

DESIGNER GUIDELINES

In order to participate in one or both runway events, designers must understand and agree to adhere to the following guidelines:

1. **Designer Show Case Date is Saturday February 8, 2020 at the Children Fashion Show**
2. **Designer Registrations MUST BE RECEIVED BY Friday, January 13, 2020.** Selected designers will not be confirmed until the following are submitted: **a signed contract and full non-refundable designer fee.** *Designer fee is dependent on showcase date. Pricing details vary.*
3. **Show Location: 1908 Highland Street, TLH, FL 32310**
4. **All designers** will be selected in part by the relevance of design and integration of African culture featured in their work that is consistent with or complementary to the nature of the event.
5. **Each designer** agrees to participate without any expectation of compensation for attendance or brand usage in advertising.
6. **Designer fee includes** hair and makeup services for models and designers during the event.
7. **Designer fee includes** vendor space on the day you are scheduled to showcase. *Coverage during the event will be the responsibility of each designer. Additional vendor details to be announced.*
8. **Designer fee includes** inclusion on social media promotion & in program booklet. *We highly encourage all designers to promote their showcase to their customers and followers.*
9. **Designer fee includes** 2 general admission guest passes for their specific showcase. *Admission is complimentary for all events with Designer Badge.*
10. **Designer fee includes** runway photos of your looks. All photos are subject to review prior to release and those photos and only those photos that meet TAFW 2020 Producers standards will be released to the designer.
11. **Designer fee DOES NOT include** travel, accommodation, and all other expenses associated with each individual brand.
12. Each designer is responsible for the supply and transport of his/her own items, materials, supplies (wireless internet cards, push pins, safety pins, irons/steamers, power cords, etc.), & apparel before, during, and after the show.
13. Due to spacing, each designer is permitted one (1) assistant/apprentice backstage. *Assistants under the age of 18 are NOT permitted backstage.*
14. Each designer will select models chosen from *TAFW 2020 Model's*. Model Search's are throughout the year starting in November. *Date/location: TBA*
15. Each designer agrees to showcase a **minimum of 10 pieces**. The maximum number of pieces will be determined by the *TAFW 2020 Design Team*.
16. Each designer agrees to attend the **Model Fitting in late January. Date & Location: TBA.**

17. *TAFW 2020* producers reserve the right to decline and/or refuse the display of any items/apparel that the *TAFW 2020* Committee deems inappropriate. This right of refusal can be exercised at any time - up to and including the day of the event.
18. Late arrivals, no shows, or extreme lack of communication may result in dismissal from the event.

By signing I _____ agree to the Designer Guidelines.

Name

Print Name

Business Name (Please Print)