

The image is a black and white photograph of a fashion runway. Models are walking on the runway, and a large audience is visible in the foreground, mostly in silhouette. The Mercedes-Benz logo is positioned in the upper left, followed by the text 'Mercedes-Benz FashionWeek'. The main title 'VENUE BROCHURE' is overlaid in large white letters, with 'VENUE' on the top line and 'BROCHURE' on the bottom line. In the bottom left corner, 'SPR20' and 'ING11' are written in yellow. A large, dark, triangular shape with a fine white grid pattern is overlaid on the bottom left portion of the image.

Mercedes-Benz FashionWeek

VENUE
BROCHURE

SPR20
ING11

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OVER VIEW

**Dates:**

September 9–16, 2010

Location:

Damrosch Park at Lincoln Center, New York City

Registered media:

3,500+

Show Venues:

Theatre / Stage / Studio / Box

Each season, over 100,000 industry insiders from around the world including buyers, retailers, celebrities, models, senior executives, VIPs and members of the regional, national and international press come to the Mercedes-Benz Fashion Week Tents, affirming the event's global status as a major fashion force.

Why show at Mercedes-Benz Fashion Week?

Mercedes-Benz Fashion Week is the hub of fashion week activity where designers are given optimum exposure through an array of marketing benefits and access to the thousands of registered media.

In addition, IMG Fashion provides superior show production and support with experienced, industry-leading teams to allow for easy and efficient show planning.

BENE FITS



Optimum Exposure

- The Tents are the central hub for fashion week activity, attracting a record number of fashion industry professionals, celebrities, retailers and media from 32 countries around the world

Maximum Ease and Efficiency

- Each designer receives a database of the registered press including names and addresses of the 3,500+ editors, journalists, stylists, photographers and video crews who attend the shows
- A comprehensive handbook containing venue ground plan, seating charts and general facilities information is provided to each designer and his/her team to assist in show planning

Superior Production

- An integrated schedule of shows—highly sophisticated, flexible runway designs with state-of-the-art lighting, sound and staging
- A choice of runway and venue options based on individual design, seating capacity and budget
- IMG Fashion's experienced staff and production team are fully engaged to help efficiently execute your show, including pre-production meetings and on-site support
- New seating system:
 - Partnership with Fashion GPS
 - Ability for current FGPS subscribers to access MBFW seating plans and data within their current system
 - 'Lite portal' for non FGPS subscribers to seat show
 - Streamlined guest management onsite for participating designers
 - Synchronized credentialing and designer seating systems

BENE FITS



Marketing and Collateral

- Inclusion in designer-specific event signage at Lincoln Center
- Designer/Collection name inclusion in event advertisements in publications such as The New York Times, Women's Wear Daily, The New York Observer, The Daily, etc. (Total circulation of over 1.3 million each season)
- Broadband and mobile show content distribution (Runway show features and highlights have received over 27 million views since 2007)
- Editorial mention in the Official Program including designer name and headshot (Distributed to 10,000 attendees)
- Official Schedule with your collection name, show time and venue is distributed in the Official Program and on the event website

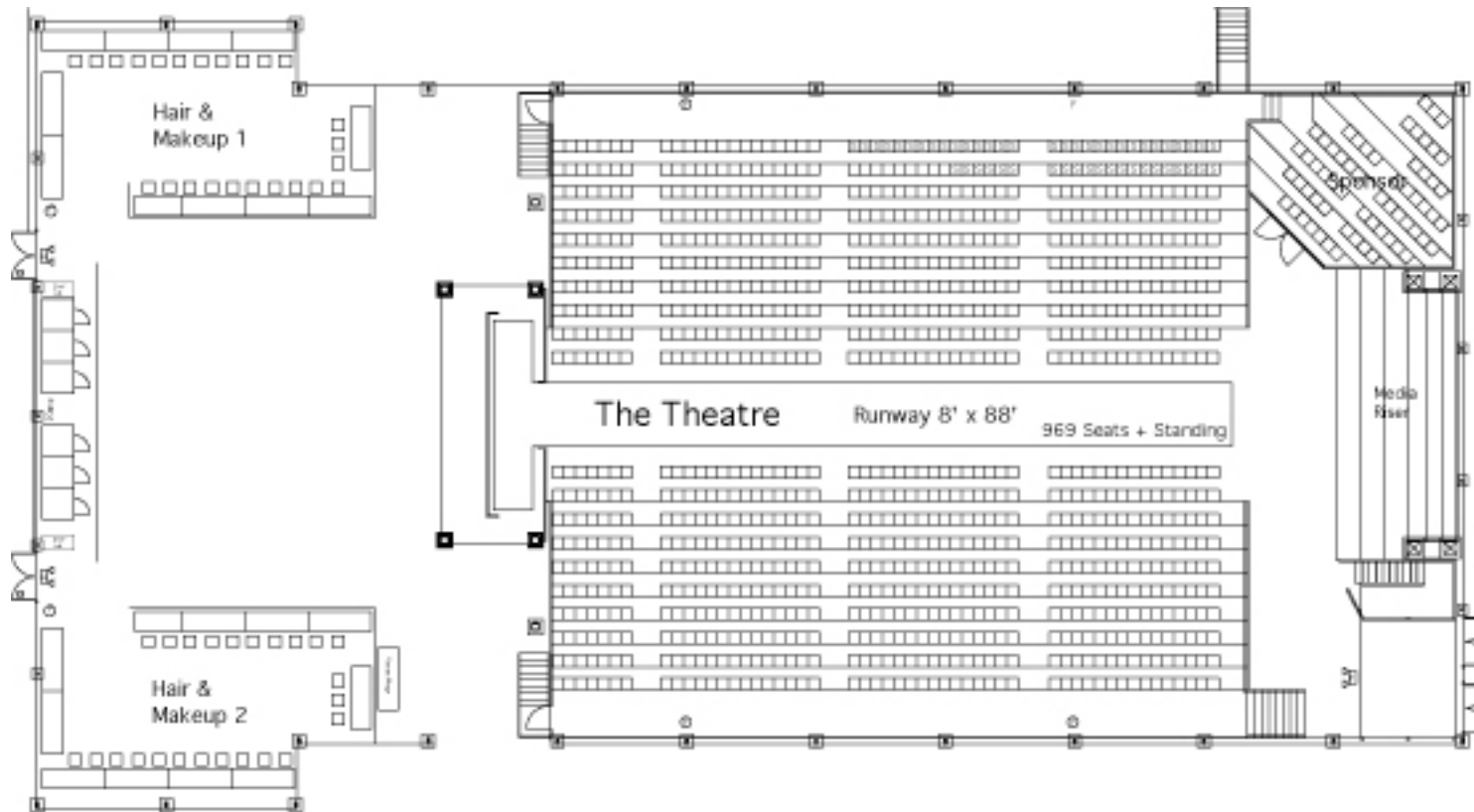
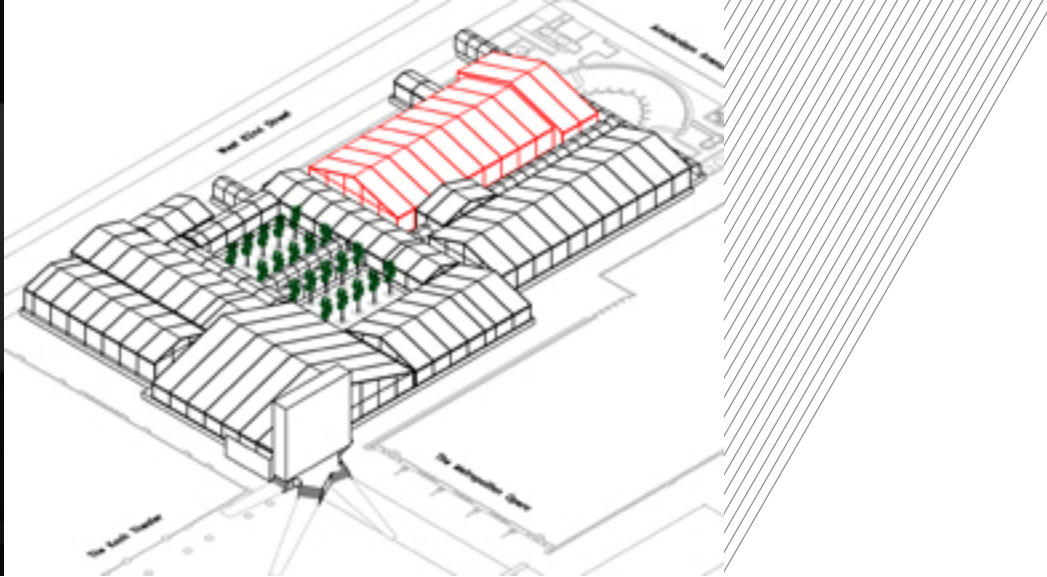
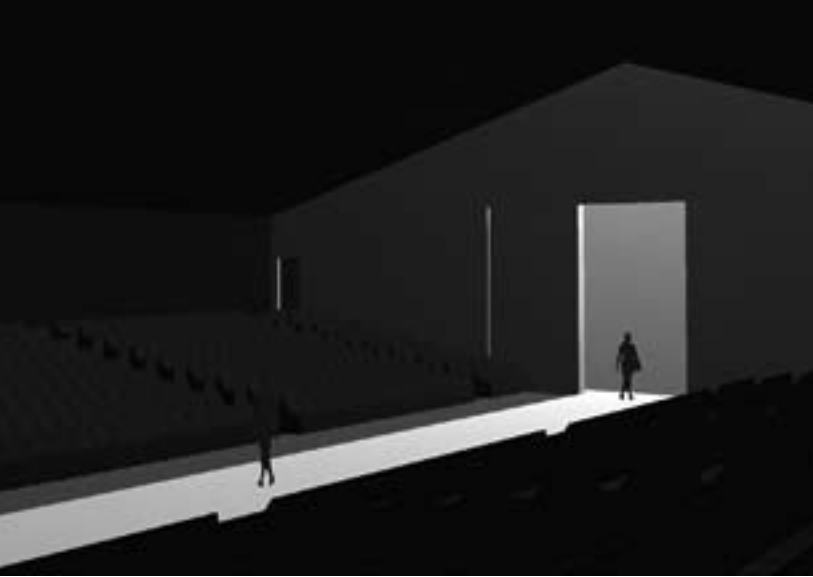
Website

- MBFashionWeek.com, the virtual home of Mercedes-Benz Fashion Week, received over 180 million hits and 1.87 million unique visitors (2009)*
- Online tools for designers to promote their brands including video, images, contact information, retail information and links to e-commerce sites
 - Tools for designers to capture information on visitors/subscribers
 - Portal for designers to update and access content as well as new seating system
 - Comprehensive tools for users to promote content via social media
 - Digital calendar to promote live streaming 'events' both on and off site

IMG Fashion will be scheduling individual appointments with designer teams to review new systems and digital website opportunities.



VENUE OVER VIEW



THE THEATRE



Facilities:

- Black interior tent structure with black carpet and black covered chairs
- Runway options:
 - 8' W x 88' L x ¾" H Central Runway
 - 4' W x 182' L x ¾" H U-Shaped Runway
- All runways are covered with white duck
- Black stage portal with a series of white covered tracking stage flats adaptable to the needs of each show
- Two hair and make-up areas to allow for early arrival and setup
- European style lighting system
- Sound system balanced to provide fully equalized coverage of music playback
- Tiered audience seating and media riser
- Elevated control booth and designated event sponsor seating section
- Continuous power generation and climate control with simultaneous redundant backup system
- **Approximately 22' W x 18' H 8mil LED upstage wall for video projection and immersive lighting effects**

Time in Venue:

10am Shows:

4 Hrs Main Stage / 5 Hrs Backstage*

2pm Shows:

3 Hrs Main Stage / 5 Hrs Backstage*

8pm Shows:

5 Hrs Main Stage / 5 Hrs Backstage*

*As schedule permits

Capacity:

969 seats for Central Runway

967 seats for U-Shaped Runway

Front Row:

102 seats for Central Runway

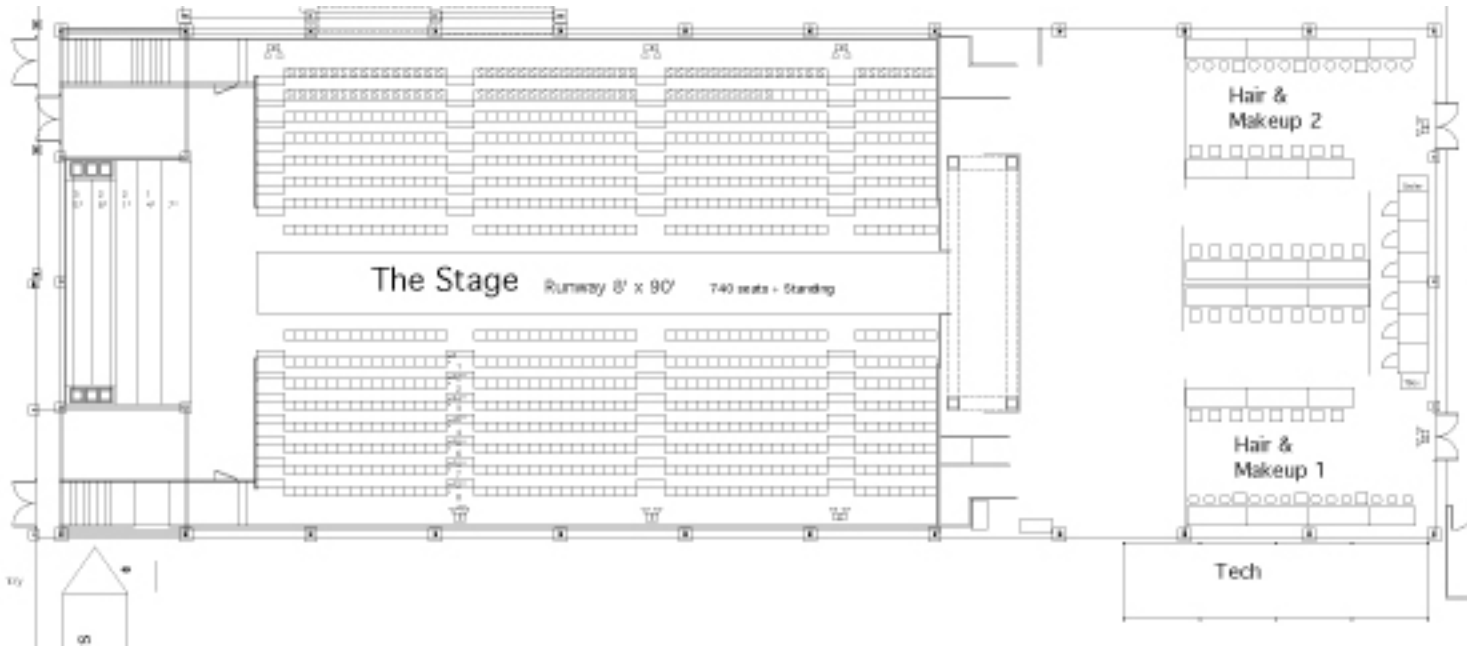
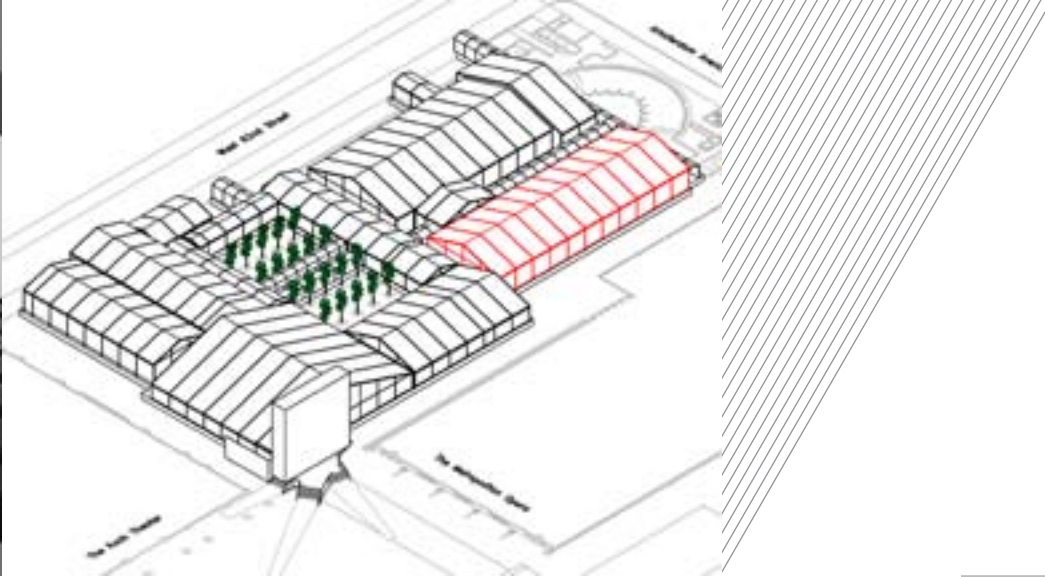
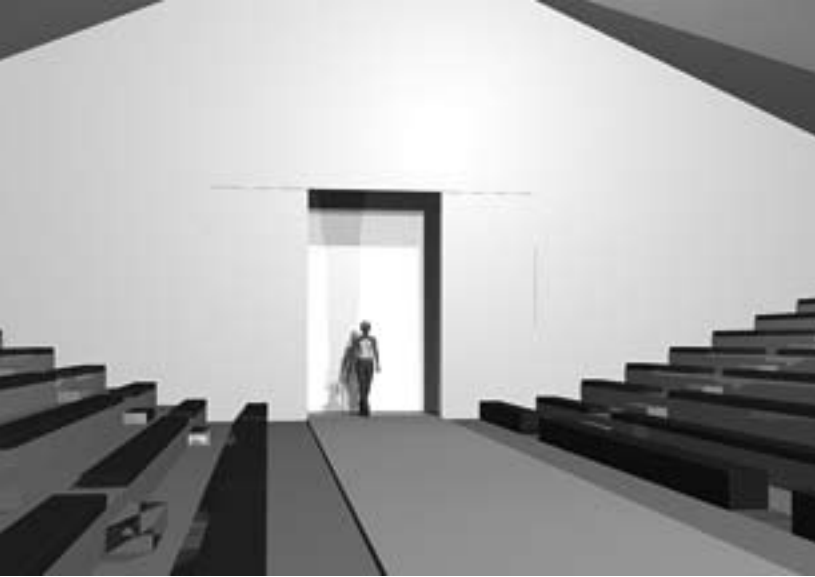
202 seats for U-Shaped Runway

Venue Size:

16,300 square feet

Fee: \$50,000

THE THEATRE TREE



THE STAGE

**Facilities:**

- White interior tent structure with gray colored carpet
- Stadium seating: custom cushions on seating risers and on bench for first row
- 8' W x 90' L x ¾" H Central Runway covered with white duck
- White proscenium wall with a white duck covered upstage wall
- European style lighting
- Sound system balanced to provide fully equalized coverage for music playback
- Two hair and make-up areas to allow for early arrival and setup
- Tiered audience seating and media riser
- Elevated control booth
- Continuous power generation and climate control with simultaneous redundant backup system

Time in Venue:

3 Hrs Main Stage / 4 Hrs Backstage*
3 Shows Daily
*As schedule permits

Capacity:

740 seats

Front Row:

104 seats

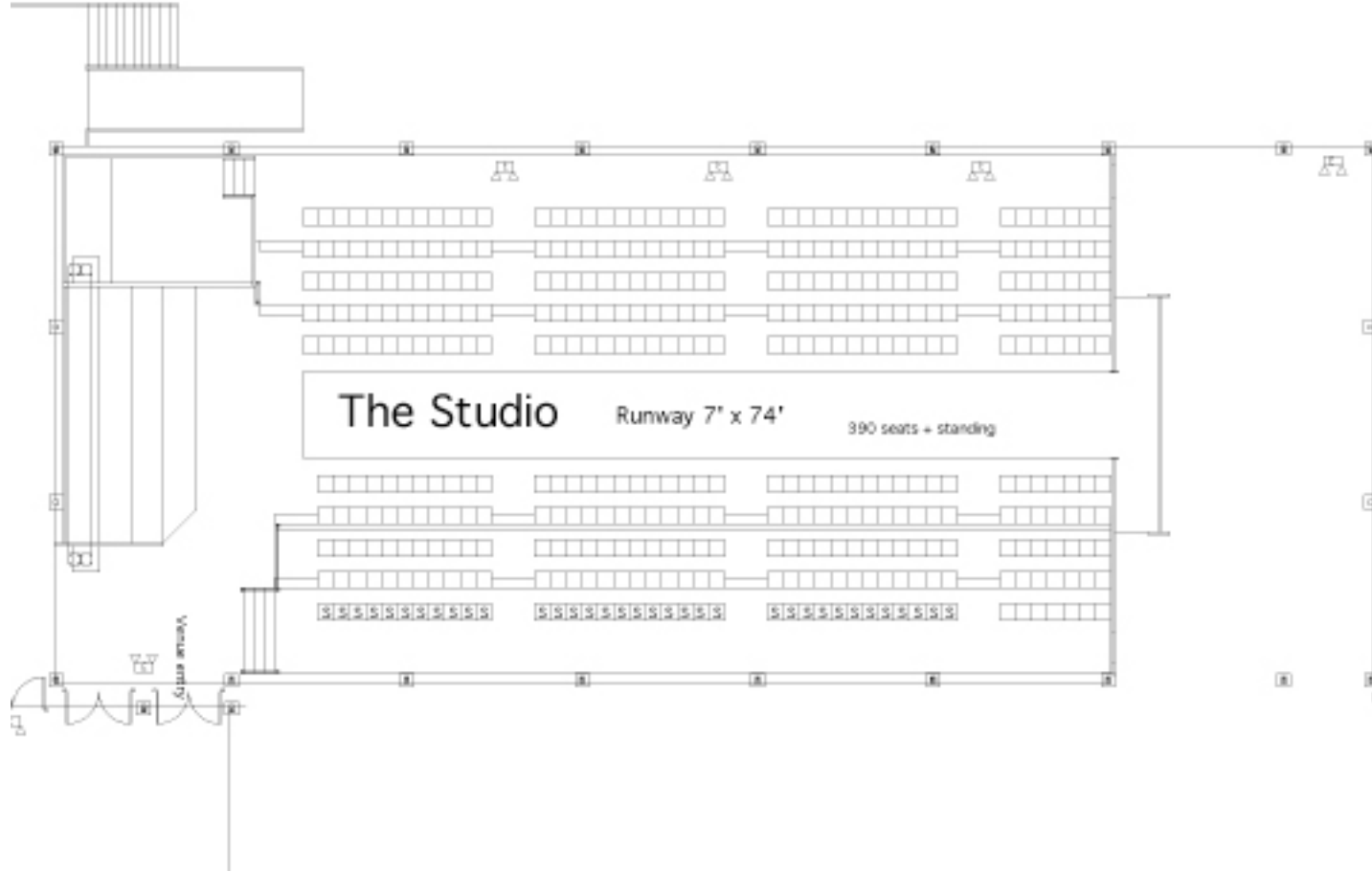
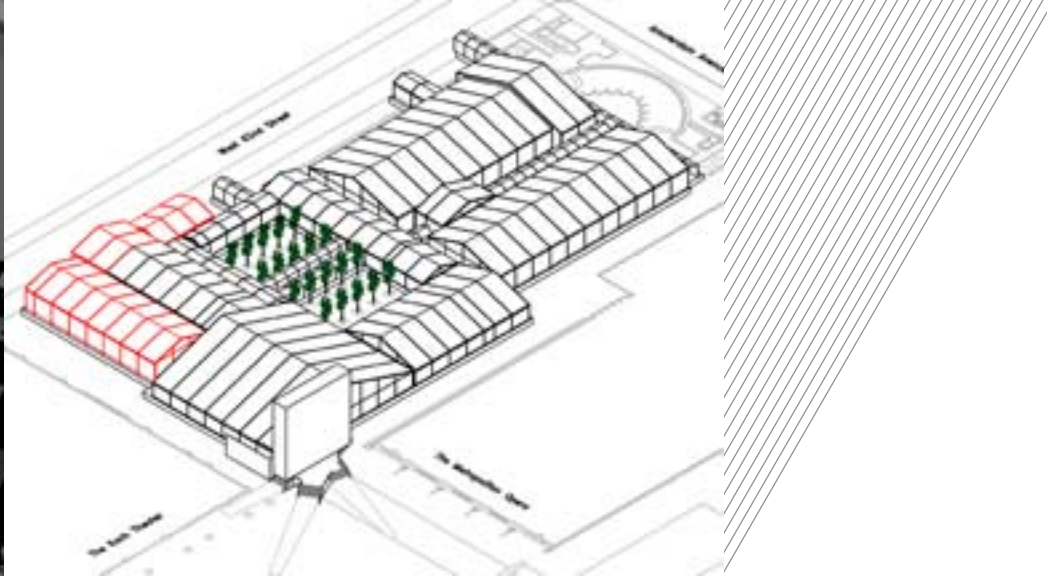
Venue Size:

12,000 square feet

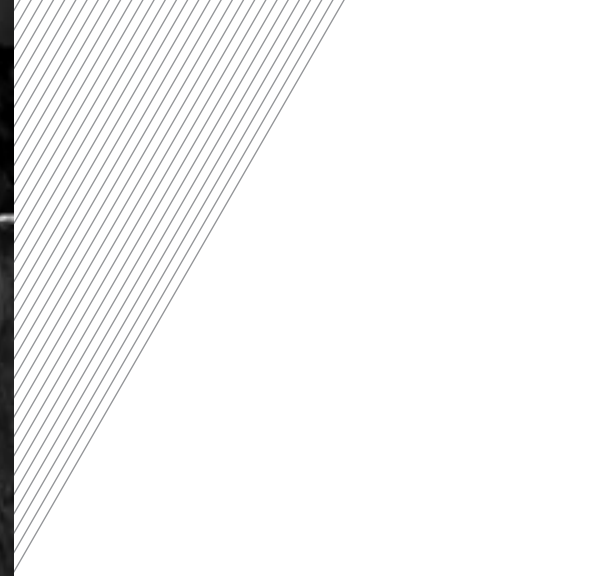
Fee: \$40,000

Please note that a U-Shaped Runway option will be available in the Stage this season at an additional cost. Please make note of this request on your show application and call IMG Fashion with any questions. Timing must be flexible in order to accommodate designers using the U-Shaped Runway option.

THE STAGE



THE STU DIO



Facilities:

- Gray interior tent structure with gray carpet and black folding chairs
- 7' W x 74' L x ¾" H Central Runway covered with white painted muslin
- White proscenium and upstage duck covered walls
- Lighting system designed to evenly illuminate the runway for photo & video
- Two hair and make-up areas to allow for early arrival and setup
- Sound system balanced to provide fully equalized coverage of music playback
- Tiered audience seating and media riser
- Elevated control booth
- Continuous power generation and climate control with simultaneous redundant backup system

Time in Venue:

- 3 Hrs Main Stage / 4 Hrs Backstage*
- 4 Shows Daily
- *As schedule permits

Capacity:

390 seats

Front Row:

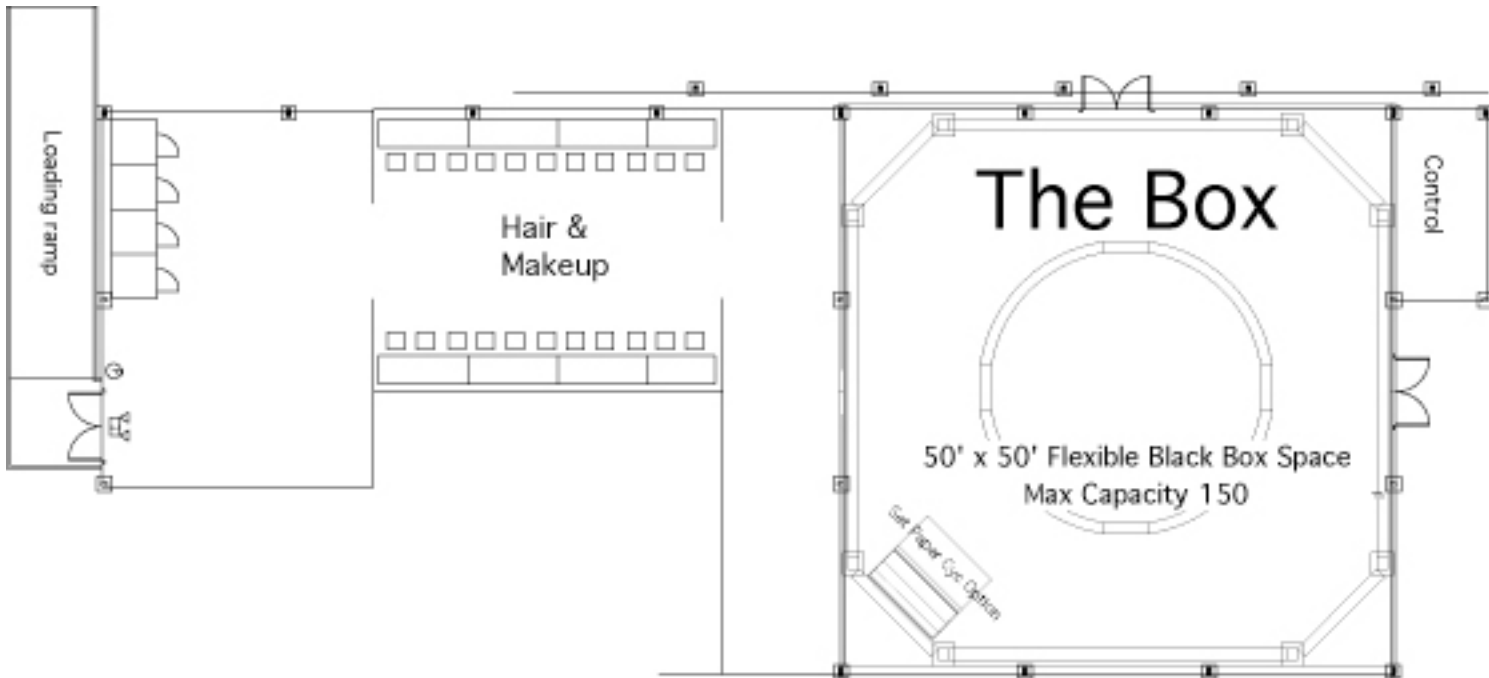
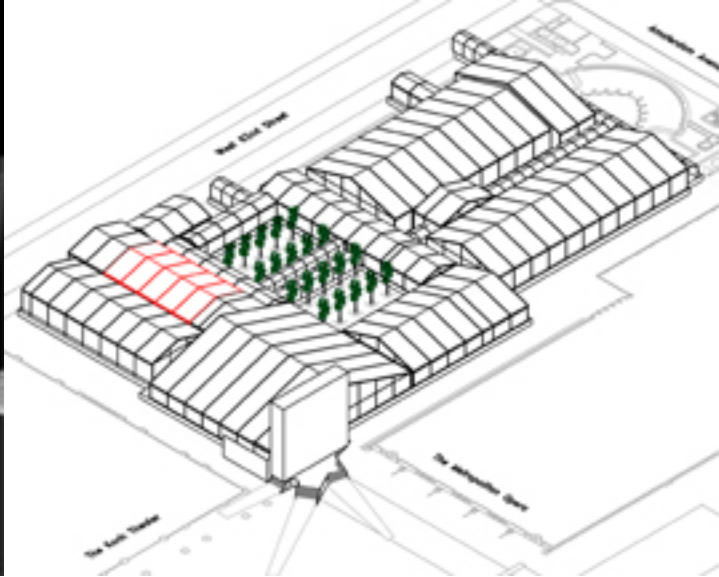
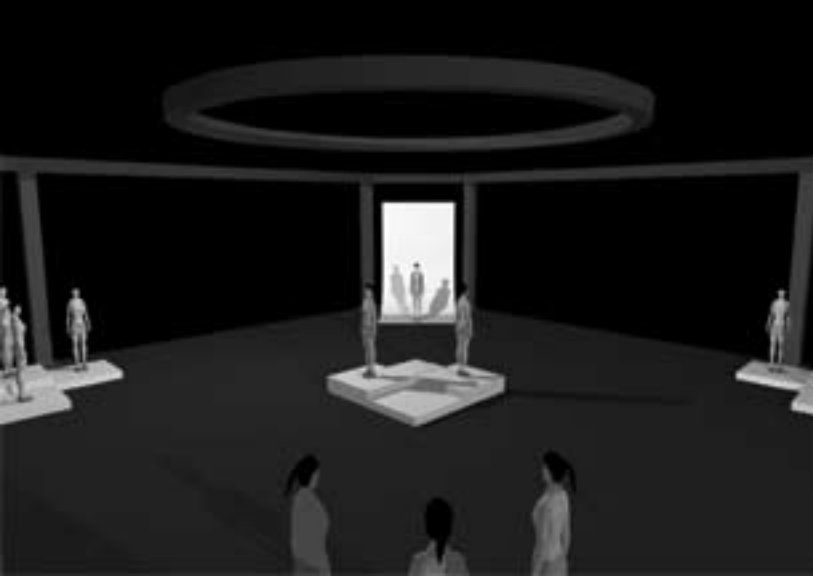
85 seats

Venue Size:

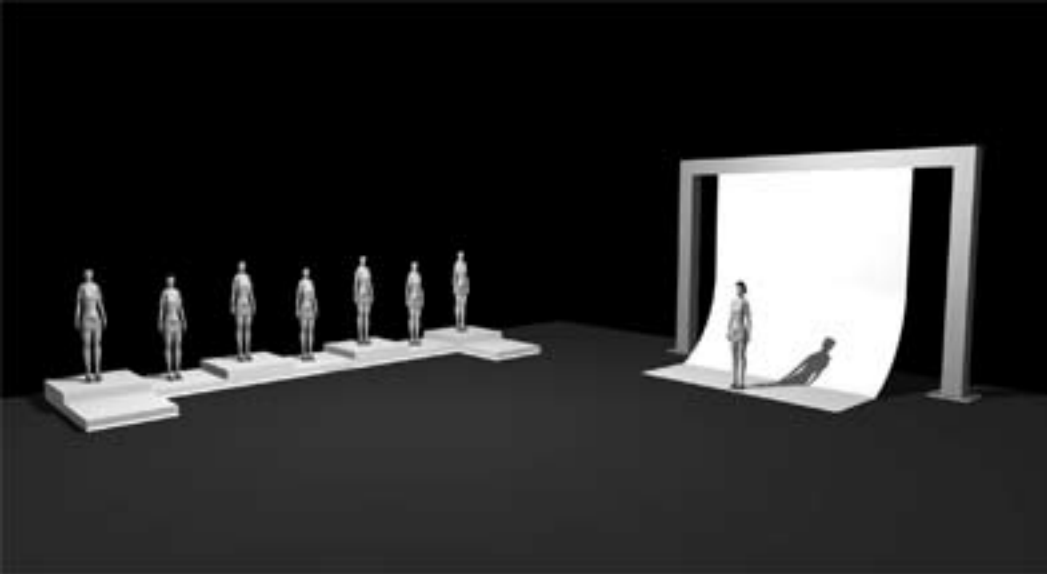
10,000 square feet

Fee: \$28,000

THE STU DIO



THE BOX



Facilities:

- Black interior with painted black masonite floor
- 50' W x 50' L space
- Flexible lighting system to allow for easy turnover
- Sound system balanced to provide fully equalized coverage of music playback
- 10 - 4' W x 4'L x 6" H white platforms
- One hair and make-up
- 8' cyclorama for photographs
- Separate control area for lighting and sound
- Continuous power generation and climate control with simultaneous redundant backup system

Time in Venue:

3 Hrs Main Stage / 3 Hrs Backstage*

*As schedule permits

Capacity:

150 people

Venue Size:

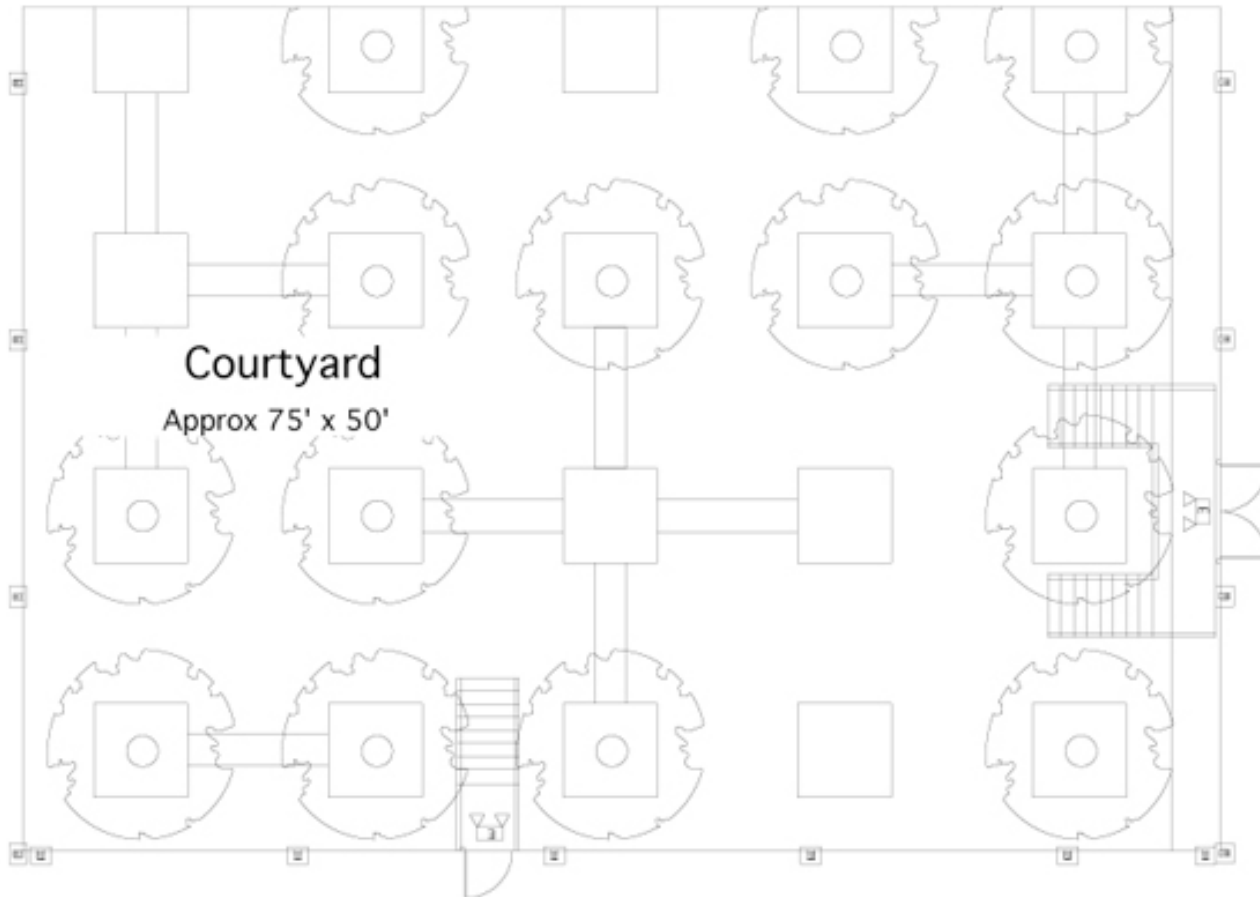
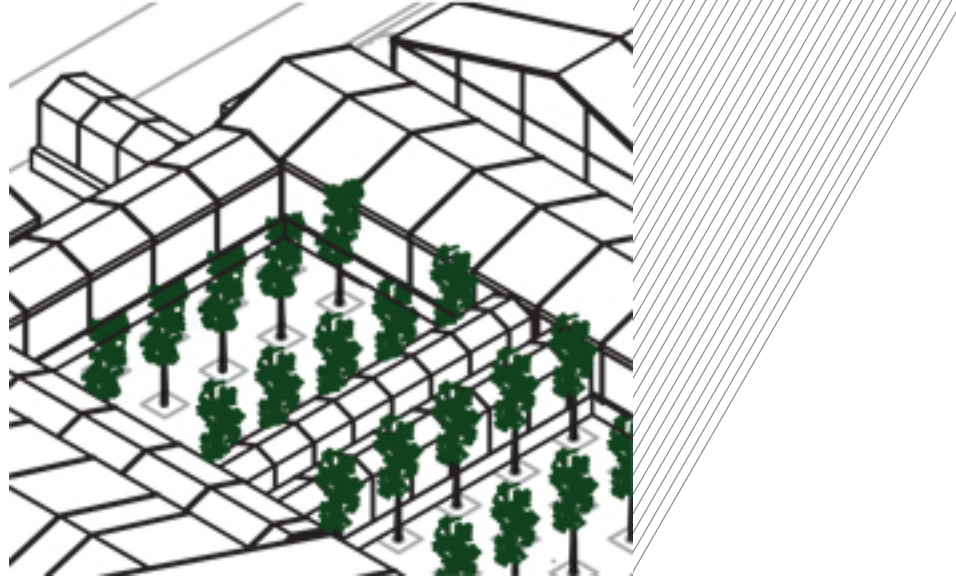
3,400 square feet

Fee: \$15,000

THE
BOX

If you are interested in presenting your collection in alternatives ways within the glass walled, formal tree garden, call us and we can work together to customize a package for you.

Contact Christina Neault at christina.neault@imgworld.com or at 646-871-2410.



THE COURT YARD

VENUE COMPARISON

	The Theatre	The Stage	The Studio	The Box	All venue rentals include:
Runway	8' W x 88' L x ¾" H Central Runway or 4' W x 182' L x ¾" H U-Shaped Runway	8' W x 90' L x ¾" H Central Runway	7' W x 74' L x ¾" H Central Runway	No runway	<ul style="list-style-type: none"> – Backstage area complete with clothing racks, mirrors and make-up lights – Headsets and radio communication – Standardized seating plan for all fashion shows to expedite pre-seating – Lighting, sound and staging designers and production personnel, venue managers, show run crews, steamers, technical maintenance and cleaning staff – Volunteers available as ushers and general assistants – Professional security provided by IMG Fashion – Official Press/Media directory of more than 3,500 pre-qualified editors, photographers, camera crews, etc.
Venue Color / Size	Black / 16,300 sq. ft.	White / 12,000 sq. ft.	Gray / 10,000 sq. ft.	Black / 3,400 sq. ft.	
Front Row	Straight: 102 U-Shaped: 202	104	85	n/a	
Capacity	Seats: 969 U-Shaped: 967	Seats: 740	Seats: 390	150 people	
Price	\$50,000	\$40,000	\$28,000	\$15,000	



SPONSORSHIP
INFO



Mercedes-Benz
Fashion Week

SPONSORSHIP

IMG Fashion is dedicated to keeping the venues at Mercedes-Benz Fashion Week affordable for all participating designers. The Tents exist in large part due to our generous sponsors and we engage with brands that are dedicated to supporting you and the fashion industry as a whole.

In addition to the event support provided by our official sponsors, we understand that you may be pursuing individual sponsors for your show. In doing so, we ask that you avoid brands in the categories listed here so that there will not be any conflicts with the exclusivities extended to event sponsors. Please keep in mind that this is an incomplete list that will expand. **Therefore, please contact Sterling Taylor at 646.871.2436 or sterling.taylor@imgworld.com with any questions.**

Your sponsors may not conflict with any of these categories:

- Motor vehicles and related categories
- Credit Cards and Payment Systems
- Hotels and Residential Properties
- Wireless/Broadband Providers
- Shipping and Logistics
- Mobile Phones, Handsets and PDAs
- Tourism and Travel
- Fine Jewelry
- Non-Alcoholic Beverages (sodas/energy drink)
- Garment Care
- Beer, Wine, Spirits and Liqueurs
- Water (including flavored waters)
- Coffee and Coffee Products
- Martini Mixes
- National Newspapers

The event also has hair care and make-up sponsors that may be interested in working with you, but you are free to work with your own partners for these products.



DESIGNERS + BRANDS

At IMG Fashion we work with many companies who are interested in fashion and style as a marketing platform and are looking to activate with individual designers as extensions to their event sponsorship. As a result we are able to create partnership opportunities for designers.

We have a dedicated team that focuses exclusively on aligning designers and brands for these opportunities which can include creative package/product collaborations, show sponsorship, endorsements, unique consumer experiences and more.

For further inquiries, please contact:

Keri Lachman
Manager, Designers + Brands
IMG Fashion
keri.lachman@imgworld.com
646.871.2412



ADDITIONAL
INFO



NEXT STEPS

Thank you for your interest in showing at Mercedes-Benz Fashion Week this coming September. Please read all venue information carefully before making your selection.

Please fill out the attached time request form, indicating your top three (3) choices for venue, date and time and send (fax, mail, email) to IMG Fashion with your 50% deposit by Monday, May 24th. Requests will not be considered without a deposit. IMG Fashion accepts credit cards, company checks and bank transfers. American Express is the preferred credit card of IMG Fashion.

If you are planning to show at Mercedes-Benz Fashion Week for the first time, please include a designer press kit along with your application if you have not previously submitted one.

TIME
REQUEST
FORM
SPR20
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Company: _____ Designer: _____ Collection: Men's _____ Women's _____ Both _____
 Contact name: _____ tel #: _____ cell #: _____
 fax #: _____ email: _____

Please circle on the chart **AND** print your first, second, and third date/time choices below.

Fax this form to IMG Fashion at 212-772-0899 and the Fashion Calendar at 212-289-5917.

1st Date/Time choice: _____ 2nd Date/Time choice: _____ 3rd Date/Time choice: _____

Deposit due (50% of venue cost): _____ Form of payment (check one): Check _____ Bank Transfer _____ Amex _____ Visa _____ MC _____

Please note there is a 50% surcharge for any show with more than one designer.

If you are interested in The Box or The Courtyard venues, please indicate date/time preference along with venue selection.

Receipt of your request with the required 50% deposit does not guarantee a commitment from IMG Fashion. Your deposit will not be processed until a time slot has been mutually agreed upon. At that time, the deposit becomes non-refundable. Make check payable to IMG Fashion Division of IMG Worldwide and send to 304 Park Avenue South, 8th Floor, New York, NY 10010.

To pay deposit by credit card, fill out the attached form and fax to IMG Fashion at 212-772-0899. **All forms are due no later than Monday, May 24th, 2010**

Signature: _____ Date: _____

**For further information, please contact Christina Neault at christina.neault@imgworld.com
 304 Park Avenue South, 8th Floor, New York, NY 10010 tel: 646-871-2400 fax: 212-772-0899**

	THU 9/9	FRI 9/10	SAT 9/11	SUN 9/12	MON 9/13	TUE 9/14	WED 9/15	THU 9/16
9:00 AM	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000
10:00 AM	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000
11:00 AM	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000
12:00 PM	*	*	*	*	*	*	*	*
1:00 PM	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000
2:00 PM	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000
3:00 PM	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000
4:00 PM	*	*	*	*	*	*	*	*
5:00 PM	*	*	*	*	*	*	*	*
6:00 PM	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000
7:00 PM	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000	The Stage \$40,000
8:00 PM	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000	The Theatre \$50,000
9:00 PM	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000	The Studio \$28,000

If you are interested in The Box or The Courtyard venues, please indicate date/time preference along with venue selection.

*Associate Member Time Slot / Schedule Subject to Change

CREDIT
CARD
AUTH
ORIZA
TION
FORM
SPR20
ING11

I hereby authorize IMG Fashion Division of IMG Worldwide to make the following charges to the credit card listed below:

Circle One: American Express Visa Mastercard

Cardholder's name: _____

Card number: _____ Expiration date: _____

Amount of charge: \$ _____

Amount in words: _____

Signature of card holder: _____ Date: _____

Billing Address: _____ Zip Code: _____

Phone number: _____

Invoice Number: _____ Invoice date: _____

For purchase of: _____ For show/event: _____

Designer Name: _____ Business tel #: _____

Email address of contact: _____ Business fax #: _____

Company name: _____

Company address: _____

Company tel #: _____

Please complete form and fax to: IMG Fashion at 212-772-0899

