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your records. DO
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Model Orientation and Guidelines

As a representative of CMG Models, you are expected to present a polished and professional image at **ALL** times.

This includes:

- Having a positive attitude;
- Knowing about the company and/or product you are representing;
- Portraying high energy and an enthusiastic personality;
- A big smile;
- Eye contact;
- Being polite and/or courteous to everyone.

DRESS CODE:

- Always wear the uniform or outfit provided to you by CMG Models or the Client and/or Sponsor.
- Return uniform and/or outfit upon completion of services and/or job. Failure to return uniform could result in you being charged for outfit and or a theft report filed.
- Please arrive looking your best with makeup, hair, and wardrobe clean, polished and complete.
- All visible piercings with the exception of earrings must be removed before the event. Only one earring per ear is permitted.

UPON ARRIVING:

Arrive 15 minutes early so as to:

- Use the restroom to refresh your makeup/hair;
- Get a drink;
- Meet your contact;
- Get any last minute details or knowledge pertaining to your job.

PRODUCT KNOWLEDGE:

- It is your responsibility to get the address, phone number, and contact from a CMG Models representative.
- Upon receiving the above information, it is your responsibility to get the proper directions and/or meeting place to the emergency/event.
- It is your responsibility to know the products you are representing before the promotion/event. Use your resources, use the web and/or any other information/materials you have been given.

EVENT REGULATIONS:

This is **NOT** personal time; you are being paid to do a job.

- Turn OFF cell phones and pagers unless instructed otherwise.



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- Do not be late. Your pay will be deducted at a rate of \$15 per every 15 minutes you are late.
- No drinking of alcohol on company time or while wearing your uniform.
- No smoking while in client uniform.
- No sitting down unless job description allows for this.
- No wearing uniforms other than the ones provided by CMG Models or the client/sponsor.
- Dating or social fraternization between CMG Models/Promotional Staff and sponsors, clients and their vendors is strictly prohibited. Failure to follow this policy can result in you being removed from future CMG bookings.
- Never speak poorly about competitive products, sponsors or companies.
- Never talk about personal life/problems with others (**ESPECIALLY CLIENTS**) while on the job/site. Leave the drama at home.
- Do not discuss CMG Models business with anyone (other sponsors, clients, jobs, model's titles, pay, etc.).
- Do not discuss your money, rates or payments with anyone.
- Do not gossip about anyone (sponsors, models, team members, etc). This would be grounds for termination.
- Do not give out your personal contact information. Please refer them to request you again through CMG Models.
- Never be rude to anyone.
- Never charge or collect money for photos unless pre-determined at time of booking.
- Do not "self" promote while at event. You are there to help client promote their product or service.

CANCELLATION POLICY:

- CMG has a cancellation fee of 1/3 (one-third) of your forecasted pay, for all jobs booked. Talent and models are subject to a 1/3 total booking fee for all jobs cancelled **after** 24 hours of accepting a CMG booking.
- Talent and models are subject to a 75% total booking fee for all jobs in which talent and/or model fails to show for the booking without prior notification.
- Cancellations will not be accepted by voice mail, email or client contact. Models must speak to a CMG booking agent to cancel. Otherwise, absence will be considered a No Call/No Show and model will be subject to 75% total booking penalty fee.

AFTER THE EVENT

- Be sure to turn in your hours and reimbursable expenses to your booking agent within 48 hours of the booking. Preferred method to receive this information is through email. Models who do not follow this policy will be charged a \$10 processing fee.



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LATE POLICY

- Client number one complaint is lateness. Be on time. You will be charged a late penalty at a rate of \$15 per every 15 minutes you are late.

The image you project through your appearance and conversation with clients and/or attendees at the events, and your overall attitude, is paramount to the success of the event/promotion. The client and attendees impression of the products and companies you are representing will be directly linked to your:

- Attitude;
- Appearance;
- Enthusiasm;
- Product knowledge;
- Professionalism;
- Your interaction with others.

Remember, our clients/sponsors are striving for maximum visibility. While you are representing CMG Models and their products, we ask that you at all times act professionally and responsibly. The reputations of you (the talent), CMG Models, and our clients depend on your actions in the field. Here are some things to remember to succeed:

- Always conduct yourself professionally.
- You are expected to keep your energy level up. Eat and pick your food choices wisely before the event.
- Be flexible. Booking times may vary after event starts.
- Maintain your physical and professional appearance.
- Do not work for clients of CMG Models directly.
- Refer new contacts and business to a CMG Models representative.
- Educate attendees about the product and/or company you are representing.
- Always be professional and courteous to everyone at the events.
- Always be open and friendly to all in attendance and draw the crowd/attendees to the area and/or company you are representing.
- Do not spend too much time speaking with one person, group or client. Try to interact with everyone.
- Always leave your area clean when departing.



- Always thank the client/sponsor and let them know you enjoyed working for them and remind them that they can hire you again for future events by calling CMG Models.
- Treat each CMG model with respect.
- Communication is absolutely critical. Please keep an open line of communication with the appropriate CMG Models representative.
- Always come to one of the CMG Models representative with any problems you are having with another CMG representative, client, sponsor, model, etc).
- Most importantly of all, have fun and always smile.

Agreed and accepted by:

Model Name

Model Signature

Date: _____