

# 2016 Echuca Moama Wedding Expo

## Fashion Parade

### Expression of Interest (EOI)

### Terms and Conditions

- The EMWE committee has overall responsibility for the delivery of the parade, and maintains creative, directional, and conceptual control of all event components.
- Acknowledgement of receipt of your EOI does not guarantee acceptance of your application or any individual, group, association or business in the parade. Acceptance into the parade is at the sole discretion of the EMWE committee. Successful applicants will be issued a letter of acceptance, outlining all event details and requirements associated with the parade.
- Priority for acceptance into the fashion parade will be given to individuals and businesses who meet the selection criteria listed in the application.
- The EMWE committee reserves the right to reject an individual, group, or business where:
  - there is a conflict of interest with EMWE committee objectives, partners or sponsors
  - there is no adequate evidence to show that the individual, group, association or business will deliver to the quality standard expected by the event
  - the individual, group, or business does not comply with the Terms and Conditions or requirements of the EMWE committee
- Financial assistance from the EMWE committee is not available to any individual, group, or business applying through this EOI process.
- Applications close on date supplied in the application and Expressions of Interest (EOI) submitted after the closing date will not be considered unless extenuating circumstances prevail, as determined by the EMWE committee.
- All individuals and businesses that are accepted to participate in the fashion parade must be available to attend all meetings and rehearsals prior to the event as set by the fashion parade coordinator.
- Observe and abide by the EMWE Fashion Parade Code of Conduct
- Provide business logos and promotional material to the EMWE committee as required for display on the day.
- Must book a exhibitors booth for the expo
- Successful applicants with the prior approval of the EMWE committee must agree to:
  - use the EMWE logo (minimum) on all event communications and promotions
  - display EMWE promotional material
  - encourage ticket sales through their own marketing and social media platforms
  - comply with EMWE committee photography and videography guidelines

As a successful applicant you will receive recognition/acknowledgement of your business by these ways:

- Printed flyer for fashion parade – recognizing those businesses who participated in the fashion show
- Acknowledgment of your participation on our new and improved website
- Throughout the lead up, during and post the event social media exposure via means such as Facebook, Instagram, Pinrest etc.
- During the fashion parade acknowledgement of your business on the screens provided around the stage, and also on a chalkboard carried by models
- Certificate of appreciation

I have read and agree to the terms and conditions as set out above

Signed: \_\_\_\_\_

Date: \_\_\_\_\_