

TFI PRESS & BUYERS BRUNCH fw2014

MARCH 19+20
12:00-2:00pm

Feature your apparel or accessory line in a boutique tradeshow platform at **WORLD MASTERCARD® FASHION WEEK**

applications now available from the **TORONTO FASHION INCUBATOR**
deadline to apply

january 28, 2014

CONNECT
with press & retailers one-on-one

MAXIMIZE
your fashion week experience

BUILD SALES & MEDIA LEADS



TFI Press & Buyers Brunch FALL 2014 Event

Benefits to you:

- Build sales and media leads for your accessory or apparel line
- Connect with retailers and fashion press one-on-one
- Maximize your Fashion Week experience
- Showcase your brand alongside juried, top caliber talent at World MasterCard® Fashion Week
- Be associated with an internationally recognized & award-winning organization renowned for its outstanding reputation & credibility
- We do all of the pre-event work making it easy for you to participate (including event invitation creation & distribution, event publicity and media relations, handling RSVPs and event management, recruiting volunteers)
- Enjoy complimentary coffee and brunch catering
- You get a post-event recap for your reference
- We provide all the tables and/or racks at no additional cost

Look at what buyers & press are saying about the event!

"I've been attending this breakfast for several years now and I feel that every season gets better and better. I love meeting the designers in person, it helps me connect with the brand better which in turn helps me sell the brand in a more meaningful way to my clients. I've picked up a few new designers at this event and will surely continue to do so. It's always a well edited selection of designers which makes my job even easier. "

– Michelle Germain, Shopgirls

"We love that the event was held on-site at the tents this season (so convenient!) and obviously the brunch concept is super fun. "

– Nancy Won, FASHION Magazine

"I thought that the brunch was a great chance for us to meet and see some interesting young brands up close and personal. I've already featured one item from the brunch in our January issue so far. "

– Truc Nguyen, FLARE Magazine

"The TFI (Press and Buyer') presentation is an important event. Part of our mandate at Holt Renfrew is to be constantly sourcing new design talent and so the TFI Presentation is a one stop shop for us. Whether the collections are "retail ready" or not is not that important but rather it opens our eyes and provides us with an awareness as to the talent incubating in Toronto. "

– Barbara Atkin, Holt Renfrew

"The TFI Press & Buyers Brunch was a wonderful way to connect directly with many who weren't able to show on the runways as well as with some who did show... It also helped that the event was an option on either of two days as I think with many, as with myself, that one of the days may not have been possible to attend that particular morning. "

– Heather Toskan, Sun Media

Previous attendees have included:

2 Magazine
 Andrews
 Anokhi
 Backseat Stylers
 Best Health Magazine
 BlogTO
 BNN
 Bohemia Magazine
 Canadian Living Magazine
 Canadian Press
 CBC Radio
 CBC Television
 Chatelaine Magazine
 Chloe Magazine
 City TV
 Corus Entertainment
 Cosmo TV
 CTV Canada AM
 Delectably Chic
 ELLE Canada
 Elle Hardware
 F-List
 FAJO Magazine
 Fashion Crimes
 FASHION Magazine
 Fashion Magnet
 Filler Magazine
 Freda's
 Fresh Collective

Frische Magazine
 Front Row Magazine
 FLARE Magazine
 Glam Canada
 Global TV
 Globe & Mail
 Holt Renfrew
 Hudson's Bay Company
 iVillage
 JacFlash
 KENTON Magazine
 Kirsten Reader
 La Closette
 LAB Consignment
 Linea Intima
 LOULOU
 Madame Moje
 Made You Look Boutique
 Marilyn Denis Show
 My Fash Diary
 MyETVmedia
 National Post
 NOW Magazine
 Omni Television
 Pomp & Pageantry
 Post City Magazine
 Purely Fashion
 Real Life Runway
 Seven Magazine

Sewnmates
 She Does The City
 SHE Magazine
 Shopgirls Gallery Boutique
 Shop High Standards
 Shop Sauvage
 Sophie Stevens
 Sposa Magazine
 Steven & Chris
 Stylefly.ca
 Style Empire
 Suitable Suits
 Sun Media Publications
 The Fashion Society
 The Grid
 The Kit
 The Morning Show
 TNT Boutique
 Trove
 To-fashionistas
 Toronto is Awesome
 Toronto Life
 Toronto Star
 Toronto Sun
 Urban Moms
 Vancouver Sun
 Vitamin Daily
 YYZ Living Magazine
 Westmount Fashionist



TFI Press & Buyers Brunch Details

Qualifications for Participants

- Must be a Canadian-based company
- Must be designing and producing apparel or accessories
- A minimum quantity of 15 unique items to exhibit is required (not including repeats)
- Products to be exhibited must be displayed on professional showroom hangers and/or table-top fixtures
- Must submit a completed application, hard copy press kit and other information as required by the application deadline date & time of **January 28, 2014, 12:00pm (EDT)** to Toronto Fashion Incubator. C.O.D. and late applications will not be considered.
- If requested by the jury, Designer agrees to remit a revised press kit and/or product samples by **February 4, 2014**
- If accepted, Designer agrees to sign an event contract and remit payment and insurance by dates required
- If accepted, Designer must provide proof of the following business insurance:

*Designer will be responsible for maintaining liability and property insurance policies, the limit of which will be no less than a **minimum combined single limit of \$1,000,000 per occurrence for property damage and \$2,000,000 per occurrence for bodily injury**. Designer will also be responsible for maintaining employer's liability insurance with limits of not less than \$1,000,000. Designer agrees to obtain and maintain "all risk" property insurance for all property brought to the venue by Designer, its representatives, invitees, contractors, vendors, or guests. Designer will provide TFI with a certificate of insurance prior to the Designer's event participation verifying that such insurance is in force. **The Toronto Fashion Incubator (TFI), IMG and World MasterCard Fashion Week will be named as additional insureds on such certificates.** Such policies will be primary, non-contributory and will include a waiver of subrogation in favor of TFI and all of the foregoing additional insured parties. Designer will look to this insurance prior to making any claim against the additional insureds. Designer will also provide TFI with a certificate of insurance evidencing the statutory requirements of Workers Compensation and Disability Insurance for its employees, talent, contractors, representatives or agents.*

Cost

- Designers have an option of participating on **one day or both**. Please specify which date(s) you prefer on the application.
- TFI members whose membership is valid through March 20, 2014 can participate at a **DISCOUNTED** rate as listed below.
- HST is applicable. Payment is due in full by **February 7, 2014**.

TFI MEMBER ONE DAY RATE (includes one rolling rack or one 6 ft. table)	\$395
TFI MEMBER TWO DAY RATE (including overnight on-site storage)	\$595
NON-MEMBER ONE DAY RATE (includes one rolling rack or one 6 ft. table)	\$550
NON-MEMBER TWO DAY RATE (including overnight on-site storage)	\$825

TFI Press & Buyers Brunch FALL 2014 Application

Please complete & return your application to:
TORONTO FASHION INCUBATOR, 285 MANITOBA DRIVE, TORONTO, ON M6K3C3
APPLICATION SUBMISSION DATE: **January 28, 2014, 12:00pm (EDT)**

Submit The Following With This Application:

- **One hard copy example of your branded press kit** that includes a **price list** and **editorial coverage** (if any)
TIP #1: Check out TFI's YouTube video to find out how to create one: <http://www.youtube.com/watch?v=10MWZSG5b7M>
TIP #2: Make an appointment to visit TFI's resource centre to view samples or professional press kits. Call: 416.971.7117x31
- **PLUS**, on a **USB key or CD ROM**, include the following:
 1. Two or three full-colour product images or sketches (300 dpi resolution) in JPG format
 2. Your company profile in Word doc format

Applicant's Information

DESIGNER NAME(S) (This is the name of the person(s) participating in the event)	
Brand name (label name)	
TFI membership # (if applicable)	
TFI membership expiry date (Must be a valid TFI member through March 20, 2014 to take advantage of the discounted rate)	
Cellular phone number & area code	()
Email address	
Business address (<i>Street Address, Suite #, City, Province, Postal Code</i>)	
Website URL	http://
Are you a Canadian citizen or can you legally work in Canada? (Proof may be required)	
Is this a Canadian-based company? (This event is for Canadian apparel or accessory designers only)	
Brief product description	
Approx. suggested retail price range	
Describe typical materials used (i.e. custom-printed 100% organic cotton and silk)	
In which country(ies) are your products produced?	
Approximate # of unique samples to exhibit (REQUIRED: 15 pieces minimum not including repeats)	

What inspired your Fall 2014 collection?	
List 3 stores or websites where your product is sold. (if you're not selling yet, do not enter info)	
List 3 stores in Toronto that you're targeting (we'll invite them)	
Name 2 brands that your label could "hang with" in a store	
Name any celebrities who have worn your products	
Why do you wish to participate in the TFI Press & Buyers Brunch?	

On which day(s) you wish to exhibit? Please choose ONE option:

TFI MEMBER ONE DAY RATE (includes one rolling rack or one 6 ft. table)	<input type="checkbox"/> \$395 WEDNESDAY, MARCH 19 or <input type="checkbox"/> \$395 THURSDAY, MARCH 20
TFI MEMBER TWO DAY RATE (including overnight on-site storage)	<input type="checkbox"/> \$595 MARCH 19 AND MARCH 20
NON-MEMBER ONE DAY RATE (includes one rolling rack or one 6 ft. table)	<input type="checkbox"/> \$550 WEDNESDAY, MARCH 19 or <input type="checkbox"/> \$550 THURSDAY, MARCH 20
NON-MEMBER TWO DAY RATE (including overnight on-site storage)	<input type="checkbox"/> \$825 MARCH 19 AND MARCH 20
<p>Do you require one 5 foot rolling rack OR one 6 foot table?</p> <p>1 rack or 1 table is included with your fee</p>	<input type="checkbox"/> One standard 5' rolling rack <input type="checkbox"/> OR one table (plain white linen provided) If you're interested in renting another rack or table, please choose ONE, not both below: <input type="checkbox"/> YES, I'm interested in renting another rolling rack @ \$25 + HST <input type="checkbox"/> OR, yes, I'm interested in renting an additional 4' table @ \$25 + HST Due to venue space limitations, TFI must approve all requests.

Thank you for your interest in the Toronto Fashion Incubator's Press & Buyers Brunch.
Accepted participants will be notified via email January 31, 2014.