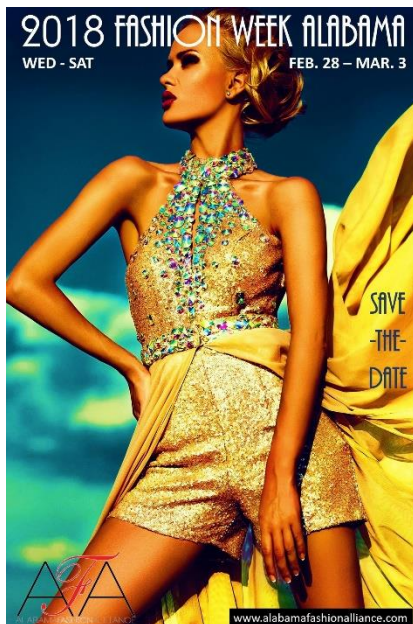




2018 FASHION WEEK ALABAMA

AFA SHOP HOP TOURS

FEBRUARY 28 – MARCH 3



The *Alabama Fashion Alliance* (AFA) is proud to announce the launch of its first **SHOP HOP TOUR**. The *SHOP HOP TOUR* begins on Wednesday evening, February 28, 4p-7:30p, and continues through March 3, coinciding with *AFA's* 7th **Fashion Week Alabama**.

WHAT IS A “SHOP HOP?”

The AFA commercially coined phrase, *SHOP HOP*, is a tour collective of the most stylish places to shop in North Alabama. The tour targets fashion, beauty, and retail, encouraging North Alabamians to shop local - - generating sales and bringing exposure to local businesses.

HOW DO I SIGN UP?

Simply complete the attached application and submit, along with fee. Your business will be included on our **SHOP HOP TOUR** listing, and in our Fashion Week Alabama 2018 Souvenir LookBook. The tour listings will be heavily advertised to North Alabama communities via website, social media and Fashion Week event press coverage. Participants will be provided in-store promotional poster(s) to signify their participation in the **SHOP HOP TOUR**. These posters will be distributed no later than January 15, 2018. **SHOP HOP TOUR slots are limited, so respond early. Application deadline is December 15, 2017.**

REQUIREMENTS

- Complete the attached application and submit, along with fee
- Invite your fans to the Fashion Week **SHOP HOP TOUR** (event link will be provided)
- Promote your in-store **SHOP HOP** kick-off for Wednesday, February 28, 4p-7:30p
- Develop & extend incentives/special sales to customers
- Conduct an in-store “Enter-to-Win” Prize incentive, with drawing March 3, COB
- Provide Light Refreshments at **KICK-OFF ONLY**. Light refreshments can be offered throughout the remainder of the week, if you so desire



2018 FASHION WEEK ALABAMA

AFA SHOP HOP TOURS

FEBRUARY 28 – MARCH 3 | \$50 REGISTRATION FEE

Please check and fill in blanks accordingly

_____ My business will participate in the Fashion Week Alabama SHOP HOP TOUR Kick-Off on
Wednesday, February 28 from 4p until 7:30p

_____ My SHOP HOP customers can also visit and shop Thursday – Saturday (March 1-3),
between the hours of _____ and _____

BUSINESS INFORMATION

Owner Name(s): _____

Company Name _____

Address: _____

City: _____ State _____ Zip _____

Email: _____ Website _____

Social Media Sites _____

Office Phone: _____ Fax: _____ Cell phone _____

Brief Description of Give-a-Way Incentive _____

_____ \$Value of Give-a-Way _____

Please email logo to alabamafashionalliance@gmail.com

Checks payable to “Alabama Fashion Alliance”

_____ **\$50 Payment enclosed**

_____ **Invoice me \$50 via Paypal**

Mail to:

| Alabama Fashion Alliance @ Huntsville West |

| 3001 9th Avenue SW | Huntsville, AL 35805 |

---Thank you for your support. Please make a copy for your marketing/advertising expense records---