



#### Model Agency Information for NAHA 2010

1. The release needs to include the words 'finalist' and/or 'winner.' Being a finalist is very prestigious. Finalists are celebrated as much as winners and are included on our website and promotional materials and for pre-event publicity in industry trade publications.
2. Verbiage from the modeling agency needs to state that there will be no payment or compensation from North American Hairstyling Awards (NAHA) or its subsidiaries, including the Professional Beauty Association (PBA), Cosmoprof North America and PBA Beauty Week, for the use of entry photos in the event that you become a NAHA finalist or winner.
3. NAHA's image-use rights include; trade advertising, which includes a brochure that goes out in July; trade editorial on finalist and winners, which will be in the May/June issue; advertising for the July 18, 2010, event and a brochure that will be released to the public in May; advertising for entries and industry websites, as well as our own websites. Images, winners and finalists are promoted in regards to PBA and Cosmoprof North America marketing pieces throughout the year.
4. PBA is the non-profit association for the beauty industry, supporting all hair, skin, nail, salon and spa companies. We utilize our own in-house marketing, branding and image library for most events we produce. We do not contract with any major industry company for marketing purposes.

For your information:

The stylist still owns the images and your photographer still has rights to the images if that is part of the agreement reached between you and the stylist. You can use the images editorially as you choose and at any given moment. You cannot use these images for the purposes of marketing or promoting any product or salon until after you have either been notified that you are a finalist or not (May 1, 2010). Finalist cannot use the photographs in any product or salon promotion until after the actual event July 18, 2010.



The Professional Beauty Association is made up of salons and spas, distributors and manufacturers dedicated to improving their individual businesses and the industry as a whole. Led by industry volunteers, the association offers: business tools · education · government advocacy · networking · and more. Visit [probeauty.org](http://probeauty.org) or call 800.468.2274 (480.281.0424) to learn more

