



**SUGAR ART FASHION SHOW SPONSORED BY CAKE CENTRAL
GUIDELINES, RULES AND REGULATIONS**

DATE: October 13, 2017

LOCATION: Orange County Convention Center

APPLICATION DEADLINE: Rolling Admission March 1- June 30, 2017

SHOW TIME: 10/13/17 **SET UP-** 9:00am to 7:00pm **FASHION SHOW** 7:30pm-
9:30pm **MANNEQUIN SET UP-** 9:30pm-10:30pm

Application and participation in the Sugar Art Fashion Show Sponsored by Cake Central (“Fashion Show”), to take place at The Americas Cake Fair™ Hosted by Satin Ice, is open only to professional pastry chefs, chocolatiers, cake designers, and sugar and cake artists. For this event, professional status is defined as an individual who is currently working in and has worked in their respective industry for five (5) or more years, and whose main source of income is derived from employment in that industry.

Theme and outfit construction:

- The theme for the 2017 Fashion Show is Movies and Music Throughout the Decades
 - Each outfit must be inspired by an actual outfit or by the wardrobe from an iconic or well-known movie (can be a musical, romance, drama, science fiction etc)
 - The movie must have a soundtrack and fashion show artist must pick a song from that soundtrack to accompany their outfit during the runway walk (Ex: Movie: Grease/Outfit: Pink Ladies/Song: Beauty School Dropout)
- Dress/outfit must be comprised of a minimum of 60% edible components: chocolate, sugar (any form: pastillage, fondant, blown or pulled etc), cake.
- Dress/outfit must be durable enough to:
 - Withstand being taken on and off Model and mannequin as needed

- Be worn for a minimum of four (4) hours leading up to and including during Fashion Show
- Model must be able to walk freely while wearing dress/outfit
- Be on display on a mannequin for remainder of Cake Fair weekend (2 days)

Fashion Show guidelines for application are as follows:

- Applications will be evaluated on a rolling admissions basis, beginning on March 1, 2017 and ending on June 30, 2017.
- Acceptance will be on a first come first served basis with applicants who meet the selection criteria.
- Applicants are encouraged to apply as soon as they have a completed application packet, as there are a limited number of spots open for the Fashion Show. Once all spots have been filled, no more applications will be accepted, regardless of date.
- Once completed applications are received, applicants will be notified of acceptance within four weeks of receipt of submission, if not sooner.
- Submission of a completed application does not guarantee acceptance or a spot in the 2017 Sugar Art Fashion Show Sponsored by Cake Central.

Fashion Show guidelines for submission are as follows:

- Applications must include all of the following:
 - Completed application form
 - A fully detailed sketch (color sketch preferred black and white acceptable) adhering to the theme of the Fashion Show: Movies and Music Throughout the Decades
 - A written description of the dress/outfit including outline of how the dress/outfit will be created/assembled (ex: armor/inside layer, outside layer, and decoration)
 - A breakdown of all edible components, including approximate use % of each
 - Current bio and headshot of artist or of each member of team if submitting as a team

Deadlines:

- Complete application packets, including sketch(es) and description, bios and headshots, must be received no later than June 30, 2017. **Only complete packets will be accepted for consideration.**
- Acceptance will be on a first come first served basis with applicants who meet the selection criteria.
- Finalists will be notified of acceptance within four weeks of submission and receipt of completed application and no later than July 31, 2017

Should your application be accepted, the following guidelines will apply for participation:

SugarArtFashionShow will provide:

- Guidance and assistance during design and production
- Professional model on event night (model may be available earlier for fittings etc, tbd)
- Professional Hair & Makeup services to complete look/feel of dress/outfit
- A professionally executed live runway fashion show
- Emcee to introduce dress/outfit during fashion show
- Professional photography for your portfolio
- Mannequin on which to display dress/outfit on show floor throughout show weekend
- Inclusion in event website (www.cakefair.com)
- Inclusion/acknowledgment in show program
- Inclusion in PR/Marketing/Social Media outreach and campaigns (placement not guaranteed)
- Two (2) one-day passes for The Americas Cake Fair to be used Saturday, October 14, 2017 or Sunday, October 15, 2017
- Two (2) passes to the Sugar Art Fashion Show on Friday, October 13, 2017

Artist agrees to:

- Provide additional and/or final description and sketch of confirmed outfit if requested. Event producer has final approval on all designs
- Acknowledge and incorporate Sponsor participation in the way of design, materials and/or ingredients, if applicable
- Adhere to all deadlines requested by event producer (timeline will be given to all confirmed participants upon acceptance of their submissions)
- Be available for ongoing communication with event producer, as needed
- Provide instructions and guidelines to Hair & Makeup teams as needed (template/guidance sheet will be provided to all confirmed participants upon acceptance of their submissions)
- Transport dress/outfit to the venue, arriving within time frame dictated by event producer, and no later than four (4) hours prior to Fashion Show start time
- Work with and use a professional model from Cake Fair provided agency only
- Work with and use Cake Fair provided Hair & Makeup teams and event production teams on site and backstage to prepare model for Fashion Show
- Be available on site for press interviews, photographs, and to walk the runway with your model at show finale
- Participate in a Q&A session on stage during the fashion show
- Participate in a "People's Choice" or similar contest to take place during Fashion Show TBD
- Assemble dress/outfit on provided mannequin on show floor after Fashion

- Show, including making any repairs necessary to dress/outfit
- Arrange for pick up or disposal of dress/outfit at venue between 4:00pm and 6:00pm on Sunday, October 15, 2017 or it will be disposed of by convention center maintenance crew



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Applications will be evaluated on a rolling admissions basis, beginning on March 1, 2017 and ending on June 30, 2017. Acceptance will be on a first come first served basis with any applicant who meets the admission criteria. Applicants are encouraged to apply as soon as they have a completed application packet, as there are a limited number of spots open for the Fashion Show. Once completed applications are received, applicants will be notified of acceptance within four weeks of submission, if not sooner. Submission of a completed application does not guarantee acceptance or a spot in the 2017 Cake Fair Fashion Show. All decisions are final.

CONTACT INFORMATION

FIRST NAME

LAST NAME

STREET ADDRESS

STREET ADDRESS LINE 2

CITY

STATE

ZIP CODE

PHONE NUMBER

EMAIL ADDRESS

Social Media Handles:

Twitter:

Instagram:

Facebook:

Website:

MOVIE USED FOR INSPIRATION:

SONG FROM MOVIE:

WHEN CONCEPTUALIZING YOUR DRESS/OUTFIT, PLEASE KEEP THESE BASIC GUIDELINES IN MIND:

2017 THEME: MOVIES AND MUSIC THROUGHOUT THE DECADES

Outfit must represent a costume or wardrobe from an iconic/well known movie. Music from that movies soundtrack must be listed and will be played during model's runway walk.

Dress/outfit must be wearable, and must be able to withstand being worn by a Model for up to four (4) hours.

Dress/outfit must be comprised of a minimum of 60% edible components: cake, chocolate, sugar (any form: pastillage, fondant, blown or pulled etc).

Dress/outfit must be durable enough to:

- o withstand being taken on and off Model and mannequin as needed
- o be worn for a minimum of four (4) hours during Fashion Show
- o Model must be able to walk freely while wearing dress/outfit
- o be on display on a mannequin for remainder of Fair weekend (2 days)

SKETCH OF DRESS/OUTFIT:

Please submit via email in PDF format a detailed sketch (color preferred) of proposed dress/outfit showing both the front and the back of the outfit.

Please provide a detailed written description of proposed dress/outfit that matches submitted sketch. In written description, please include outline of how the dress/outfit will be built/ assembled (ex: armor/inside layer, outside layer, decoration) and a breakdown of all edible components, including % used of each. Dress/outfit must be a minimum of 60% total edible components.

Terms of Use

Please complete and submit application and required information, to include sketches and detailed descriptions, between March 1st and June 30th, 2017. Please note only complete applications will be considered for review. TACF reserves the right to contact any applicant for further information if required. Applicants will be notified of their status within four weeks of receipt of submission. All decisions are final.

I acknowledge that by submitting this form I am submitting an application for consideration only for participation in the Sugar Art Fashion Show. I understand and acknowledge that submitting this application is not a guarantee of participation in the 2017 Cake Fair Fashion Show. I agree to abide by the decisions made by TACF.

I agree