

*Fashion Minga*  
 Designer Participation & Application Form  
 Date: Friday, October 21, 2011



**LOCATION:**

Boulevard3  
 6523 W. Sunset Blvd.  
 Hollywood, CA 90028

**CONTACT INFORMATION:**

Contact Person:

Company Name:

Company Phone #: (    )

Contact Person Cell #: (    )

Address:

City, State, and Zip:

Email:

Website:

<u># Of Runway Looks</u>	<u>Cost</u>	
25 Runway Looks	\$7,200.	_____
18 Runway Looks	\$5,200.	_____
12 Runway Looks	\$4,000.	_____
Designer Logo on Press Wall	\$1,000.	_____
Booth / Cabana Add-On	\$600.	_____

- 11.5 x 9.5 Size
- Electrical Outlets
- Couch
- 4 Chairs included
- Coffee Table



Other (Sponsorship etc.) \_\_\_\_\_

**Final Total:** \_\_\_\_\_

Signature:

Date:

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**IMPORTANT DESIGNER NOTES:**

\* Payment Information:

- ½ of your final total is due upon completion of Designer Participation & Application Form.
- Designer application deadline: Friday, September 23, 2011 (4-weeks prior to show date).
- Deposit is non-refundable or transferable.
- Final Payment Due: Tuesday, October 4, 2011
- Cash, Check or Money order made out to: *Fashion Minga*
- *Note:* Please be sure that your Company/Designer name is clearly listed on your check/money order.
- 3% additional processing fee applied on all credit card transactions.

\*Misc:

- *NOTE:* As a *Fashion Minga* Designer, you are a part of show collaborative meaning that you share models, hair & make-up etc. with a small group of other Designers. *Fashion Minga* Producers will do their very best to make your portion of the show as unique as possible although *Fashion Minga* reserves the right to make the final decision on all aspects of the show.
- Designer Website Content: Due Monday, September 26, 2011  
Paragraph: Brief 5-10 sentences about fashion line.  
Logo: JPEG Format against a white-background (minimum resolution of 200 dpi)  
Website link
- Designer Logo for display screens due: Monday, October 3, 2011  
*See Designer Spec Sheet*
- Designer Spec Request form due: Monday, October 3, 2011
- Music selection due 2-weeks prior to show: Monday, October 3, 2011.  
If no music is selected by EOD on Monday 10/3/11, *music will be chosen for you.*
- Set-Up and Arrival: 2PM / Breakdown: No earlier than 12AM (on 10/21/2011)
- Boulevard3 is a 21+ venue.
- Doors open at 8:30PM; show starts at 9:30PM. Boulevard3 closes at 2AM.
- Bottle Service:
  - 1<sup>ST</sup> Bottle of alcohol will be dropped at designer table at 9:30 PM
  - 2<sup>nd</sup> Bottle of alcohol will be dropped at designer table at 10:30 PM
  - 20% gratuity for each bottle will be paid to your server by *Fashion Minga*;
  - Bottle Selections due by EOD on Monday, October 17, 2011.
  - Any additional bottles ordered will be at Boulevard3 advertised prices
- Designer VIP Guest List (15 people) entered into ticketing portal 1-day prior: Thursday, October 20<sup>th</sup> by EOD (12 midnight).

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\*Important Due Dates:

Day	Date Due	Description	Due to:
Friday	9/23/2011	Designer Application Deadline	Amber/Victoria
Monday	9/26/2011	Designer Website Content	Victoria
Monday	10/3/2011	Logo Due for Screens <i>See Designer Spec Sheet</i>	Victoria
Monday	10/3/2011	Music Selection Due (CD or MP3)	Victoria
Monday	10/3/2011	Designer Spec Sheet	Victoria
Monday	10/3/2011	Final Payment Due	Amber/Victoria
Wednesday	10/18/2011	Bottle Service Selections Due	Amber
Thursday	10/20/2011	Designer VIP Entered into Ticketing Portal	Ticketing Portal

**PAYMENT INFORMATION**

**½ Deposit** (*Due: Friday, September 23, 2011*)

\$ \_\_\_\_\_ Date:

Cash

Check      Check #:

Credit Card: Visa / MasterCard / AMEX / Discover (+3% *Transaction Fee*)

Credit Card

Exp. Date:

Security Code:

Name (as it appears on credit card):

Address (linked to card):

City/State/Zip:

**Final Balance** (*Due: Monday, October 3, 2011*)

\$ \_\_\_\_\_ Date:

*+3% Transaction Fee (if paid by Credit Card)*

Cash

Check      Check #:

Credit Card: Visa / MasterCard / AMEX / Discover (+3% *Transaction Fee*)

Credit Card #:

Exp. Date:

Security Code:

Name (as it appears on credit card):

Address (linked to card):

City/State/Zip

Exhibitor Initial: \_\_\_\_\_ /Date:

FM Initial: \_\_\_\_\_ /Date:

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