

StyleWEST

with Thea Marx
September 24-26, 2009

The StyleWEST

mission is to support Western Design, Arts and Traditional Craft by giving designers a reasonably priced showcase with an exceptional audience and guaranteed publicity.

StyleWEST

show format:

A fine western market of furniture, fashion, art, jewelry, home accents and traditional craft in 22,000 square feet allocated to:

1-10x10 booth spaces

2-Elevated Runway for two evening fashion shows and daytime "Interlude" shows

3-Lawrence Tenney Stevens Historic Art Exhibition

StyleWEST

promotion:

10,000 invitations

Named in all of the Cody High Style national advertising

National Promotion through ContemporaryWesternDesign.com

Local newspaper and radio advertising

Advertising and pull out cards in national western and design publications

Extensive PR Campaign to national, regional and local media outlets

StyleWEST

Designer benefits:

- Professionally managed and lighted Runway Show
- 90 second professionally videotaped and edited designer spotlight inclusive of product
- Professionally shot and edited video of your runway walks
- Professionally shot and edited video of entire show
- Access to professionally shot images from runway
- Spots will air on ContemporaryWesternDesign.com/Style West TV
- You will own spot to use at your leisure
- Page on Style West Online catalog includes bio and product image with contact information
- Inclusion in Show Program and on screen during show
- Free Artist Workshops

StyleWEST

Fashion Designer Details

Booth Only: \$850 per 10x10 space

Runway Only: \$500 for 6 walks

Runway and Booth: \$1,200

5 complimentary exhibition tickets to give to clients, friends or family.

2 complimentary fashion show tickets to give to clients, friends or family.

1 Complimentary meal at the Café each day, excluding drinks.

Amenities: “Café” area with fabulous catered light meals, snacks and beverages

Power and wireless internet available to all booth spaces

Where: Riley Center, 1400 Heart Mountain Street, Cody, Wyoming

Shuttle will run to and from the Buffalo Bill Historical Center during show hours

Style West Designer Host Hotel: Cody Legacy Inn, 307-587-6067- \$108 double Queen or King room or \$79 economy room. Must book by September 1, 2009. Ask for Style West Room Block.

May 31, 2009. Completed application and booth fee

No Refunds will be given

SET UP: September 22-23

(Full set up schedule will be forwarded after booth space closes)

Saturday, September 26 Tear Down: Immediately following the close of the show on Saturday, September 26 and 8 am- noon on September 27th. All pieces must be removed by September 27th at noon.

Free Artist Workshops will include such topics as

Artist Marketing 101: With little or no budget

How to Make your Web Page Sticky

What to expect from your Web site.

July 15, 2009 You need to provide:

- **Professional photography** of at least 5 pieces that you would like to have included in your video spot. Digital shots are preferred, but not mandatory. If you do not have professional shots, please call me!
- **Your biography** in 150-200 words and a high resolution image of your logo.

- **Personal Image**-Does not have to be professional, but it is important to have this item.
- **One professional image** of your work for the Style West online catalog. The image should be one of the pieces that will be on the runway or show in your booth.

August 1- Deadline for sketches, fabric samples, sizing and hair and makeup choices.

September 9- All runway pieces must arrive for fittings. It is imperative to have pieces on time so please plan accordingly. If pieces don't arrive by September 9, you will forfeit your runway walks.

Clothing Return: Fashion Designers will be responsible for picking up clothing or making arrangements for their return upon closure of the show.

Contemporary Western Design WITH THEA MARX .com

Bonuses:

Artists, craftspeople, designers and advertisers who have renewed for 2009 are eligible for the following bonuses:

Please choose one on your application:

Artist Pedestal- one piece of your choosing that may change daily placed on a pedestal that will be on prominent display in the high traffic areas of the show. Will include your name and where your booth is located.

Premium Placement – Upon commitment to the show and full payment you can choose your booth location in the show.

Interlude Fashion Show Placement- You will receive 3 walks in a runway show that will be held at noon on Friday and Saturday.

All ContemporaryWesternDesign.com designers may submit pieces for use in fashion shoots and they will get a link from the Style West online catalog to their artist page on ContemporaryWesternDesign.com



Fashion Designer Registration

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Website: _____

Brief Description of pieces and materials:

_____ **10x 10 booth space @ \$850** _____

_____ **Runway Only @ \$500** _____

_____ **Runway + Booth @ \$1200** _____

_____ **Power N/C** _____ **Table(s) @ \$5** _____ **Chair(s) @ \$3** _____

_____ **Interlude Fashion Show Placement @ \$199** _____

_____ **Artist Display Pedestal @ \$99** _____

_____ **Additional Exhibitor Badges @ \$45 includes**
All Style West and Cody High Style Events _____

Discount - _____

Total Due : _____

Signed: _____ **Date:** _____