITY SHOWS FILMING ON SITE

Please be advised that ALL reality shows filming at MBFW are required to receive prior written consent by the IMG Fashion PR team AT LEAST 2 WEEKS PRIOR TO FILMING. All production companies are required to sign Location Agreement and pay a credential fee.

For more information please contact:

Andrew Serrano
Director of Global PR, IMG Fashion
Phone: 212-774-4437
Email: Andrew.Serrano@IMG.com

IMPORTANT NOTE: ONLINE TICKETING AND DESIGNER INVITATIONS
(Not limited to Craig's List, Concierge Services, etc)

It has come to our attention that various individuals and organizations have found unauthorized means of obtaining access to shows at MBFW. While access to your show is at your discretion, invitations may not be sold. We would suggest paying close attention to your RSVP lists, as well as staying vigilant to all who may be abusing the check-in process. For example:

- Be wary of non full-time employees managing your RSVP list. Some designers have found temporary employees selling invitations to their shows online.
- Verify that the person RSVPing on behalf of a particular media outlet is in fact the person listed on the Official Press & Industry List.
- Verify that the person checking in on-site is in fact who they say they are.
- Please be advised that admission may be denied to anyone bearing invitations that have been purchased through third parties or are found to be counterfeit.

For further protection we suggest including the following copy on any email invitations or confirmations – Show invitations are for the private use of (INSERT DESIGNER NAME) and its designated guests and may not be sold to or through concierge services, internet resellers or in any other manner. Should any such unauthorized sales be discovered by (INSERT DESIGNER NAME), admission will be denied.

SHOW IMAGES AND RECORDINGS

GETTY IMAGES IS THE OFFICIAL PHOTO SOURCE FOR MERCEDES-BENZ FASHION WEEK AT LINCOLN CENTER

Please feel free to contact them regarding any of your photography needs for your show. Getty Images is the world's leading imagery company, creating and providing the largest and most relevant collection of still and moving images to communication professionals around the globe.

They specialize in entertainment event coverage such as high-profile award ceremonies, fashion shows, film festivals, movie premieres, concerts and press conferences. Their celebrity portraits, headshots and full-length photos are consistently featured in publications worldwide. Their exceptional team of staff photographers enables us to deliver the best music, celebrity, fashion and entertainment shots in the business today. For all of your entertainment photography needs, please contact:

David Pomponio
Account Manager – East Coast Video
Office: 646-613-3659
Mobile: 646-824-6254
David.Pomponio@GettyImages.com

Bara Votto
Sales Manager, Assignments - East Coast
Office: 646-613-4162
bara.votto@gettyimages.com

Parky Lee
Director of Photography
Mobile: 646-458-1817
Office: 646-613-3638
parky.lee@gettyimages.com

Butch Vicencio
Account Manager – East Coast
Office: 646-613-4162
butch.vicencio@gettyimages.com

Roxanne A. Motamedi
Office: 323-202-4294
Cellular: 310-505-3220
roxanne.motamedi@gettyimages.com

DIGITAL CONTENT

Digital content that will be used in any capacity as a part of a designer show at Mercedes-Benz Fashion Week must be submitted for approval prior to the Event. Content is not limited to video integration, projection of images on proscenium walls, etc.

This approval will help stop any conflicts before getting onsite, that could potentially cause the content to be prohibited from use.

Any digital content must be submitted to Sara Maniatty for approval.

Sara Maniatty
Designers and Brands
IMG Fashion
Phone: 646-871-2439
Email: Sara.Maniatty@IMG.com

LIVE-STREAMING TERMS and CONDITIONS

Please note, our policy states that the Designer must notify IMG Fashion in writing in advance, should the Designer wish to stream recordings of the Designer's Fashion Show or Presentation on its website. If the Designer wishes to stream recordings of Designer's Fashion Show or Presentation to any website other than Designer's website, the Designer and the third party website must obtain a license and the prior written permission of IMG Fashion in advance of such distribution. Live-streaming is to exclusively reside on official designer websites and authorized non-commercial partner websites. Designer must clear all rights for their streaming, including use of music.

IMG Fashion may enter into agreements with third party websites to stream all or a selection of shows from the event in an effort to promote the event and individual designers. IMG Fashion will make best efforts to notify designers in advance of these plans.

All live-streaming plans must be confirmed prior to the event with Sara Maniatty.

Sara Maniatty
Designers and Brands
IMG Fashion
Phone: 646-871-2439
Email: Sara.Maniatty@IMG.com



FALL 2015 FASHION WEEK

B Productions provides bespoke production and live streaming services including:

RUNWAY

We can capture your show from single to multiple cameras to provide optimum coverage for your budget. We also offer a moving camera on a jib arm for dramatic, floating coverage. See www.bproductions.com for examples of each.

Camera angles are determined by the shape of the runway in collaboration with each designer's creative team.

Runway fee includes videotaping with HD broadcast-quality cameras, backstage monitor, and editing of the designer logo and season onto the final video. An edited version of the show is available on-line within 24 hours.

Multi-camera packages include a video engineer to control exposure and color of the cameras, a video director who chooses the best camera angles and edits the show live, and an assistant director who notes important details in the clothing to be highlighted in the video.

The final video is delivered as an H.264 file.

We also offer pre-show camera packages that can capture backstage and front-of-house ambience and interviews with the designer, stylists, and celebrity guests.

We provide a wide range of distribution and duplication services — contact us for more information.

LIVE STREAMING

B Productions provides customized live streaming experiences unique to each designer based on their specific goals and strategy. We make it as seamless and as effortless as possible for brands to integrate the live stream with their own site, social networks, and partners of their choice.

The bLive platform provides the ability for brands to integrate social media such as Twitter, Instagram, and Facebook as well as full-service syndication. Our basic live stream package includes consultation, pre-show testing, managed embed code, music replacement, and full analytics. Check out www.blive.nyc for recent examples of our work.

FOR MORE INFORMATION CONTACT: YVONNE@BPRODUCTIONS.COM

MERCEDES-BENZ FASHION WEEK AT LINCOLN CENTER AMENITIES

COMMAND CENTER – 212-944-3600

The Command Center located at 155 West 62nd Street provides designers and their staff with information and assistance relative to their show production 24 hours a day. The Mercedes-Benz Fashion Week Command Center issues credentials, dispatches buses, monitors the entire site by radio, keeps a log of starting and ending times of shows on and off site and administers minor First Aid. You can always reach Mercedes-Benz Fashion Week production staff members and security at the Command Center.

Lost and Found is located in the Command Center. However, Mercedes-Benz Fashion Week is not responsible for lost or misplaced items.

THE LOBBY

The Lobby is inside the main entrance of the Mercedes-Benz Fashion Week tents. Open daily from half hour before first show to half hour after the last show (subject to change re: show schedule), the Lobby provides a convenient, comfortable area for press and show guests to gather relax, network or conduct business between shows.

Sponsor lounges within the Lobby provide a variety of services and products as a courtesy to guests of Mercedes-Benz Fashion Week.

SECURITY

Safety is a primary concern.

Mercedes-Benz Fashion Week provides a 24 hour private, bonded security force supplemented by uniformed and plainclothes NYPD. Security personnel are also equipped to deal with fire protection, minor first aid and other emergency conditions. If you have any unusual security needs (i.e. guest celebrities who require special service or access), please let us know in advance. For other specific safety concerns (i.e. suspicious persons, safety hazards, etc.), contact your Venue Manager or the nearest security officer, an Mercedes-Benz Fashion Week staff member, or the closest person with a radio or headset.

MERCEDES-BENZ FASHION WEEK

SPONSORS

Official Event Sponsors

IMG Fashion is dedicated to keeping the venues at Mercedes-Benz Fashion Week affordable for all participating designers. To that end, the Event is supported in large part by our generous sponsors and we engage with brands that are dedicated to supporting you and the fashion industry as a whole.

In addition to the event support provided by our official sponsors, we understand that you may be pursuing individual sponsors for your show. In doing so, we ask that you avoid brands in the categories listed below so that there will not be any conflicts with the exclusivities extended to Event sponsors. While the Event has hair (TRESemmé), makeup (Maybelline New York), and Jewelry (Pandora) sponsors who may be interested in working with you, you are free to work with suppliers of your choice for these categories. Please keep in mind that the list below may expand for additional sponsors secured after publication of the handbook. Therefore, please contact Samantha Chan at 646.871.2462 or Samantha.Chan@IMG.com with any questions.

Your sponsors may NOT conflict with any of these categories:

- Motor Vehicles and related categories
- Express Delivery, Shipping and Logistics
- Television Network/Studio, Channel and/or Television Media, Digital/Online Outlet
- National Newspapers
- Garment Care
- Vodka

MERCEDES-BENZ FASHION WEEK

SPONSORS

Designer Sponsors

Please note that IMG Fashion REQUIRES you to contact us for approval of any sponsors that you will be working with and incorporating into your presence on-site (i.e. backstage, front of house, gift bag inclusion, etc). We also ask that you adhere to a few simple guidelines when offering sponsorship benefits to your sponsors. These guidelines can be found in the FAQ section provided herein.

To receive approval of your sponsor or if you have any questions, please contact:

Samantha Chan

IMG Fashion Sales & Sponsorship

T: 646.871.2462

E: Samantha.Chan@IMG.com

FREQUENTLY ASKED QUESTIONS

1) Are there any category restrictions?

With the exception of hair and make up, your sponsors may not conflict in category with any of the Official Mercedes-Benz Fashion Week sponsors.

2) What sponsorship benefits can we offer to our sponsors?

- Name/logo inclusion on show invitations
- Name/logo inclusion on show program/run of show
- One (1) piece of free standing signage backstage
- Product display on a backstage table
- Logo inclusion on step and repeat wall
- Branded t-shirts worn by staff
- Product inclusion in gift bags

3) Are there any benefits that are NOT permitted?

- No signage or branding may be added to any of the backstage walls
- TRESemmé and Maybelline New York are the only sponsors who may have signage on mirrors backstage
- A Designer's sponsor's name/logo may NOT have branding on the exterior of the gift bag without IMG Fashion approval
- With the exception of TRESemmé and Maybelline New York, hair/makeup sponsors may not have branding on the exterior of gift bags

MERCEDES-BENZ FASHION WEEK

FALL 2015 COLLECTIONS OFFICIAL SPONSORS

Official Sponsors (subject to change)

Mercedes-Benz, Title Sponsor, is joined by:

Pandora	DHL
Maybelline New York	TRESemmé
SK- II	The New York Times
E! Pop of Culture	

Media Sponsors:

Getty Images	The Daily	Women's Wear Daily
MODEM	New York Magazine	The New Yorker

Each of these sponsors and suppliers will be providing hospitality, services, products and amenities to make the exciting week of shows as enjoyable as possible for all attendees.

Important Reminder: Mercedes-Benz Fashion Week Sponsor Seating

Thanks to the financial support of our corporate sponsors, Mercedes-Benz Fashion Week is able to create world-class venues while keeping designer costs to a minimum. In addition, many Event sponsors offer generous product donations and services for your shows.

On your floor plans you will notice a number of seats marked with an (S) to indicate the **Event sponsor seats**. Please review your seating chart and be sure to only place your guests, including your own show sponsors, in the seats **without** the 'S'. Each venue has a set number of designer seats and Event sponsor seats.

The sponsor seats in each venue will be used by IMG Fashion at their sole discretion for the Event sponsors, VIPs and others as designated. **As mentioned above, these seats will be clearly marked on your seating chart with an 'S'. Sponsor seating is mandatory! This is not flexible or negotiable.**

Please include gift bags, run of show, etc. on all seats in the venue, including the Event sponsor seats.

BACKSTAGE FOOD & BEVERAGE

The following items will be available backstage for every designer compliments of Mercedes-Benz Fashion Week sponsors (subject to change):

water (for all show venues)

CATERING AT LINCOLN CENTER

Restaurant Associates is the Official Caterer of Mercedes-Benz Fashion Week at Lincoln Center. All catering needs must be arranged exclusively through Restaurant Associates for Theatre, Salon and Pavilion shows.

Please contact Restaurant Associates directly with any of your catering needs. Please find the attached menus on the following pages.

CONTACT:

LincolnCenter@RestaurantAssociates.com

212-875-5868 (phone)

212-875-5866 (fax)



Mercedes-Benz FashionWeek

Backstage Hospitality Menu

February 12–19th, 2015

Restaurant Associates

DELIVERING HOSPITALITY EXCELLENCE
TO PREMIER CLIENTS



CONTACT

LincolnCenter@RestaurantAssociates.com

212-875-5868 (phone)

212-875-5866 (fax)



Breakfast (Available 6:30am-11:00am)

Continental Platter

Muffins, Breakfast Breads, Danish & Croissants, Jam & Sweet Cream Butter

\$75 – Serves up to 35

Bagel Platter

Assorted New York Style Bagels, Cream Cheese, Jam & Sweet Cream Butter

\$55 – Serves up to 25

Bagel Extras

Smoked Salmon, Sliced Tomatoes, Red Onion, Capers & Lemon Wedges

\$60 – Serves up to 20

Seasonal Sliced Fruit

Seasonal Melons, Golden Pineapple, Seedless Grapes, Mixed Berries

\$75 – Serves up to 30

Market Fruit Basket

Assorted Seasonal Whole Fruit Including Apples, Bananas, Oranges, Plums, Pears

\$30 – 20 pieces

Ordering Notes:

- Please complete the attached order form and submit to Restaurant Associates.
- Orders must be received with full payment on or before Thursday, January 29, 2015.
- All orders are subject to a 18% administrative charge and 8.875% sales tax added to the invoice amount.
The 18% administrative charge is for the administration of the special function. It is not purported to be a gratuity and will not be distributed as gratuities to the employees who provide service to the guests.
- Recycled/Compostable paper & plastic wares included with all orders.
- On-site attendant labor available for an additional charge & quoted upon request (Minimum \$275).
- Hospitality orders may be cancelled up to 7 days prior to the start of Mercedes-Benz Fashion Week, February 5, 2015.
A 50% charge for cancellations will apply thereafter for up to 72 hours prior to the scheduled delivery date.
100% of the contracted food and beverage charges will apply for all orders with less than 72 hours notification.

catering by restaurant associates

Lunch / Afternoon (Available 11:00am-8:00pm)

Miniature Gourmet Sandwich Platter (includes the following selections)

Rosemary Chicken, Broccoli Rabe, Roasted Peppers, Baby Arugula, Ciabatta

Oven Roasted Turkey, Shredded Lettuce, Avocado, Basil Pesto, Baguette

Black Forest Ham, Swiss, Whole Grain Mustard, Romaine Lettuce

Classic Tuna Salad, Shredded Lettuce, Beefsteak Tomato, White Balsamic Vinaigrette, Seven Grain

Fresh Mozzarella, Roasted Peppers, Basil Pesto, tomato, Ciabatta

\$75 – Includes 25 Miniature Gourmet Sandwiches

Farmers Market Salad

Green Leaf, Romaine, Lola Rosa and Arugula with Vinaigrette Dressing (on the side)

\$50 – Serves up to 25

Orecchiette

Cucumbers, Tomatoes, Oregano, Kalamata Olives, Feta Cheese

\$40 – Serves up to 25

Red Quinoa Salad

Chickpea, Orange Segments, Fresh Mint, Roasted Shiitake Mushrooms

\$50 – Serves up to 25

Seasonal Oven Roasted Vegetable Platter

Zucchini, Carrots, Yellow Squash, Roasted Peppers, Eggplant, Caramelized Cauliflower

\$60 – Serves up to 25

Spinach Salad

Pears, Dried Cherries, Blue Cheese, Candied Walnuts

\$50 – Serves up to 25

Ordering Notes:

- Please complete the attached order form and submit to Restaurant Associates.
- Orders must be received with full payment on or before Thursday, January 29, 2015.
- All orders are subject to a 18% administrative charge and 8.875% sales tax added to the invoice amount. The 18% administrative charge is for the administration of the special function. It is not purported to be a gratuity and will not be distributed as gratuities to the employees who provide service to the guests.
- Recycled/Compostable paper & plastic wares included with all orders.
- On-site attendant labor available for an additional charge & quoted upon request (Minimum \$275).
- Hospitality orders may be cancelled up to 7 days prior to the start of Mercedes-Benz Fashion Week, February 5, 2015. A 50% charge for cancellations will apply thereafter for up to 72 hours prior to the scheduled delivery date. 100% of the contracted food and beverage charges will apply for all orders with less than 72 hours notification.

catering by restaurant associates

Snacks & Desserts (Available All Day)

Crisp Vegetable Crudités

Carrot Batons, Cauliflower, Celery Sticks, Cherry Tomatoes, Broccoli, Peppers, Zucchini, Seasonal Dip

\$60 – Serves up to 25

Fruit & Cheese Platter

Chipped International & Domestic Cheeses, Dried Apricots, Grapes, Mixed Toasted Nuts, Flatbread Crisps

\$150 – Serves up to 25

Mediterranean Platter

Pita Chips, Hummus, Eggplant Tapenade, Tabbouleh, Marinated Greek Olives

\$70 – Serves up to 25

Sweet Indulgence

Assorted Cookies, Brownies & Blondies

\$40 – Serves up to 25

Seasonal Sliced Fruit

Seasonal Melons, Golden Pineapple, Seedless Grapes, Mixed Berries

\$75 – Serves up to 30

Fruit Basket

Assorted Seasonal Whole Fruit Including Apples, Bananas, Oranges, Plums, Pears

\$30 – 20 Pieces

Ordering Notes:

- Please complete the attached order form and submit to Restaurant Associates.
- Orders must be received with full payment on or before Thursday, January 29, 2015.
- All orders are subject to a 18% administrative charge and 8.875% sales tax added to the invoice amount. The 18% administrative charge is for the administration of the special function. It is not purported to be a gratuity and will not be distributed as gratuities to the employees who provide service to the guests.
- Recycled/Compostable paper & plastic wares included with all orders.
- On-site attendant labor available for an additional charge & quoted upon request (Minimum \$275).
- Hospitality orders may be cancelled up to 7 days prior to the start of Mercedes-Benz Fashion Week, February 5, 2015. A 50% charge for cancellations will apply thereafter for up to 72 hours prior to the scheduled delivery date. 100% of the contracted food and beverage charges will apply for all orders with less than 72 hours notification.

catering by restaurant associates

Beverages (Available All Day)

Regular Coffee

Includes Milk, Sugar & Splenda

\$100 – 50 Cup Stainless Urn

\$200 – 100 Cup Stainless Urn

Decaffeinated Coffee

Includes Milk, Sugar & Splenda

\$100 – 50 Cup Stainless Urn

\$200 – 100 Cup Stainless Urn

Assorted Teas

Includes Milk, Sugar, Splenda, Lemons & Honey

\$100 – 50 Cup Stainless Urn

\$200 – 100 Cup Stainless Urn

Juices

Orange, Cranberry & Grapefruit (12 oz. Bottle)

\$3 per piece

Soft Drinks:

Coke, Sprite, Diet Sprite (16oz. Bottle)

\$3 per piece

Additional Beverages Available Upon Request.

Ordering Notes:

- Please complete the attached order form and submit to Restaurant Associates.
- Orders must be received with full payment on or before Thursday, January 29, 2015.
- All orders are subject to a 18% administrative charge and 8.875% sales tax added to the invoice amount.
The 18% administrative charge is for the administration of the special function. It is not purported to be a gratuity and will not be distributed as gratuities to the employees who provide service to the guests.
- Recycled/Compostable paper & plastic wares included with all orders.
- On-site attendant labor available for an additional charge & quoted upon request (Minimum \$275).
- Hospitality orders may be cancelled up to 7 days prior to the start of Mercedes-Benz Fashion Week, February 5, 2015.
A 50% charge for cancellations will apply thereafter for up to 72 hours prior to the scheduled delivery date.
100% of the contracted food and beverage charges will apply for all orders with less than 72 hours notification.

catering by restaurant associates

EVENT LOGO

Promotional material associated with Mercedes-Benz Fashion Week may include the Mercedes-Benz Fashion Week logo or can be written out in copy.

Pages 61, 62, and 63 review logo usage guidelines for your reference. All Event logo usage must be approved by IMG Fashion. Please contact **Sara Maniatty** at Sara.Maniatty@IMG.com to receive approval.

IDENTITY STANDARDS GUIDE



Mercedes-Benz FashionWeek

THE LOGO

The Mercedes-Benz Fashion Week NY logo exists in two (2) formats and four (4) color options



4-color black:
C:45 M:0 Y:0 K:100



1-color black:
K:100

HORIZONTAL FORMAT



Mercedes-Benz FashionWeek

4-color
positive



Mercedes-Benz FashionWeek

1-color
positive



Mercedes-Benz FashionWeek

4-color
negative



Mercedes-Benz FashionWeek

1-color
negative

STACKED FORMAT



Mercedes-Benz
FashionWeek

4-color, positive



Mercedes-Benz
FashionWeek

1-color, positive



Mercedes-Benz
FashionWeek

4-color, negative



Mercedes-Benz
FashionWeek

1-color, negative



Mercedes-Benz FashionWeek

LOGO USAGE

To maintain consistency, the Mercedes-Benz Fashion Week NY logo cannot be altered.



Mercedes-Benz FashionWeek

Do not alter logo colors



Mercedes-Benz Fashion Week

Do not alter logo typefaces



Mercedes-Benz FashionWeek

Do not alter star size



**Mercedes-Benz
FashionWeek**

Do not alter logo lockup



Do not crop logo

COLOR USAGE

The Mercedes-Benz Fashion Week NY positive logo (in 4-color or 1-color) should be used on white or light color backgrounds. The negative logo (in 4-color or 1-color) should be used on dark color backgrounds.

The preferred usage is the 4-color positive logo on white background.



Mercedes-Benz FashionWeek

Preferred 4-color positive logo on white background



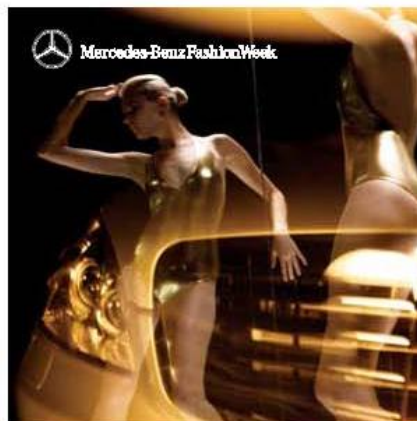
Mercedes-Benz FashionWeek

Use the positive logo on light color backgrounds



Mercedes-Benz FashionWeek

Use the negative logo on dark color backgrounds



Mercedes-Benz FashionWeek

LOGO CLEAR SPACE

The Mercedes-Benz Fashion Week NY logo is best displayed when allowed clear space. This space should be kept clear of all type, graphic elements, lines and detailed areas within photography or illustration. The amount of clear space is directly proportionate to the size of the logo and is equal to the height of the "M".



MERCEDES-BENZ FASHION WEEK CONTACTS

IMG Fashion Office

Mercedes-Benz Fashion Week Command Center

(155 West 62nd Street, NY, NY 10023)

Tel: 646-871-2400

Tel: 212-944-3600

Fax: 212-772-0899

Fax: 212-362-8096

Contact

Andrew Serrano

Director, Global Public Relations, IMG Fashion

Phone

212-774-4437

E-mail

Andrew.Serrano@IMG.com

Rachael Simon

Media Registration, IMG Fashion

646-871-2404

Media.Registration@IMG.com

Cara Serio

Senior Director, Global Client Services, IMG Fashion

212-774-4431

Cara.Serio@IMG.com

Catherine Bennett, Senior Vice President,
Managing Director IMG Fashion Worldwide

Catherine.Bennet@IMG.com

Colin Duffus

Technical Director, LDJ Productions

Colin@ldjproductions.com

Contessa Sledge

Assistant, Catherine Bennett, IMG Fashion

646-871-2466

Contessa.Sledge@IMG.com

Daniele Langevin

Director, Global Client Services & Special Projects, IMG Fashion

212-774-4546

Daniele.Langevin@IMG.com

Deena Jajou

Event Accountant, IMG Fashion

646-558-8369

Deena.Jajou@IMG.com

Dominic Kaffka

Global Director, Creative and Production, IMG Fashion

Dominic.Kaffka@IMG.com

Jennifer Taylor

Vice President, Sales and Brand Management, IMG Fashion

212-774-4510

Jennifer.Taylor@IMG.com

Krista Williams

Site Lead, LDJ Productions

212-366-4789

Krista@ldjproductions.com

Laurie DeJong,

President & CEO, LDJ Productions

212-366-4789

Laurie@ldjproductions.com

Monis Alam,

Marketing and Communications Coordinator, IMG Fashion

646-871-2465

Monis.Alam@IMG.com

Robin Kirby,

Assistant, Jarrad Clark and Mark Beckham, IMG Fashion

646-871-8124

Robin.Kirby@IMG.com

Sara Maniatty

Director, Designer and Brands, IMG Fashion

646-871-2439

Sara.Maniatty@IMG.com

Samantha Chan

Manager, Client Services, IMG Fashion

646-871-2426

Samantha.Chan@IMG.com

Shawn Robinson

Production Manager, LDJ Productions

201-650-4322

Shawn@ldjproductions.com

Vanessa Revera,

Vice President, Global Sales, Sponsorship & Operations, IMG Fashion

646-871-2452

Vanessa.Revera@IMG.com



VENUE TEAMS

THE THEATRE

Diane Tees, IMG Fashion Venue Manager
T: 646-831-3469

E: diane@ldjproductions.com

Bruce Thompson, Backstage Manager
T: 646-486-2821 C: 917-405-5035

E: brucetw@yahoo.com

Tom Williams, Bernhard-Link Theatrical, Set Design and Staging
T: 201-727-9440

E: tom@bltprod.com

Joel Silver, IMCD Lighting, Lighting Designer
E: joel@imcdlighting.com

THE SALON

Matt Scott, IMG Fashion Venue Manager
T: 718-308-5048 C: 718-308-5048

E: matt@ldjproductions.com

Daisy Marcos, Backstage Manager
E: daisy@ldjproductions.com

Chris Burmester, SBI
T: 212-629-3523

E: chris@wearesbi.com

Dave Overcamp, Prospect Lighting
C: 917-279-8736

E: dave@prospectlighting.com

THE PAVILION

Ethan Rosch, IMG Fashion, Venue Manager
T: 212-366-4789 C: 917-664-7206

E: ethan@ldjproductions.com

Norman Aronsen, KadaN, INC, Set Design and Staging
C: 570-807-6309

E: norman@kadaninc.com

Rob Strohmeier, Strohmeier Lighting, Lighting Designer
O: 212-362-1597

E: rstrohmeier@gmail.com

SOUND DESIGN- THEATRE, SALON & PAVILION

Erich Bechtel, adi:audible difference inc.
T: 212-662-4848

E: eb@adiworldwide.com

Alex Herrin, adi: audible difference inc.
T: 212-662-4848 C: 646-630-1040

E: ah@adiworldwide.com

VIDEO- THEATRE, SALON & PAVILION

Greg Fellows, Essay Video
T: 212-796-5796

E: greg@essayvideo.com