



DESIGNER: SIMONE WALKER

PHOTOGRAPHER: KIM THU PHAM

# THE CLOTHING SHOW

SEPT 23 - 25, 2011 QUEEN ELIZABETH BUILDING, TORONTO

## RUNWAY SHOWS

### SHOW SCHEDULE

Friday	SEPT 23	5 pm – 9 pm
Saturday	SEPT 24	11 am – 9 pm
Sunday	SEPT 25	11 am – 6 pm

The Clothing Show is Canada's largest vintage and new independent designer show. For over 33 years, the show has been serving up a delicious mix of unmistakably inventive local "must have" lines of apparel & accessories.

Merchandise your clothing or accessories as they are meant to be seen. Present in the most effective and inspiring method of marketing – on a model.

*When you join the runway shows, your work will be styled on professional models and shown throughout the weekend.*

*Your show will be seen by the public, media as well as being the subject of our Fashion Photography Contest.*

#### REASONS TO PARTICIPATE:

**EXPOSURE** – Either in launching a line, meeting your loyal clients or refreshing interest in an established brand, the runway shows create a buzz, and establish awareness not only from the public but from the media.

**NETWORK** – Meet your peers and potential clients, gain valuable contacts. Use the runway shows as a chance to meet with buyers or your client base and show them your new work.

**GAIN EXPERIENCE** – test the market and learn first hand what works and what sells. Collect photos of your runway shows for your design portfolio. You will receive a disk of photos of your work collected from those submitted from the contest as well as those from our in-house photographer for you to use.

**MAKE SALES**, immediately, with residual interest and lasting connections. Participating in the runway along with a booth at the show is an effective sales tool, allowing shoppers to immediately buy the items they just saw. But, you don't have to have a booth at the show in order to generate sales. With the weblinks and recognition that the show provides, residual interest will generate sales

#### HOW DO WE PROMOTE THE SHOW?

-We don't just advertise, we solicit editorial coverage, pitch articles, negotiate cross promotional campaigns, post, blog, list, distribute flyers, poster the streets, host ticket give-aways, guerilla market, distribute eco bags, email...

-We personally distribute flyers to thousands of shops in the GTA and neighboring areas for **direct marketing**.

-We have one of the largest and most thorough **postering advertising campaigns** in the downtown GTA. We don't hire a postering agency, we manage it personally to ensure it is done to our standard.

-We **list** each event on over 500 websites, and solicit those sites and blogs to host ticket give-aways for extra promotion and interest.

-We distribute our **event flyer** to over 35,000 opt in subscribers and send over 100,000 eflyers through other sources.

-We give away thousands of free tickets through **ticket give-away** promotions, to the local and major media, distribute free tickets to schools, colleges and universities.

-We produce **press releases** and distribute them along with dvds of exhibitor's & runway participant's photos and produced videos of show & runway footage to our extensive database of fashion, shopping, event and lifestyle editors as well as general editors for all local and major print, internet, radio and television media.

#### ADVERTISING

The Clothing Show's advertising focuses on a local Toronto reach coupled with large national and regional outlets. This unique mix brings shoppers from all over the GTA and beyond.

List of Media Partners includes:

LOULOU, FASHION, Flare, Toronto.com, Now Magazine, Toronto Star, Metro, Torontostreetfashion.com, Eye Weekly, 24 Hours, Patent Mag, Toronto Sun, Dose.ca, EcoMedia, Tribar, Alliance Atlantis, Epoch Times, Snap Downtown, Globe and Mail, City TV, Utube, BlogTO, Global TV, Torontoisfashion, CP24, Antiques & Collectible Trader, Where Magazine, Tourism Toronto, On The Go Magazine, Toronto Tonight, Women's Post, Spotlight Toronto, Toronto Craft Alert, CKLN, CIUT, Edge 102.1, Boom Radio, Ryerson Free Press, The Torontoist, Proud FM, Z103, GTV cinemas, The Budget Fashionista, Facebook, MySpace, Twitter, Sheridan Sun, CanadaWears.ca, The National Post, CBS outdoor TTC, Bell Sympatico msn, Skywords Traffic Flow 93.5 Showcase Diva File CHIN AM640 Scarlett Lounge and more

For additional information, please contact:

**THE CLOTHING SHOW** [info@theclothingshow.com](mailto:info@theclothingshow.com) 416-516-9859



## PROMOTIONAL OPPORTUNITIES

### How can you get the most from your involvement?

The Clothing Show is a great place to promote yourself to the public, your peers in the industry and the media. We offer some promotions that achieve additional editorial coverage and interest before, during and after the show. These are of no additional cost to you.

- Submit **PHOTOS** for distribution and publication – we will forward them to the media
- Give us your **WEBLINK** and **LOGO** - we will post the link and your company logo on The Clothing Show website and it will promote you long after the show
- Send us your **BIO** and we will include it in our press releases. Must be received by Sept 6, 2011
- Have print material handy with your contact information. We will distribute it in our special media and model gift bags.

### HAVE YOUR PHOTOS PUBLISHED!

All photos submitted to us are distributed with our press releases to all major GTA and national media. They could also be used for editorial, print advertising in newspapers, fashion magazines, web banners, on The Clothing Show website and on our flyers and posters that are distributed throughout the GTA. Please send images in as early as possible in digital format ensuring that they are at least 300dpi and either a jpeg or tiff format. You may mail or courier a disk to The Clothing Show or send them by email to [info@theclothingshow.com](mailto:info@theclothingshow.com). When sending via email, please send a few at a time and be sure to title each photo with your company name (ie, companyname1.jpg, companyname2.jpg) to ensure proper credit. We must receive a signed Photo Release before we will be able to use your photos. Please submit your photos no later than **SEPT 9** and specify that they are to be used for promotional purposes so they are not misfiled as the outfit submission photos.

### WEBLINKS AND LOGOS

The Clothing Show website has become a valuable resource for Canadian and International shoppers throughout the year. We are happy to add your weblink to help promote you! Please submit your web address and logo for placement.

### What is included with the Runway Participation?

- Styling
- Models –
- Hair & Makeup
- Choreography
- Logo on screen
- Logo and Listing on ShowGuide
- Logo, weblink and schedule listing on The Clothing Show website, which receives 3.5 million hits annually.
- Bio inclusion in press releases and Advance RSVP to media.
- Photos from the runway shows – for your use, with credit to photographer.

### WARDROBE DROP OFF

Friday, Sept 23      9am – 1:00pm

### WARDROBE PICK UP

Sunday, Sept 25      hours TBA

## IMPORTANT TIMELINES

**RUNWAY APPLICATION BY SEPT 6, 2011**  
**GARMENT LIST & SUPPORTING PHOTOS BY SEPT 9, 2011**  
**LOGO, BIO AND WEB LINK BY SEPT 6, 2011**

# THE CLOTHING SHOW

SEPT 23 - 25, 2011 QUEEN ELIZABETH BUILDING, TORONTO

## Runway Shows Application

DESIGNER  RETAILER

### CONTACT INFORMATION

Booth # \_\_\_\_\_  
IF APPLICABLE

Company name \_\_\_\_\_ Contact First + Last Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Tel: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: www. \_\_\_\_\_

**ACCESSORIES:** can be paired and showcased with designers (\*\* see Term & Conditions) or can be an exclusive runway item. For ideas or proposals, please contact info@theclothingshow.com or 416-516-9859

### PRICING:

4 outfits = \$100 8 outfits = \$150 10 outfits = \$175

Includes shows in rotation throughout the weekend of the show.

Please include your FULL payment with this application. Please see conditions for details.

Number of Outfits _____	TOTAL \$ _____
	HST INCLUDED

Method of payment:  Cheque (enclosed)  Money Order (enclosed)  MasterCard  Visa

Name on Card \_\_\_\_\_

Please charge card # \_\_\_\_\_ Exp. \_\_\_\_\_

Signature \_\_\_\_\_ 3-4 digit Security Code (on back) \_\_\_\_\_

*By signing this contract, I have read and agree to the Fall 2011 Runway Show Terms & Conditions.*

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

The Clothing Show  
385 Keele Street  
Toronto, ON M6P 2K9

416-516-9859 Office  
416-516-9859 digital fax or 416-761-0119 landline fax

FOR OFFICE USE ONLY

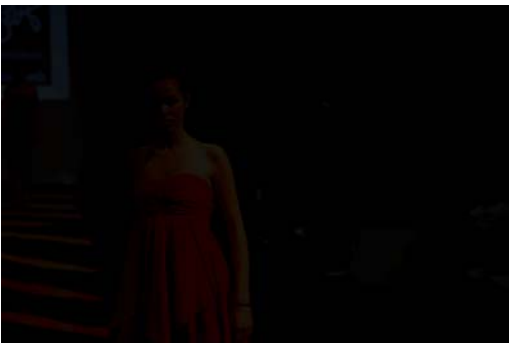
BALANCE DUE	DATE BALANCE PAID	DATE RECEIPT MAILED
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# THE CLOTHING SHOW

## FALL 2011 RUNWAY SHOWS

### TERMS & CONDITIONS

- Each designer must submit a minimum of 4 outfits.
- Payment covers complete production including models, hair/make-up, choreography, runway, music, lighting, design, and staffing.
- CS Staff may style outfits with accessories from other applicants.
- Each designer must submit a signed Application Form and then, following acceptance, a Garment Submission List available at [www.theclothingshow.com/exhibiting.html](http://www.theclothingshow.com/exhibiting.html)
- **Designers agree to deliver all outfits, in ready-for-runway condition, to the Queen Elizabeth Building FRIDAY SEPT 23, 2011, NO LATER than 1:00 pm (outfits delivered after this time risk a non-refundable removal from the runway show)**
- Colour photos of each outfit must be submitted as jpeg or tiff files no later than **September 9, 2011**. Please email these to [info@theclothingshow.com](mailto:info@theclothingshow.com) with the subject line "Your Company Name: Fashion Show Images". Also, please include the designer/company name in each digital file name and logos.
- The Clothing Show maintains the right to refuse any outfit or garment deemed inappropriate for the show and to withdraw any submissions at any time.
- The Clothing Show maintains the right to refuse any model, hair stylist or make-up artist as selected by the designer. Designers grant The Clothing Show the right to use photos and company logos for advertising purposes prior/post show, including those taken during the event.
- Designers may not substitute garments without prior approval.
- \*\*The Clothing Show holds no responsibility regarding any collaborative agreements made between designers, jewelry or accessory vendors.
- The Clothing Show maintains the right to group and present the submitted outfits accordingly, to make all final decisions related to design/choreography/music and to select appropriate support staff. (models, stylists, make-up & hair stylists).
- Designer credits may be listed on the Clothing Show website, on the Showguide Program and in various advertising campaigns. An area will be allotted for promotional materials related specifically to the fashion shows.
- The Clothing Show, its officers, employees and volunteers shall be held harmless and are not responsible for any damage or loss of any articles submitted. The designer takes full responsibility for all designs submitted. The Clothing Show will not clean items after use, they will be returned in "off the body" condition.
- The organizers reserve the right to cancel the show(s) at any time.
- No one other than models, hair stylists, makeup artists, and show coordinators are to enter back stage without prior permission.



DESIGNER: SAMANTHA STONCIUS  
PHOTOGRAPHER: CHLOE WHITEHORN

### IMPORTANT TIMELINES

RUNWAY APPLICATION	BY SEPT 6, 2011
GARMENT LIST & SUPPORTING PHOTOS	BY SEPT 9, 2011
LOGO, BIO AND WEB LINK	BY SEPT 6, 2011
WARDROBE DROP OFF	SEPT 23, 2011
WARDROBE PICK UP	SEPT 25, 2011

**\*\* PLEASE COMPLETE THIS FORM ONLY IF YOU ARE NOT PARTICIPATING AS A VENDOR IN THE SHOW**

**THE CLOTHING SHOW**

**PHOTO RELEASE**

I give consent to The Clothing Show, and its agents, to reproduce, exhibit, copy and otherwise make available, all images I may have submitted for use and any photographs that may be taken of my likeness or product while I am participating in The Clothing Show.

I acknowledge that images may be used on The Clothing Show website, distributed for print or internet media, or any other promotional use, as required by The Clothing Show or any of its agents or associates. I also attest that are legally authorized to give consent to any photos submitted to The Clothing Show.

I also agree that any photos from the event given to me for use are with the express stipulation that credit always be given to the photographer.

I, \_\_\_\_\_ representing, \_\_\_\_\_  
print your name print name of company

\_\_\_\_\_  
signed (I have the authority to bind the company)

\_\_\_\_\_  
date

**FAX COMPLETED FORM TO 416-516-9859**

