

CALL FOR ENTRY
IIDA NE FASHION SHOW 2017

RITUAL

#RITUAL2017 OCTOBER 12, 2017

THE EVENT

WHEN: October 12, 2017

WHERE: Boston Convention + Exhibition Center

ENTRY DEADLINE: August 17th, 2017

STEP 1

Complete the online entry form to apply to participate in the show as soon as possible as the number of entries will be limited. Only the firm name, valid IIDANE membership number for one team member, and two designated points of contact are required to complete the entry form.

STEP 2

Once your application is approved, you will receive an electronic Welcome Packet including an additional form to identify your partners and a link for online entry fee payment. Both are due no later than August 31st. If you are looking for potential partners, email Suzanne Petri (spetri@yusen.com) to receive contact information for vendors interested in participating. Any other questions regarding the show should also be directed to Suzanne Petri.

ENTRY FEE: \$495 per team

PAYMENT DEADLINE:

A single payment in full is required on or before the entry deadline, August 17th.

Any firm which had shown intent to enter but which misses the payment deadline will be dropped from the show and their spot forfeited to a firm on the waiting list.

Only one payment per team will be accepted. It is the team's responsibility to organize split payments and consolidate them such that a single payment in full is received from any one team member (i.e. design firm, vendor partner, etc.)

Your Welcome Packet will include information on how to pay (by credit card).

If a member of your team is also a show Sponsor, you may be eligible to have your entry fee waived depending on their sponsorship level. Prior to making your payment, review this with your partners. Note: The Call for Sponsors will be released in late July.

RUNWAY + SHOW FORMAT

This year's show continues the return to a more traditional runway show with the focus on fashion apparel and accessories. The show will be organized into two segments - school entries, followed by professional entries.

A preliminary runway plan will be included for reference with your Welcome Packet. Please note, the runway plan is subject to change as the event planning continues, and the finalized layout will be taped out at the rehearsal prior to the show.

Each team will have no more than 2 1/2 minutes on the runway and are encouraged to use all portions of the runway to give the audience a good show.

Entries must be able to enter and exit the elevated runway via tiered platforms at 8" increments. No special accommodations will be entertained. Models should be able lift their looks on and off the runway without additional help. Please design your looks accordingly.

NEW: The ballroom will be used as this year's backstage area. The lighting in that space will be affected during the ballroom setup (light levels will fluctuate and/or be turned off as systems are tested). We encourage offsite preparation if your team has concerns. Entries will be invited to arrive at 4pm to begin their preparations. Drop-off timing is unpredictable so plan on arriving at the unloading area between 3:00 - 3:30 for security screening.

NEW: MUSIC

This year's show will feature music selections of each team in their original form. (no live mixing of tracks by a DJ.)

Music submissions in MP4 or MP3 format are accepted.

In the event of technical difficulties, please forgive use of an alternate selection. Runway times shall not exceed 2 1/2 minutes per team; please coordinate track lengths accordingly. Longer tracks will be cut off as your team exits the runway.

Please submit music files via Dropbox by **SEPTEMBER 15, 2017**.

Your Welcome Packet will include instructions.

LIGHTING

Teams incorporating lighting elements into their looks will have the option to have the runway lights dimmed to 50% for the duration of their time on the runway. Because cameras will be recording the entire show, lower lighting levels cannot be accommodated. Select 100% or 50%.

BACKDROP SLIDES

As each entry appears on the runway, a title slide utilizing the Ritual branding will appear on the projection screens.

The slide will introduce the team members, the number of their entry (correlated to the program), and the title of their entry.

These slides will be produced by the Fashion Show Committee based on the information submitted on your entry forms (i.e. entry name, design firm and partner names). No background graphics, videos, or animations are permitted. The focus this year will continue to be on the fashion!

PARTNER + SPONSORS

Each design firm or school can team with up to (3) industry Vendor Partners (furniture dealers, lighting rep groups, manufacturers of architectural products, interior finishes, furnishings, lighting or other interior design products) who are responsible for contributing those products to be transformed into the team's "looks". In addition, the vendor partners can provide models, fabrication labor, and financial support (payment of entry fee).

Non-vendors from within the Interior Design industry (Construction managers, lighting consultants, MEP consultants, Real estate brokers, etc.) are officially invited to team with design firms as industry partners.

Teams are limited to one industry partner who must contribute to the entry in some way (e.g. by providing models, fabrication labor, or financial support (payment of entry fee, etc). At least one team member must be a member of IIDA.

PARTNERSHIP LIMITATIONS

Both vendor partners and industry partners are limited to supporting a single firm's entry and a single school's entry.

In the case of a multi-line rep group, the rep group can only be associated with one entry, and must decide which of their lines they are showcasing. The Rep Group and the Manufacturer each take up a Vendor Partner slot (i.e., RepSource would be one Vendor Partner, HBF would be a second Vendor Partner).

If another of the Rep Group's manufacturers would like to partner with another firm's entry, only the manufacturer name (not the Rep Group's name) may be associated with that entry (i.e., Versteel may sponsor a separate entry as Versteel only, not RepSource and Versteel).

In instances where there is a manufacturer and a dealership (i.e., furniture), those are considered two separate Vendor Partners. Each would take one of the three vendor partner slots on the entry team (i.e., COP would be one Vendor Partner, Herman Miller would be a second Vendor Partner). Vendor Partners and Industry Partners are invited to consider supporting both a firm team and a school entry, as they are judged separately for different awards.

INDUSTRY COACH [SCHOOL ENTRIES ONLY]:

Each school entry may team with an Industry Coach – an IIDA member or associate member from any design firm not otherwise entering the competition. The coach's role is to support the efforts of the school team in any ways needed.

The coach's name and, where appropriate, the name of their associated design firm which has provided PTO for their work with the school, will appear both in the program and on the backdrop slide during the show. Schools and potential industry coaches should email Suzanne Petri (spetri@yusen.com) as soon as possible to express interest. Coaches must be identified prior to June 15th, so a continuous flow of communication may take place with school entries during summer break.

BLURB

This 50 word or less written description of your team's concept will be printed in the event program.

PLEASE SUBMIT YOUR BLURB VIA DROPBOX BY SEPTEMBER 7TH.

Your Welcome Packet will include instructions.

REQUIRED SOCIAL MEDIA

All teams are encouraged to share their fashion show experience through Instagram and / or Twitter as often as they can. However, at least one tweet (with pic) or Instagram post per team is required each week, starting from when your Step 1 application is approved. Only posts tagged with #RITUAL2017 and @RITUAL2017 along with firm name qualify!

NEW: SOCIAL MEDIA BONUS POINT

If your team submits (1) post every week, starting from the day you enter, you will get (1) additional point towards your Best in Show point total. (note: the bonus point will not count towards point totals in any other categories) In order to "count," a post must contain the Firm or School name, tag @RITUAL2017 and @iidaNE, and use #RITUAL2017. The firm or school name is especially important if the post is made on an individual team member's account.

DESIGN CONCEPT HALL

Each team is invited to create a single, landscape-formatted 24"x36" concept board to be displayed at the After Party and again at the Post Show Exhibition in January. Boards should provide insight into your design concept, fabrication process, and/or other significant aspects of your entry. These boards can be used during the team's presentation to the judges before the start of the show. They will be collected by the Entry Subcommittee from the teams after judging and put on display in the After Party area. Boards will be available to be picked up in February 2018, following the Post Show Exhibition.

INFORMATION SESSION & REHEARSALS

A mandatory information session will be held at the Boston Convention + Exhibition Center in the weeks approaching the show (date TBD). At this session, a mock runway will be taped on the floor and teams will be able to develop and practice choreography.

While all team members are encouraged to attend this information session, at least one member of each team is required to attend and participate in the lottery to determine the order of entries for the show.

A dress rehearsal will take place on the runway on October 12th, prior to the start of the show. At that time, each team will have 2 1/2 minutes on the actual runway to walk their music and make any final choreography adjustments.

"RED CARPET" LOOK

Each entry is invited to send one look down the "red carpet" in the pre-function area directly after their presentation to the judges (before the start of the show). This is a great opportunity for the audience to get an up-close look at the quality of construction and the overall amount of effort poured into these looks which could influence the voting.

HAIR + MAKEUP

Teams are encouraged to consider their "total looks", including hair and makeup.

Each team is allowed to have hair and makeup partners who, in exchange for their donated services, will receive credit as members of the team in the program.

AWARD CATEGORIES

- BEST SCHOOL ENTRY
- BEST INTERPRETATION OF THEME
- BEST USE OF MATERIALS
- BEST "RED CARPET" LOOK
- MOST INNOVATIVE
- BEST HAIR & MAKEUP
- **NEW:** BEST WALK
- BEST IN SHOW

JUDGING

Relying on their unique, individual perceptions, each judge will assign every entry a score from 1-10 in the 4 primary categories (Best Interpretation of Theme, Best Use of Materials, Best “Red Carpet” Look, and Most Innovative)

The highest cumulative score in those 4 categories determines Best in Show for professional entries and Best School Entry for school entries. After removing the Best in Show winner, the highest score in each remaining category determines the winner of that category in the order listed above (i.e. If the Best in Show entry also had the highest score in the Best Interpretation of Theme category, that award instead goes to the second highest score in that category).

A separate point tally will determine Best Hair & Makeup, however that score does not count towards the cumulative scores. “Best” is judged according to each judge’s unique, individual perception of how well the hair and makeup concepts support or enhance the overall design concept behind the entry.

NEW: The Best Walk award is determined by audience vote and recognizes the talents of a single team model. Accordingly, Best Walk does not count towards a team’s cumulative scores.

Looks should be comprised of as close to 100% of vendor-provided material as possible. Store-bought components will not be counted towards your score. Your entry will be solely judged on your runway presentation and the creative use of vendor materials to create wearable fashion. Floats and the like are discouraged and not counted towards your score. A sample scorecard will be included in your Welcome Packet.

NEW: The Social Media Bonus Point will be added to your Best in Show total if your team satisfies the requirements.

ETCETERA

- Teams are encouraged to begin planning early as outfit construction can be time consuming.
- Designate team leaders who will organize your efforts, delegate tasks and serve as the coordinator with your partners and point of contact with the Fashion Show Committee.
- Only your designated points of contact will receive communication from the Fashion Show Committee.
- Order materials early as some factories close during summer months.
- Mixed materials are encouraged in each entry.
- Keep entries tasteful and suitable for an audience of your peers, clients and public at large.
- There will be a Post Show Exhibition of the winning entries in the months following the show.
- Please keep your entry components and boards in good shape so they will be available for display.

ETCETERA [CONT'D.]

- Models are highly encouraged to remain in show looks during the After Party.
- Up to 25 teams will be accepted. To secure a slot in the show, payment in full and a completed entry form must be submitted by the entry deadline.
- At least one team member must be a member of IIDA.
- **NEW:** No more than 50% of each look can be constructed of fabric (upholstery, panel fabric, drapery). Challenge yourselves to incorporate truly unconventional materials!
- One design firm/school can work with up to three (3) vendor partners, (1) industry partner, (1) hair stylist and (1) makeup artist.
- A maximum of (1) hair stylist and (1) makeup artist are permitted backstage per entry. Each will receive a backstage pass for the night of the show.
- Maximum of four (4) models per Entry. Each will receive a backstage pass for the night of the show.
- A maximum (2) two additional entry team members may serve as backstage helpers. Each will receive a backstage pass for the night of the show.
- **NEW:** Backstage access will be strictly enforced. Each team is allowed their (2) named helpers plus (2) hair and makeup artists. In the past, there has been severe congestion backstage. As backstage prep is back in the ballroom this year, we must limit the number of people in this area. If the person who will be presenting your look to the judges is not one of your 2 backstage helpers or one of your models, they must be a ticketed guest and arrange for backstage access only during judging. The process for arranging this access will be communicated with the team contacts closer to the show date.
- Food and non-alcoholic beverages will be provided for all models, backstage helpers, and hair and makeup people.
- Each Entry is limited to no more than 2 1/2 minutes on the runway.
- No use of the microphone allowed.
- All items brought on-stage must exit off-stage immediately after the catwalk of your entry.
- All teams and helpers must abide by the Boston Convention + Exhibition Center's "House Rules", which are provided at the end of this document.
- The Boston Convention + Exhibition Center, IIDA, and Fashion Show Committee will not be held responsible for lost or stolen items, nor items or outfits left behind after the event.
- Looks must be a manageable and maneuverable size (8' tall max), able to enter / exit the runway via conventional stairs or tiered platforms at 8" increments.

ETCETERA [CONT'D.]

- No animals allowed.
- No children allowed.
- No alcohol in dressing room or consumption prior to entry presentation.
- Fashion Show Committee Chairs/IIDA NE Executive Committee/Boston Convention + Exhibition Center staff reserve the right and is at liberty to disqualify any entry model(s) suspected of unprofessional or inappropriate behavior.
- All looks should be fabricated entirely by the Entry team. The use of outside professional tailors / seamstresses is prohibited. Sewed looks are not required; the judges appreciate creative fabrication and seaming techniques.
- Models are required to be employees of the design firm, Vendor Partner companies, or Industry Partner companies.
- **NEW:** The published program will be going to print on SEPTEMBER 27, 2017. Any names to be included in the program must be received by **SEPTEMBER 22, 2017**, or they will not be included in the program.

HOUSE RULES

The following information applies to all Exhibitors travelling to the BCEC, unloading Exhibitor related cargo, and parking at the BCEC.

FIRE SAFETY LIMITATIONS

The following limitations apply to all exhibits located in the exhibition halls in the BCEC. (1) The following items are fire-hazards and are prohibited for use in the BCEC.

- Compressed flammable gases. (Exception: butane for cooking purposes prior to approval of the MCCA Public Safety Department. Quantity inside the BCEC is limited to two 1-pound UL approved canisters per cooking device; one canister in use and attached to the cooking device and one spare canister. Due to safety concerns of exhibitors, exhibitors may only use butane canisters purchased directly through Levy Restaurants. You are required to have a 20 lb. ABC fire extinguisher for your display when using butane.
- Pyrotechnics, flammable/combustible liquids, hazardous chemicals/materials, blasting agents and explosives
- Untreated Christmas trees, cut evergreens or similar trees.
- Fireplace logs, charcoal and similar materials.
- Untreated mulch and Spanish moss or similar vegetation.
- Untreated hay or straw.

HOUSE RULES [CONT'D.]

LASERS

The use of lasers for exhibit demonstration or visual effects for entertainment must be approved by Licensee and the MCCA Public Safety Department. All lasers must comply with Code of Massachusetts Regulations 105 CMR 120.000, and be registered and approved by the Massachusetts Department of Public Health <http://www.mass.gov/eohhs/gov/departments/dph/programs/environmental-health/exposure-topics/radiation/emf/>

FOOD AND BEVERAGES

The BCEC prohibits any food or beverages from being brought into the building, except by the Levy Restaurants, the exclusive Food and Beverage service provider. The distribution of food and beverages, regardless of type and/or quantity is the sole responsibility of Levy Restaurants.

GLITTER, CONFETTI, POPCORN AND OTHER MATERIALS

The use of glitter, confetti, sand or simulated snow types of material, as well as popcorn, is NOT permitted in the BCEC without prior approval from your Event Services Manager. If your request is approved, an additional cleaning cost may apply. Additionally, adhesive-backed decals may not be given away or utilized. Any cost incurred by the BCEC for the removal of these items will be charged to the Licensee.

HAND-CARRY POLICY

The MCCA reserves the right to restrict all freight and package deliveries to the loading dock. MCCA Public Safety personnel will be on site to direct and assist exhibitors during move-in and move-out. For the convenience and safety of exhibitors and patrons, all freight and material handling must enter and exit the facility through the loading dock. The Licensee and its exhibitors will be allowed to hand carry one item, one time, in or out of the facility without having to access the loading dock.

- A Hand Carry item is defined as box, briefcase, suitcase or PVC booth container that is easily carried by one individual, or with the aid of a small wheeled folding luggage cart, during a single trip.
- Multiple trips or the use of larger two or four-wheeled carts or dollies is prohibited.
- Hand Carry is permitted from the exhibit hall floor using escalators or passenger elevators.
- Larger material must be brought in/out of the facility using the west side doors, loading dock area, or marshalling area if required.
- Valet parking service permits hand carry only.
- If your material is larger than hand carry, and your vehicle is valet parked, you must pick-up your vehicle first, then proceed to the loading dock for material pick-up.

No parking is allowed at the entrance of the facility and the use of passenger elevators for the movement of freight is not allowed. All packages are subject to inspection by facility personnel. The policy is strictly enforced at the Westin Boston Waterfront Hotel skybridge as well.

HOUSE RULES [CONT'D.]

MATERIAL HANDLING

Exhibitors are allowed to perform their own material handling, providing all the following criteria are met:

- Exhibit personnel performing the work must be bona fide, full time employees (authorized) of said company.
- Exhibitors may choose to off-load from a company owned truck or rental vehicle, or from a car, van or truck owned by personnel of the company provided the vehicle is co-owned or rental vehicles must be less than 24 feet in length.
- Exhibitors may use only the hand-operated equipment, which they have provided; two wheeled hand-trucks and four-wheeled flat trucks are permitted as well.
- At no time can vendors (A/V, furniture design firm, etc.) unload their items. An approved General Service Contractor (GSC) or the Exclusive Rigging Service Provider (ERSP) must be hired by the Licensee to unload/reload and push in all vendors.

MOVE-IN PROCEDURES

All Exhibitor move-in is restricted to the BCEC Loading Dock. No exhibitor will be allowed access with his or her move-in materials via any other entrance to the facility. Please note the hand carry rule.

NON-CREDENTIALLED EXHIBITOR STAFF

Exhibitor Staff arriving at the facility must identify themselves with a photo ID (preferably a valid state issued motor vehicle operator's license) by the Southwest Loading Dock Public Safety Officer. Once positively identified, the exhibitor will be referred to the Licensee in order to register and receive event credentials. Parking on Loading Dock Limited to 30 Minutes.

Exhibitor staff member parking on the loading dock and displaying their loading dock parking pass on the dashboard of the motor vehicle for the purposes of unloading cargo have a limit of 30 minutes in order to do so. Exhibitor staff remaining in the loading dock area beyond the 30 minute limit and/or who do not properly display a valid loading dock parking pass subject themselves to towing at the vehicle owner/operator's risk and expense.

POSITIVE MEANS OF IDENTIFICATION REQUIRED

While inside the facility Exhibitor Staff must be in possession of a positive means of identifying themselves with photo identification (ID), preferably a stated issued motor vehicle operator's license, etc.

SMOKING

The BCEC is a non-smoking facility. Smoking is NOT allowed in the building at any time. Designated smoking areas are located outside the building.

HOUSE RULES [CONT'D.]

TRANSPORTATION

Public Transportation

We strongly encourage you to promote public transportation as an efficient transportation option for your attendees and exhibitors. Public transportation in the Boston area is provided by the Massachusetts Bay Transportation Authority (MBTA or 'The T'). A number of excellent public transportation options are available for service to and from the BCEC. South Station, the premier regional transportation center, is a ten minute walk from the front door of the BCEC. Services available at South Station include the MBTA's Red and Silver lines, Amtrak regional service, bus service, and commuter rail.

Additional information on public transportation can be found at the MBTA's website: <http://www.mbta.com>. Information about water taxi service can be found at <http://www.citywatertaxi.com>.

Taxi Information

MCCA staff will coordinate with the individual taxi cab companies and the Boston Hackney Division for the needs of each event. Assigned staff will manage taxi service logistics. Level One, North Entrance at 415 Summer Street is the required location for taxi cab drop-off and pick-up. This taxi stand location will be separate from the other transportation operations for the event.

Taxis will arrive at the designated taxi stand and wait in a short queue for customers as long as necessary for a passenger to board. The only limitation is that the taxis at the end of the queue do not block open lane traffic. Taxis unable to enter the designated curb lane will be required to proceed to the designated taxi pool area and will be called as service requires. The BCEC may create a temporary taxi pool on Northwest Level One. Curbside managers at the designated taxi stand will be in radio contact with monitors at the pool side to dispatch taxis when a steady flow of taxis is required, such as during an event break. For a complete list of taxi companies and their contact information, please visit the BCEC transportation website.

Parking

The BCEC currently maintains 1,345 parking spaces in the South Parking Lot. There are also 200 parking spaces that are utilized for valet parking. Please keep in mind that there is no 24-hour parking, or overnight parking at the BCEC. For larger events there are nearly 10,000 parking spaces at nearby parking facilities that could be used to create 'blocks' of parking for BCEC events.

ADA Parking

If valet service is available for the event, those attendees that are driving themselves can park with valet. Those wishing to park their own vehicles will be directed to park in the ADA area in the South Parking Lot, in the rear of the facility. From there, they can take a handicap-accessible sidewalk to Level Zero, where they can enter the BCEC through the Southeast lobby.

For a complete list of parking options and directions, please visit the BCEC transportation website.