

CALL FOR ENTRY ○

PORTALS

IIDA NE FASHION SHOW 11.07.19
#portals19 @iidanefashionshow

THE EVENT

WHEN

Thursday, November 7th, 2019

WHERE

Boston Convention
and Exhibition Center

MAJOR DEADLINES

STEP 1 Entry Deadline	08.30
STEP 2 Team Registration/Entry Payment Deadline	09.13
STEP 3 Entry Title, Blurb, Background Slide, Music & Lighting	10.01
INFORMATION SESSION	TBA

HOW TO ENTER

STEP 1

Complete the online entry form (iidane.org) to apply for participation in the show. The firm or school name and a valid IIDA NE membership number for one team member (from the architectural or interior design firm or school) is required. Two designated points of contact (must be employees of the design firm or students/administrators of the school) are needed to complete the entry form. Only your designated points of contact will receive communication from the Fashion Show Committee.

STEP 2

A few weeks after 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 September 13th.

If you are looking for potential partners, email Allison Jones (ajones@sasaki.com) to receive contact information for vendors interested in participating. Any other questions regarding the show should also be directed to Allison.

ENTRY FEE

Entry fee is \$550 per team.

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.

If a member of your team is also an event 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 mid-August.

PAYMENT DEADLINE

A single payment in full is required on or before the entry deadline, September 13th. Any firm which had shown intent to enter, but misses the payment deadline will be dropped from the show.

HOW THE SHOW WORKS

THEME

The theme of the show is “Portals”. As each team registers for the show by completing Step 1 (see previous page) they will be assigned a “sub-theme” from a collection of magical and imaginary places that the Fashion Show Committee has put together. Each team is asked to interpret this “sub-theme” and transport the audience to the world represented by their looks. The show will be a collection of Portals, windows into different places.

RUNWAY + SHOW FORMAT

This event is a traditional runway fashion show with a focus on apparel and accessories. The show will be organized into two segments – school entries, and professional entries.

A preliminary runway plan is included for reference (page 13).

Each team will have 2 minutes on the runway.

The ballroom, where the show is held and the audience is seated, will also be used as the backstage area. The ballroom lighting will be affected during the event setup (light levels will fluctuate and/or be turned off as systems are tested). We encourage off-site preparation if your team has concerns. Entries are 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. However, you will not be allowed into the ballroom until 4pm.

MODEL LIMIT

Each team is limited to a maximum of **2 models** (two looks).

INFORMATION SESSION

A mandatory information session will be held at the Boston Convention and Exhibition Center in the weeks approaching the show (date TBA). At this session, the committee will review pertinent information, any big changes, and logistics for the night of the show. This is an opportunity to ask any and all questions.

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.

ORDER OF ENTRIES

Ideally, the order that entries walk the runway will be drawn at the information session. However, the date of the session will not be solidified until September or October. Due to our printing schedule for the programs, the Fashion Show Committee may have to draw the order of the show prior to the information session. In the event that this occurs, teams will be alerted and the drawing will take place during a Fashion Show Committee meeting and will be posted live to our Instagram page: [@iidanefashionshow](https://www.instagram.com/iidanefashionshow).

REHEARSAL

A dress rehearsal will take place on the runway on November 7th, prior to the start of the show. At that time, each team will have 2 minutes on the actual runway to walk their music and make any final choreography adjustments.

HOW TO FORM A TEAM

VENDOR AND INDUSTRY PARTNERS

There are two types of partners that architectural and interior design firms and schools can partner with. Vendor partners are responsible for contributing products and materials that will be transformed into the team's "looks". Examples of vendor partners are lighting manufacturers, furniture manufacturers, flooring manufacturers, etc. In addition to products and materials, vendor partners can provide models, fabrication labor and financial support (ie payment of the entry fee or late night work session pizza).

Industry partners are non-vendors from within the Interior Design industry that cannot provide products or materials. Examples of industry partners are lighting consultants, furniture dealers, rep groups, construction managers, etc. They must contribute to the entry in some way by either providing models, fabrication labor, or financial support.

Each design firm or school can team up with (4) partners.

A team's partners can be a mix of vendor and industry partners. For example, you could pair with (2) vendor partners and (2) industry partners. Or, you can pair with (4) vendor partners and (0) industry partners, etc. At least one member of the design firm or school team must be a member of IIDA.

FINANCIAL SUPPORT GUIDELINES

It is the Fashion Show Committee's goal to not create undue financial burden on vendor and industry partners. Firms and schools should not ask for any partner to provide more than approximately \$1,000 in financial support. This includes the value of donated material, portions of the entry fee, supplies and other team-related expenses. Tickets to the show are not considered "financial support".

PARTNERSHIP LIMITATIONS (DOUBLE YOUR CHANCES!)

Vendor partners and industry partners are invited to support both a professional entry and a school entry, as they are judged separately for different awards. They are limited to supporting one firm entry and one school entry. Please report partnerships to Allison Jones (ajones@sasaki.com) as soon as partnerships are made. The Fashion Show Committee will be tracking teams to ensure there are no redundant ventures.

In the case where a partner is a multi-line rep group, the rep group can only be associated with one firm entry and one school entry and must decide which of their lines they are using (they can only use one). The rep group and the manufacturer they represent each take up a partner slot (i.e., RepSource would be one Partner, HBF would be a second 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 partners. Each would take one of the three partner slots on the entry team (i.e., COP would be one partner, Herman Miller would be a second partner).

THINGS WE NEED FROM YOU

ENTRY TITLE

A short title/name for your entry. This will be read aloud as your entry walks onto the runway and will be displayed on the screen simultaneously.

BLURB

This 40 word or less written description of your team's concept will be printed in the event program and read as your team heads down the runway.

Please submit your entry title and blurb via the IIDA NE website (Step 3) by October 1st. Your welcome packet will include instructions on how to upload files

MATERIALS

A short summary of the products used to fabricate your entry is required. For example, "LED lighting, chair casters and wood veneer". This information will be displayed on the Livestream so that viewers at home can learn more about your look(s). The materials list will be submitted via the IIDA NE website (Step 3) by October 1st. Your welcome packet will include instructions on how to upload the information.

BACKGROUND SLIDES

Each team must generate a digital slide reflective of their entry/sub-theme that will be projected on a screen during their time on the runway. The slide must be generated from a Powerpoint template that will be sent out for use prior to the deadline. No videos, animations, text, or logos are permitted. Slides should be a single image related to your team's "portal". Slides are due via the IIDA NE website (Step 3) by October 1st. Your Welcome Packet will include instructions on how to upload files.

MUSIC

Each team will walk the runway to their own music selection. Music tracks will be provided by each team.

Music submissions in MP4 or MP3 format are accepted.

Runway times shall not exceed 2 minutes per team; please coordinate track lengths accordingly. Longer tracks will be cut off as your team exits the runway. Neither the Fashion Show Committee nor AV team will edit your track. The version provided will be used as-is. Please submit music files via the IIDA NE website by October 1st. Your welcome packet will include instructions on how to upload files.

LIGHTING

Teams incorporating lighting elements into their looks may have the runway lights dimmed to 50% for the duration of their time on the runway. Because cameras will be recording the entire show, lighting levels lower than 50% cannot be accommodated. Preferences for lighting levels (100% or 50%) are due by October 1st via the IIDA NE website (Step 3). Your welcome packet will include instructions on how to state your lighting preference.

HOW THE SHOW IS JUDGED

NEW! “HAUTE COUTURE”

We no longer require a model to walk down the “Red Carpet” during the pre-function event. This year, we are focusing on fashion more than ever so there will be a “Haute Couture” award category. This award recognizes a team’s ability to create fashion in the most exquisite and high end form. If your team is sending 2 models down the runway, please tell the judges which look is your “Haute Couture” look during judging as only that look will be judged for this category. If you only have one look, it will automatically be judged for this category.

NEW! NEWBERANG

This new award category is for the “Newberangs”. Firms that qualify for this award category are firms that are participating in the Fashion Show for the first time (newbies) or firms that have not participated in at least 5 years (boomerangs). In order for this to be an award category, 5 firms that meet this criteria need to be entered in the show.

NEW! BEST CRAFTSMANSHIP

This award category recognizes a firm that has displayed incredible attention to detail and skill in assembling and fabricating their looks.

AWARDS

BEST SCHOOL ENTRY
BEST ADAPTATION OF THEME
BEST USE OF MATERIALS
HAUTE COUTURE
MOST INNOVATIVE

BEST CRAFTSMANSHIP
NEWBERANG
BEST WALK
BEST IN SHOW

NOTE: Best Adaptation of Theme refers to your “sub-theme”, not the overall show theme of “Portals”.

SCORING

Relying on their unique, individual perceptions, each judge will assign every entry a score from 1-10 in the 5 primary categories (Best Adaptation of Theme, Best Use of Materials, Haute Couture, Most Innovative and Best Craftmanship). However, judges will be scoring looks based on “high fashion” criteria. Entries should put together fashion show designs and avoid “costume” looks.

The highest cumulative score in those 5 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 Adaptation of Theme category, that award instead goes to the second highest score in that category).

A separate point tally will determine Rookie of the Year; however, this score does not count towards the cumulative (Best in Show) scores.

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 (Best in Show) 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. Parade floats and the like are discouraged and not counted towards your score. A sample scorecard will be included in your welcome packet.

HELPFUL HINTS

- Teams are encouraged to begin planning early as outfit construction can be time consuming.
- Designate team leaders to 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 Kick-off Party in early 2020 that will feature the winning entries from this year's show. Please keep your entry components in good shape so they will be available for display.
- Models are highly encouraged to remain in show looks during the After Party to maximize potential social media exposure.
- Entries are encouraged to create a presentation board or judge's booklets that provide insight into the design concept, fabrication process, and/or other significant aspects of the entry. These boards or booklets are not required but, they can be used during the team's presentation to the judges before the start of the show to "sell" their entry.
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RULES

- Only a certain number of 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 (1) team member must be a member of IIDA.
- No more than 50% of each look may be constructed of fabric (upholstery, panel fabric, drapery). Challenge yourselves to incorporate truly unconventional materials!
- One architectural or interior design firm/school can work with up to four (4) partners (any combination of vendor and industry partners)
- 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. In exchange for their **donated** services, hair and makeup partners will receive credit as members of the team in the program.
- Maximum of (2) models per Entry. Each will receive a backstage pass for the night of the show.
- A maximum (1) additional entry team member may serve as a backstage helper. This person will receive a backstage pass for the night of the show.
- **Looks must be a manageable and maneuverable size (7' tall max)** and be able to enter and exit the elevated runway via tiered platforms at 8" stepped increments. No special accommodations will be entertained. Models should be able lift their own looks on and off the runway without additional help. Lighting levels fluctuate during the show and backstage areas are consistently dim. Please design your looks accordingly, your safety is important to us!

RULES CONT.

- All items brought on-stage must exit off-stage immediately after your entry walks the runway.
 - Backstage access will be strictly enforced. In the past, there has been severe congestion backstage. As backstage prep is in the ballroom, we must limit the number of people in this area. If the person who will be presenting your look to the judges is not your backstage helper, nor one of your models, they must be a ticketed guest and arrange for backstage access for the judging period only. The process for arranging this access will be communicated with the team contacts closer to the show date.
 - Each Entry is limited to 2 minutes on the runway.
 - No use of the microphone allowed.
 - The Boston Convention and Exhibition Center, IIDA, and Fashion Show Committee are not responsible for lost or stolen items, nor items or outfits left behind after the event.
 - No animals allowed.
 - No children allowed.
 - Food and non-alcoholic beverages will be provided for all models, backstage helpers, and hair and makeup artists.
 - No alcohol backstage nor consumption of alcohol prior to entry presentation is permitted.
 - Fashion Show Committee Chairs/IIDA NE Executive Committee/Boston Convention and Exhibition Center staff reserve the right and is at liberty to disqualify any entry model(s) suspected of unprofessional or inappropriate behavior or if they are suspected of being intoxicated.
 - 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.
 - The Graphics Subcommittee maintains the right to use, edit, and/or manipulate any images posted on social media with the hashtag **#portals19** for use in the program.
 - The published program will be going to print on Friday, October 11th, 2019. Any names to be included in the program must be received by Friday, September 27th, or they will not be included in the program.
 - NOTE: There is no longer a bonus point for social media posts. However, we encourage and ask all teams to keep posting and tagging the Fashion Show throughout the entire fashion show season (**@iidanefashionshow #portals19**).

HOUSE RULES

The following information applies to all Exhibitors traveling 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.

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.

HOUSE RULES CONT

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.

Neither bell persons from surrounding hotels nor couriers are allowed in the building or on the show floor. Deliveries must arrive at the loading dock area, to be moved by union laborers or received by union laborers at the doors.

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.

HOUSE RULES CONT

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.

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.

HOUSE RULES CONT

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.

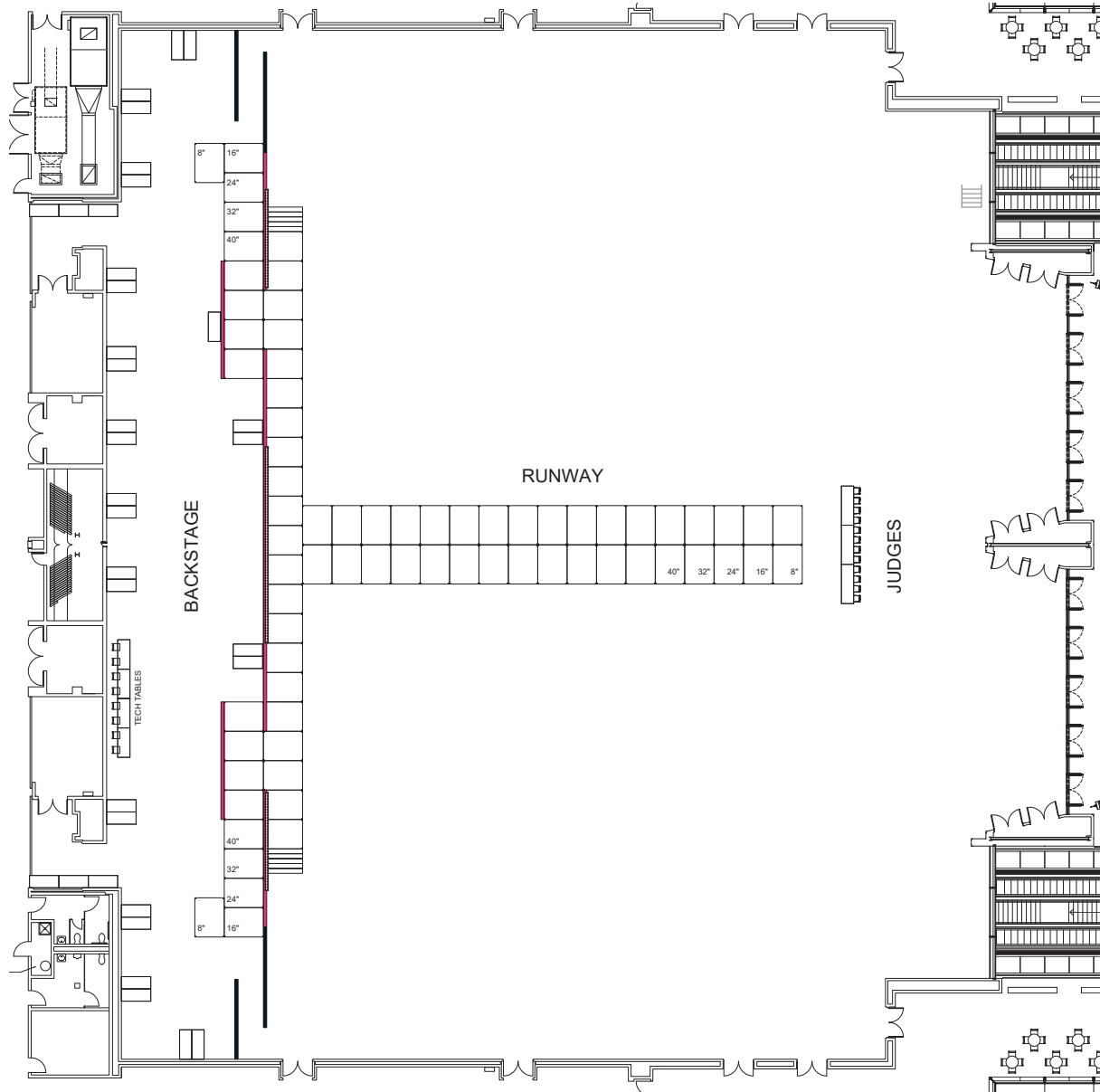
DAMAGES

Any damage to any MCCA property or equipment should be reported immediately to the BCEC's Public Safety department. If the facility is not in the same condition as it was received, the MCCA will clean and make the necessary repairs and include the costs for such cleaning and repairs in the Licensee's settlement. All damage, except for normal facility wear and tear, is the responsibility of the Licensee.

No hand-trucks, carts, or other devices to move equipment or freight will be allowed in the meeting rooms or on ballroom carpet, without the use of plywood, Masonite®, or Visqueen®. Motorized vehicles, forklifts, gas or electric carts may not be operated in lobbies. Heat tape and double-face tape may not be used on carpeted or marbled floors. Any floor coverings over permanent carpet must be approved in advance by the MCCA.

Licensee agrees not to exceed the published load limits of any floor areas, ceiling tracks and rigging points.

RUNWAY PLAN



Note: Shown for configuration purposes only. Dimensions are subject to change.

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