MERCEDES-BENZ FASHION WEEK NEW YORK
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
EXPANDING YOUR REACH

The redesigned virtual home of Mercedes-Benz Fashion Week, MBFashionWeek.com with enhanced functionality including our high definition graphics received over 2 million visitors from over 200 countries in 2013.

In February 2014, the MBFW live stream player embedded in carefully curated fashion and style websites and blogs globally reached over 1.2 million people in 221 countries worldwide.
JOIN THE CONVERSATION

@mbfashionweek #mbfw
Cross promote with over one million fashion hungry fans worldwide all year round.
THE PERKS @ MBFW

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

Recently redesigned 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
- Designated Producer area
- Backstage designer and hospitality lounges 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
You will receive a full service team dedicated solely to your venue:

- Technical staff
- Venue manager
- Backstage Manager
- CFDA volunteers to support you with various show preparations
- Security and backstage crews to ensure a smooth load-in and load-out
- IMG press liaison
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 ¾”H Central Runway
  - 4’W x 182’L x ¾”H U-Shaped Runway
- Black stage portal has a series of white covered tracking stage flats
- White duck covered runway
- Backup system
- 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

Please click here for venue drawings.
A contemporary venue with flexible white panoramic set and runway flooring

- Black interior tent structure with natural birch 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 including 16’ wide tracking stage flats for maximum flexibility accommodating proscenium portal widths from 0’ to 24’
- 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
- Two fully lit and powered hair and makeup areas
- 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 to view the new flexible seating plans.
Contemporary, fully flexible show space with multiple presentation and runway options.

- Concrete laminate floor and concrete laminate rolling proscenium walls topping out at 18’
- Remaining 3 walls at 18’ 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
- High-tech sound system with fully equalized coverage of music playback
- Capacity between 300-350 seated and 30-100 people standing depending on layout (final capacities determined by individual configurations and fire safety codes)

View this timelapse video to see the versatility of the Pavilion. 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

Hudson is located at 356 West 58th Street
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 newly implemented, stringent registration requirements

CFDA volunteers to help with your show or presentation

Shuttle service between Lincoln Center and the Hub provided
THE DISTRICT

@MERCEDES-BENZ FASHION WEEK
in NEW YORK
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.

The MBFW platform can provide introductions to The London NYC or Hudson Hotel New York for your pre and/or post-fashion events. For more information please contact: Marisa Erwin at Marisa.Erwin@IMG.com or 646.871.2426
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 newly implemented, 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 27 countries represented by designers who chose to make New York the home for their Spring 2014 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 3.7 million people in 173 countries.

This newly created 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).
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, nail, and jewelry (Pandora) 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.
NEXT STEPS

Thank you for your interest in showing at Mercedes-Benz Fashion Week New York Spring 2015 Collections. September 4-11

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 Wednesday, June 25, 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 by mid-June.

Please email your application, or for further information please contact: Taryn O’Meara at 646.871.2400 or Taryn.Omeara@IMG.com
## Platforms by Comparison

<table>
<thead>
<tr>
<th>Venue</th>
<th>Specs</th>
<th>Venue Access</th>
<th>Capacity</th>
<th>Fee</th>
<th>Inclusions</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Theatre</td>
<td>Runway 8” W x 88” L x ¾” H White Duck Covered</td>
<td>3 hours B/S &amp; FOH plus hour for show</td>
<td>Seated 952</td>
<td>$60,000</td>
<td>All official MBFW venue rentals include:</td>
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<tr>
<td></td>
<td>• All Black Interior</td>
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<td>Front Row 100</td>
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<td>• One-on-one show planning meetings</td>
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<td></td>
<td>• Black Tiered Audience Seating with Black Chairs and chair covers</td>
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<td>Standing 200</td>
<td></td>
<td>• Access to Fashion GPS Lite</td>
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<tr>
<td></td>
<td>• 3 hours b/s &amp; FoH plus hour for show</td>
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<td>• Digital Press List access</td>
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<td></td>
<td>• Front row 100</td>
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<td></td>
<td>• Inclusion in MBFW live stream and VOD</td>
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<td></td>
<td>• Standing 200</td>
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<td>• Listing in Official MBFW Event Schedule and Designer Directory</td>
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<td>• All official MBFW venue rentals include:</td>
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<td>• Technical staff, venue manager, CFDA volunteers</td>
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<td></td>
<td>• Security and backstage crews</td>
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<td>• High-tech sound system with fully equalized coverage of music playback</td>
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<td>• High-tech sound system with fully equalized coverage of music playback</td>
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<td>• Headsets and radios</td>
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<td></td>
<td>• Inclusion in MBFW social media and media portal</td>
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<td></td>
<td>• Inclusion in MBFW player and VOD</td>
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<tr>
<td></td>
<td>• A digital list of all credentialed media</td>
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<td>• Listing in Official MBFW Event Schedule and Designer Directory</td>
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<tr>
<td>The Salon</td>
<td>White Hard Floor Runway</td>
<td>3 hours B/S and FOH plus hour for show</td>
<td>Seated 190-550</td>
<td>$47,000</td>
<td>• Inclusion in MBFW social media and media portal</td>
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<td></td>
<td>• 32” W x 84” riser to riser</td>
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<td>Front Row 88-178</td>
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<td>• A digital list of all credentialed media</td>
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<td></td>
<td>• Flexible Wide White Proscenium Portal with 16’ wide tracking flats</td>
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<td>Standing 180-270</td>
<td></td>
<td>• Express shuttle service</td>
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<tr>
<td></td>
<td>• Black interior structure with natural birch plywood finish detailing</td>
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<td></td>
<td>• White, Movable benches</td>
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<td></td>
<td>• Flexible Lighting Package</td>
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<td>The Pavilion</td>
<td>Multiple Runway Configurations</td>
<td>3 hours B/S and 2 hours in FOH plus hour for show</td>
<td>Seated 300-350</td>
<td>$34,000</td>
<td>• Inclusion in MBFW social media and media portal</td>
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<td></td>
<td>• Concrete Laminate Floor @ Proscenium</td>
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<td>Front Row 150-220</td>
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<td></td>
<td>• Moveable Proscenium Walls @ 18” H</td>
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<td>Standing 30-100</td>
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<td>• Black Laminate House Walls @ 18” H</td>
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<td>• Flexible Lighting Package</td>
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<td>The Hub</td>
<td>Clean Black (dark grey) Box</td>
<td>2 hours in B/S and FOH plus hour for show</td>
<td>Capacity 300 +</td>
<td>$15,000</td>
<td>• Inclusion in MBFW player and VOD</td>
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<td></td>
<td>• Flexible Presentation Lighting</td>
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<td>• Listing in Official MBFW Event Schedule and Designer Directory</td>
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<tr>
<td>District Associate</td>
<td>• 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</td>
<td>N/A</td>
<td>N/A</td>
<td>$4,000</td>
<td>• Inclusion in MBFW social media and media portal</td>
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<td>• Express shuttle service</td>
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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
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 info@fashioncalendar.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, fill out the attached form and email to Taryn.Omeara@IMG.com.

ALL FORMS ARE DUE NO LATER THAN WEDNESDAY, JUNE 25, 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
**DISTRICT ASSOCIATE REQUEST**

**Company:**

**Designer:**

**Collection:** Men’s _______ Women’s _______ Both _______

**Primary Show Contact:** tel #: _______ cell #: _______ fax #: _______ email:

**Billing Contact Name:** tel #: _______ cell #: _______ fax #: _______ email:

**PR Company:** tel #: _______ cell #: _______ fax #: _______ email:

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: 646.871.2480**