MERCEDES-BENZ
FASHION WEEK
NEW YORK FW15
IMG Fashion is the world’s leading producer, marketer and partner to the international fashion community. Its various properties consist of industry fashion weeks, governing association partnerships, consumer focused festivals, designer discovery and mentorship platforms; your gateway to Style, Innovation and Trends.

With a focus on spotlighting stylish destinations and their local talent, IMG Fashion aims to inspire, showcase and unite fashion’s key creators, communicators and consumers.
GLOBAL ACCESS

30+ events a year

Industry and consumer facing

1500+ fashion shows and events

1.1 million fashion professionals worldwide

15,000 members of the international, national and regional press worldwide

Increased virtual marketing opportunities via our digital enhancements
GLOBAL EXPOSURE
In 2014, MBFashionWeek.com, the virtual home of Mercedes-Benz Fashion Week received over 4 million visitors from over 150 countries. The site hosts official event schedules, designer collections alongside their biographies and headshots, and the official Mercedes-Benz Fashion Week live stream.

In September 2014, the MBFW live stream player embedded in carefully curated fashion and style websites and blogs globally reached over 1.6 million people in over 150 countries.
JOIN THE CONVERSATION
@MBFASHIONWEEK #MBFW

Cross promote with over one million fashion hungry fans worldwide all year round.
JOIN THE CONVERSATION

TOTAL GUESTS
110,000

REGISTERED GUEST
1,600

SHOWS
87

LIVE STREAM VIEWS
1.6M

ENGAGED VIA SOCIAL MEDIA
Over 1M

@mbfashionweek

FACEBOOK: 460K+

TWITTER: 246K+

INSTAGRAM: 176K+

PINTEREST: 23K+
THE PERKS @MBFW

A selection of venue options and configurations based on your artistic vision

State of the art facilities allow for individualized lighting design, superior sound and expert scenic solutions

One-on-one show planning meetings

Full service backstage environment including:
- DESIGNATED HAIR/MAKE-UP AREA
- AREA FOR YOUR STEP AND REPEAT
- BACKSTAGE DESIGNER AND HOSPITALITY SPACE FOR MEET AND GREETS AND MEDIA OPPORTUNITIES

Access to Fashion GPS Lite, guiding you in a seamless guest invitation process, RSVP management, seating and guest check in

Listing on the Official MBFW Schedule and website

Inclusion in the Event Publication, a keepsake and industry resource of contact details for your brand

A digital list of all credentialed media that adheres to our recently implemented, stringent registration requirements

Real-time access to registrants
YOUR IMG FASHION TEAM

YOU WILL RECEIVE A FULL SERVICE TEAM DEDICATED SOLELY TO YOUR VENUE:

- Technical staff
- Venue manager
- Additional front of house support
- Security and guest management
- Backstage crew to ensure a smooth load-in and load-out
- CFDA volunteers to support you with various show preparations
THE VENUES
SPACIOUS VENUE WITH STATE-OF-THE-ART PRODUCTION SOLUTIONS FOR ALL OF YOUR CREATIVE NEEDS

Black interior structure with black carpet and black chair covers

Your choice of runway options include:

• 8’W X 88’L X 3/4”H CENTRAL RUNWAY
• 4’W X 182’L X 3/4”H U-SHAPED RUNWAY

Black stage portal has a series of white covered tracking stage flats

White duck covered runway

Two fully lit and powered hair and makeup areas

European style lighting system

High-tech sound system with fully equalized coverage of music playback

Tiered audience seating and media riser for optimal show viewing

Elevated control booth for show director

Superior continuous power generation systems with climate control and simultaneous redundant backup system

Please click here for venue drawings
Black interior tent structure with natural birch finish plywood finish detailing

Hard, white, permanent runway flooring, 32’ wide riser to riser, 86’ long to accommodate straight and u-shaped runway paths

White proscenium with 16’ wide tracking stage flats for maximum flexibility accommodating proscenium portal widths from 0’ to 24’

Two fully lit and powered hair and makeup areas

European style lighting system with flexible lighting focus options to evenly illuminate runways within 32’ wide white flooring

Up to 126 8’ long moveable, white benches in two heights to accommodate flexible seating plan selection based on your individual needs

High-tech sound system with fully equalized coverage of music playback

Capacity between 190-550 seated and 180-270 people standing depending on layout (final capacities determined by individual configurations and fire safety codes)

Please click here for venue drawings
Contemporary, fully flexible show space with multiple presentation and runway options

Concrete textured overlay floor and rolling proscenium walls topping out at 18’

Remaining 3 walls at 18’ tall skinned in black industrial laminate

‘82 x 82’ of usable interior space

No defined runway

Your choice of varying seating configurations with a moveable media riser

Up to 78 moveable benches to support your seating configuration

Two fully lit and powered hair and makeup areas

Versatile lighting package pre-focused for five seating configurations

Flexible lighting package to support multiple presentation and event configurations (four pre-approved seating configurations)

High-tech sound system with fully equalized coverage of music playback

Capacity between 300-350 seated and 30-100 standing depending on layout “(final capacities determined by individual configurations and fire safety codes)

Final capacities determined by individual configurations and fire safety codes

Please click here for venue drawings
the hub at hudson is a satellite of mercedes-benz fashion week at lincoln center. this venue offers designers a blank canvas to execute a presentation or exclusive event tailored to the needs of emerging brands.

fully lit and powered hair and makeup areas

flexible lighting package to support multiple presentation and event configurations

high-tech sound system with fully equalized coverage for audio playback

capacity 300+ based on configuration

hub perks

listing on the official mbfw schedule and website

inclusion in official mbfw social media channels that boast nearly 1 million followers globally

inclusion in the mbfw media portal broadcasted internationally

access to fashion gps lite for mbfw

inclusion in the onsite publication, a keepsake and industry resource of contact details for your brand

a digital list of all credentialed media that adheres to stringent registration requirements

cfda volunteers to help with your show or presentation

mercedes-benz shuttle service between lincoln center and the hub provided
THE DISTRICTS
@MERCEDES-BENZ FASHION WEEK IN NEW YORK
Fashion Week in New York is a city wide event that brings the spirit of fashion to all neighborhoods and showcases the best of Manhattan.

If you are interested in showing in a venue outside of Lincoln Center, but would still like to receive the benefits of showing as part of Mercedes-Benz Fashion Week, IMG Fashion is happy and excited to work with you on scheduling and extending the marketing opportunities that the event offers you as a District Associate.

**DISTRICT ASSOCIATE (DA)**

Fashion Week in New York is a city wide event that brings the spirit of fashion to all neighborhoods and showcases the best of Manhattan.

If you are interested in showing in a venue outside of Lincoln Center, but would still like to receive the benefits of showing as part of Mercedes-Benz Fashion Week, IMG Fashion is happy and excited to work with you on scheduling and extending the marketing opportunities that the event offers you as a District Associate.

**(DA) PERKS**

- Listing on the Official MBFW Schedule and website
- Inclusion in Official MBFW social media channels that boast nearly 1 million followers globally
- Inclusion in the MBFW media portal broadcasted internationally
- Inclusion in the Event Publication, a keepsake and industry resource of contact details for your brand
- A digital list of all credentialed media that adheres to stringent registration requirements
- Express shuttle service between official venues and your show venue for guests traveling between sites
Mercedes-Benz Fashion Week is the world’s leading fashion stage, with 18 countries represented by designers who chose to make New York the home for their Spring 2015 collection debuts. Now, through the Digital District, no matter where you live, work or create, both international and American designers have the opportunity to use this powerful platform.

The MBFW Digital District provides a player of live streamed runway shows, video on demand and unique fashion content from the event, to hundreds of leading media outlets and social platforms globally. Last season, the MBFW player reached over 1.6 million people in 150 countries.

The MBFW DD is a schedule of digital shows and fashion content created by designers who wish to participate on the schedule virtually. Fashion films, vignettes, interactive runway shows are just a few of the opportunities available to you to showcase your creative vision. Designers digital premier piece will play both onsite at Lincoln Center on the MBFW player, and will be scheduled to complement our live shows. This will then be added to a VOD playlist, capturing the attention of audiences around the world.

Digital content must be approved by IMG Fashion, and meet the outlined criteria (to receive this information please contact Taryn O’Meara at Taryn.Omeara@IMG.com / 646.871.2415).
EVENT SPONSORS

Mercedes-Benz Fashion Week in New York can only provide these state of the art facilities with the support of our event sponsors. We actively engage with brands that are dedicated to sustaining the continuous growth of the fashion industry and help further develop this world class platform.

We also understand it is necessary for designers to pursue their own sponsorships to help underwrite the costs of their individual shows. During this process, we would like to be in touch to ensure any conflicts are avoided as the official event sponsors are extended category exclusivities. While the event has hair, makeup and nail sponsors who may be interested in working with you, designers are allowed to work with the sponsor of their choice in these categories.

Designer sponsors may not conflict with any of these categories (subject to change):

- Motor Vehicles and Related Categories
- Credit Cards and Payment Systems
- Hotels and Residential Properties
- Shipping and Logistics
- Wireless/Broadband Providers
- Smartphones, Tablets, Mobile Phones, and Handsets
- Television Networks/Channels
- Fashion and Style Trend Forecasting Subscription Services
- All Spirits (Including Liquors)
- Beer and Wine
- Water (Including Flavored, Sparkling and Coconut Waters)
- Carbonated Beverages and Soft Drinks
- Garment Care
- National Newspapers

Please contact Marisa Erwin at Marisa.Erwin@IMG.com or 646.871.2426 with any questions and to discuss your plans for sponsorship.
Thank you for your interest in showing at Mercedes-Benz Fashion Week New York Fall 2015 Collections. February 12-19

Please read all venue information before making your selection and do not hesitate to call us with any questions. Complete the attached time request form to indicate your top three (3) choices of venue, date, and time. This form along with your 50% deposit should be received by IMG Fashion no later than Monday December 1, 2014. Requests will not be considered without a deposit.

For District Associate (DA) and Digital District (DD) participants, please contact Taryn O’Meara for next steps and content requirements.

For brands planning to show at Mercedes-Benz Fashion Week in New York for the first time, please include a press kit along with the completed application. New applicants will be notified whether they have been accepted in December.

Please email your application, or for further information please contact: Taryn O’Meara at 646.871.2415 or Taryn.Omeara@IMG.com
## Platforms by Comparison

<table>
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<th>Venue</th>
<th>Specs</th>
<th>Venue Access</th>
<th>Capacity</th>
<th>Fee</th>
<th>Inclusions</th>
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</table>
| The Theatre | • Runway 8" W x 88" L x 3/4" H White Duck Covered  
               • All Black Interior  
               • Black Tiered Audience Seating with Black Chairs and chair covers | 3 hours B/S and FOH plus hour for show | Seated 952  
                   Front Row 100  
                   Standing 200 | $60,000 | All official MBFW venue rentals include:  
                                      • One-on-one show planning meetings  
                                      • Access to Fashion GPS Lite  
                                      • Digital Press List access  
                                      • Inclusion in MBFW live stream and VOD  
                                      • Listing in Official MBFW Event Schedule and Designer Directory  
                                      • Technical staff, venue manager, CFDA volunteers  
                                      • Security and backstage crews  
                                      • Fully lit and powered hair and makeup areas  
                                      • High-tech sound system with fully equalized coverage of music playback  
                                      • Headsets and radios |
| The Salon  | • White Hard Floor Runway  
               • 32’ W x 83’ riser to riser  
               • Flexible Wide White Proscenium Portal with 16’ wide tracking flats  
               • Black interior structure with natural birch plywood finish detailing  
               • White, Moveable benches  
               • Flexible lighting Package | 3 hours B/S and FOH plus hour for show | Seated 190 – 550  
                   Front Row 88 – 178  
                   Standing 180 – 270 | $47,000 |  
                                      • Listing in Official MBFW Event Schedule and Designer Directory  
                                      • Technical staff, venue manager, CFDA volunteers  
                                      • Security and backstage crews  
                                      • Fully lit and powered hair and makeup areas  
                                      • High-tech sound system with fully equalized coverage of music playback  
                                      • Headsets and radios |
| The Pavilion | • Multiple Runway Configurations  
                  • Concrete textured overlay floor & Proscenium  
                  • Moveable Proscenium Walls @ 18” H  
                  • Black Laminate House Walls @ 18” H  
                  • Black, Moveable benches  
                  • Flexible Lighting Package | 3 hours B/S, 2 hours in FOH plus hour for show | Seated 300-350  
                   Front Row 150-220  
                   Standing 30-100 | $35,500 |  
                                      • Listing in Official MBFW Event Schedule and Designer Directory  
                                      • Technical staff, venue manager, CFDA volunteers  
                                      • Security and backstage crews  
                                      • Fully lit and powered hair and makeup areas  
                                      • High-tech sound system with fully equalized coverage of music playback  
                                      • Headsets and radios |
| The Hub    | • Clean Black (dark grey) Box  
               • Flexible Presentation Lighting | 2 hours in B/S and FOH plus hour for show | Capacity 300+ | $15,000 |  
                                      • Inclusion in MBFW social media and media portal  
                                      • A digital list of all credentialed media  
                                      • Express shuttle service |
| District Associate | • Receive the benefits of showing as part of Mercedes-Benz Fashion Week, IMG Fashion will work with you on scheduling and extending the marketing opportunities that the event offers | N/A | N/A | $4,000 |  
                                      • Inclusion in MBFW player and VOD  
                                      • Listing in Official MBFW Event Schedule and Designer Directory  
                                      • Inclusion in MBFW social media and media portal  
                                      • A digital list of all credentialed media  
                                      • Express shuttle service |
| Digital District | • A schedule of digital shows and fashion content created by designers who wish to participate on the schedule virtually: fashion films, vignettes, interactive runway shows | N/A | N/A | $2,500 |  
                                      • Inclusion in MBFW social media and media portal  
                                      • A digital list of all credentialed media  
                                      • Express shuttle service |
TIME REQUEST

Please circle on the chart AND print your first, second, and third date/time choices below. Email this form to Taryn O Meara at IMG Fashion (Taryn.Omeara@IMG.com) and to the Fashion Calendar at E.kent@cfda.com and N.Hession@cfda.com

Venue:                                               1st Date/Time choice:                                               2nd Date/Time choice:                                               3rd Date/Time choice: 
Deposit due (50% of venue cost):   Form of payment:   Check                Bank Transfer 

PLEASE NOTE THERE IS A 50% SURCHARGE FOR ANY SHOW WITH MORE THAN ONE DESIGNER.

Receipt of your request with the required 50% deposit does not guarantee a commitment for IMG Fashion. Your deposit will not be processed until a time slot is mutually agreed upon. At that time, the deposit becomes non-refundable. Make check payable to IMG Fashion, Division of IMG Worldwide Inc. and send to 304 Park Avenue South, 4th Floor, New York, New York 10010. To pay deposit by credit card, CLICK HERE for form and email to Taryn.Omeara@IMG.com.

ALL FORMS ARE DUE NO LATER THAN MONDAY DECEMBER 1, 2014.

Signature:                                                                                              Date:

FOR FURTHER INFORMATION, PLEASE CONTACT SARA MANIATTY AT SARA.MANIATTY@IMG.COM, 304 PARK AVENUE SOUTH, 4TH FLOOR, NEW YORK, NEW YORK 10010 TEL: 1.646.871.2439

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THE DISTRICT FEES: DISTRICT ASSOCIATE (DA) FEE: $4,000 (FORM ON FOLLOWING SLIDE). DIGITAL DISTRICT (DD) FEE: $2,500

THE DISTRICT FEES, DISTRICT ASSOCIATE (DA) FEE: $4,000 (FORM ON FOLLOWING SLIDE). DIGITAL DISTRICT (DD) FEE: $2,500
DISTRICT ASSOCIATE REQUEST

Company: ____________________________________________
Designer: __________________________________________
Collection: Men's __________ Women's __________ Both __________
Primary Show Contact: ___________________________ tel #: __________
Billing Contact Name: ___________________________ tel #: __________
PR Company: ___________________________ tel #: __________

Is this PR firm your contact full time: ________ OR during the shows only: ________

Who is the primary contact for:
Bus Transportation Progress __________
RSVPs __________
Press List __________
Show related questions __________

Important facts about your show:
Show Date __________ Day __________ Time __________
Show Location __________
Phone # at Venue __________ Approximate # of Guests __________
Front/Guest Entrance __________ Cross Streets __________

Receipt of your request with the required $4,000 District Associate Fee does not guarantee a commitment from IMG Fashion. Your payment will not be processed until the District Associate has been mutually agreed upon by signature.

Make check payable to IMG Fashion, Division of IMG Worldwide Inc. and send to 304 Park Avenue South, 4th Floor, New York, NY 10010. To pay by credit card, fill out the attached form and email to Taryn O'Meara, Taryn.Omeara@IMG.com

Agreement

I understand that enrollment in the IMG Fashion District Associate program is $4,000 payable in advance.

Signature: ____________________________ Date: __________

PLEASE FILL OUT THIS FORM AND EMAIL BACK TO TARYN O’MEARA AT TARYN.OMEARA@IMG.COM TEL: 646.871.2400
LINCOLN CENTER CAMPUS

Lincoln Center campus offers a number of exciting and unique venues. Designers and brands may opt to show at a Lincoln Center campus venue and receive the many opportunities presented to all Mercedes-Benz Fashion Week participants.

For more information, please contact Sara Maniatty.
Sara.Maniatty@IMG.com
646-871-2439

ALICE TULLY HALL

AVERY FISCHER HALL

STANLEY H. KAPLAN PENTHOUSE

ATRIUM

NEW YORK PUBLIC LIBRARY

Link to Lincoln Center floor plans.