



WESTERN CANADA FASHION WEEK: CREATING A COMMUNITY, BUILDING AN INDUSTRY

Photographers + Videographers Information

Thank you for your interest in Western Canada Fashion Week (WCFW), which was established in 2005 and has developed into a nationally-recognized fashion and design event. As the second-largest Fashion Week in Canada, WCFW continues to grow each season, creating a community of designers, stylists, makeup artists and industry professionals who shape this unique fashion, art and design experience that allows all designers to showcase their work to both buyers and clients.

Because of the rapid growth of WCFW in recent seasons, there has been a lot more interest from local television and print media. There are many photographers and media at the event and a limited area available for the photo pit. All photographers and videographers participating at WCFW will be assigned a seat in the photo pit area or overflow seating based on the date their request was received and also the number of photographers and media attending that night.

Please review the following guidelines for photographers and videographers before submitting your Photographer/Videographer Release Form. **To register as a photographer or videographer and be qualified for Photo Pit passes, please contact Ernest at ernest@wcfw.ca.**

Usage of Photos + Videos

Below are a few details regarding photo usage for all photographers and videographers who participate in the WCFW photo pit.

1. **Use on Personal Portfolio:** WCFW will allow you to use any photographs you take on personal websites or for portfolio use. **Western Canada Fashion Week must be credited.** You should also obtain permission and/or notify designers and models where possible.
2. **Use on Other Publications + Sites:** If you are displaying any photos or videos captured at a Western Canada Fashion Week event in any publications or sites other than your own, **you MUST obtain permission from Western Canada Fashion Week.** Email sandra@wcfw.ca with your inquiries.
3. **Regarding Designers + Models:** We trust that all photos will not be used in a derogatory way and that they are flattering to our event designer and models. As always, fashion designers are allowed to use the images and video footage from their show in any manner, for any length of time, as long as they credit Western Canada Fashion Week. The credit must appear on or near the image if used on a website or in printed material, or have a credit along with other credits as part of any video footage.
4. **Use on WCFW Website:** Please send your best shots to us for consideration for our website! Photographers and videographers are welcome to submit their WCFW runway shots for the WCFW website and creative fashion photography for display on site at WCFW as large prints. Please email us with small JPG images of fashion photography for approval at sandra@wcfw.ca.

WCFW Photography + Videography Regulations

1. **Unauthorized Photography + Videography Not Permitted:** Outside photography and videography with any type of recording device is not permitted during any portion of shows or backstage. Anyone attempting to record or photograph WCFW events will be asked to leave.
2. **General Policies:** Please display common courtesy to other photographers, the venue staff and the audience. It is mandatory that you read the following regulations along with the Photographers/Videographers release form. Admission into the Photo Pit will be denied if you have not signed the release form. You may be asked to leave your equipment behind if you do not wish to sign the agreements but still wish to watch the event only.
3. **Photo Pit Passes:** Passes to the photo pit this season are \$25 for one night and \$100 for the week. Media with credentials are admitted free of charge. Photo pit passes are only available at the ticket office from one of our Photo Pit Managers. Only individuals that have been approved by WCFW can only purchase these. Passes allow access to the photo pit area only. The only photographers allowed in the pit area are official photographers, official videographers, pass holders and members of the media with credentials. It is not intended for the general audience.
4. **No Backstage Access:** There is no backstage access to anyone other than WCFW personnel unless other arrangements are made with WCFW.
5. **No Roaming:** There is no roaming permitted for safety concerns as shows have a full audience. Please stay in your seat during the event. Only Official WCFW Photographers and accredited Media have permission to roam at any given time. You may be asked by WCFW Official photographers to change your seat location depending on circumstances and needs of Western Canada Fashion Week.
6. **Designer-requested Photographer or Videographer:** If a designer would like to have a specific photographer or videographer of their choosing covering their runway show, they can have that person contact us as they will be subject to the same selection criteria below as other photographers. If approved, the photographer or videographer would then purchase a day or week pass to the photo pit from a Photo Pit Manager each evening.
7. **No Strobe Lights:** Speedlights (camera mounted or handheld flash) are welcomed but limited to the photo pit area and cannot be set up anywhere else in the auditorium. We have tried our best to ensure that the lighting of the stage is more than adequate to take pictures/video without the use of strobes.
8. **Venue Entry:** The doors will not be open for anyone (photographers, videographers, etc.) until **7:30 p.m.** on the evening of event. Please do not show up any earlier than 7:00 p.m.
9. **Observation of Regulations:** You will be asked to leave the show if any of the above mentioned items are not followed at any given time. You will not be refunded your pass payment. There is a **zero tolerance policy** for individuals who violate the WCFW regulations.
10. **Registration:** To register as a photographer or videographer and be qualified for Photo Pit passes, please contact Ernest at ernest@wcfw.ca.



PHOTOGRAPHER + VIDEOGRAPHER RELEASE FORM

Submit completed form to the Photo Pit Manager at the ATB Financial Arts Barns
on the day of the event for entry into the WCFW Photo Pit.

Usage of Photos for all Photographers/Videographers requesting Photo Pit Passes

Thank you for your interest in WESTERN CANADA FASHION WEEK and participating in the photo pit.

Below are a few details regarding photo usage:

Please display common courtesy to other photographers. There are many photographers and media at the event and a limited area available for optimum photos. It is important that everyone respects the venue and each other. You will be assigned a seat in the photo pit area or overflow seating, based on the date your request was received and also the number of photographers and media attending each night.

WESTERN CANADA FASHION WEEK will allow you to use any photographs you take on personal websites or for portfolio use. However, WESTERN CANADA FASHION WEEK must be credited. You should also obtain permission and/or notify designers and models where possible.

If you are displaying any photos taken at a WESTERN CANADA FASHION WEEK event, in any publications or sites other than your own then WESTERN CANADA FASHION WEEK must be credited as the location of the show.

We trust that all photos will not be used in a derogatory way and that they are flattering to our event designer and models.

As always, the designer is allowed to use the images from their show in any manner, for any length of time, as long as the image or video footage of their show is credited to Western Canada Fashion Week. The credit must appear near the image if used on a website or in printed material, or have a credit along with other credits as part of any video footage.

Please send your best shots to us for consideration for our website! Make sure they are properly credited with your name (and designer name). Images can be sent to sandra@wcfw.ca

I, _____ of _____
Name Company (if applicable)

understand the above conditions for conduct and photo usage and will adhere to them. I have also read the regulations for photo pit pass holders on the reverse side of this document.

Signed, _____ Date: _____
Signature

Phone: _____ Email: _____