



FULL HOUSE PROMOTIONS EVENT MANAGEMENT

WWW.BOUTIQUEARTISTS.COM

DESIGNER'S PROPOSAL – Fashion Week 2014

THIS PROPOSAL is between Full House Promotions, Inc. [BoutiqueArtists.com] hereafter referred to as **Producers** and the **Designer**, hereafter referred to as the **client**.

VENUE: Arena, 135 West 41st Street, New York, NY - <http://arenanyc.net/gallery/>

EVENT DATE: Wednesday, February 5th or 12th, 2014 at 7pm.

EVENT DESCRIPTION:

Boutique Artists Fashion Week event of 2014 is a series of runway shows showcasing couture and fine fashion by various designers. This special event also includes display of fine art, luxury products, sponsored services, world-class entertainment, reception and the after party.

EVENT PLAN:

7pm - Cocktail Reception

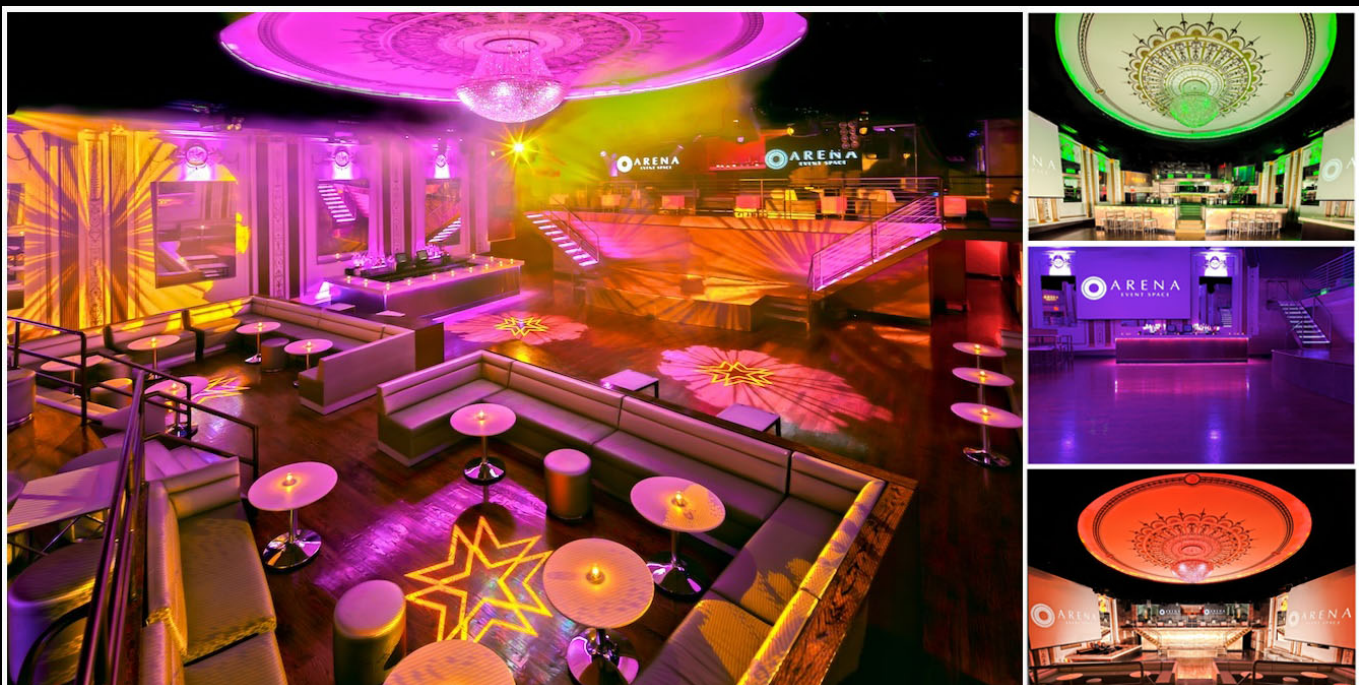
8pm - Runway Show by FIRST DESIGNER

9pm - Runway Show by SECOND DESIGNER (Single designer option available)

10pm - The After Party

BAR: CASH BAR is the primary option where guests pay for drinks at the bar except for non-alcoholic sponsored products and beverages. OPEN BAR option is available at extra cost.

VENUE: Venue provides a fully functional venue and the bar staff.



PRODUCTION: Producers will plan the event layout and runway stage design which will contain a custom setup including an elevated runway of up to 2 feet in height. Special runway floor material will be used in white. Producers will set up lights, sound system, projectors, step and repeat, and style the venue.

STAFF: Producers will provide a fully staffed venue including the DJ, doorman, guest list personnel, cashier, assistants, coat check, seating personnel and security.

DOOR POLICY: This is a private event and admission will be granted based on the guest list, reservations or tickets. This Event offers alcoholic beverages so the age for this event is restricted to 21 and over. Proper attire and ID is required.

ADMISSION: Complimentary admission for ALL CLIENT'S GUESTS on the guest list. The number of guests will be based on the venue capacity and discussed with the client. In addition, mandatory complimentary admission for all Press, Sponsors and VIP guests. Public and guests that are not on the guest list, may be required to pay the admission. General admission is about \$10 to \$25, if applicable. CLIENT will provide one staff person to help manage the seating for their special guests.

PROMOTIONS: Producers are responsible for all promotions and PR for this event and will make all final decisions regarding all aspects of this event production to insure its quality and success. Designers may and are encouraged to invite their special guests.

DESIGNERS: Designers may be subject to approval by the venue. Producers will provide a fully functional venue, backstage, models, hair, makeup and all necessary assistance to the designers. Models, Makeup and Hair personnel are to be shared between the designers in case of multiple shows. Designer may hire their models at their own expense but such models are subject to the producer's approval. One time casting and fitting will be held for model selections. If designer fails to produce musical tracks in advance, the runway music will be selected by the Producers. Shoes and accessories are the responsibility of the designer unless otherwise agreed. This event is available for a single designer buy out option.

PHOTOS AND VIDEO: Designer will receive high resolution photos and videos. Upon request, producers will provide the client with high resolution photos and videos within 3 to 5 days. Fully edited version of the runway video will be uploaded online at a later time.

AFTER PARTY: The CLIENT will receive a complimentary vodka bottle and a complimentary table to host their special guests for the after party. Gratuity is not included.

LIABILITY: The Venue and Producers are not responsible for any of the Designer's, Client's, Sponsor's, or Participant's items that are lost, stolen, damaged or left overnight. Designer is responsible for transport, storage, security of all garments and accessories to and from the event.

EVENT FEE: Client will pay a non-refundable event fee upon this agreement to the Producers. There are two fashion designers per event but a single designer buy out option is available at extra cost.

PLAY VIDEO





PERFORMANCES

