

MENAGERIE MODELS

2010

REAL FACES FOR ADVERTISING

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MenagerieModels.com

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Who We Are

Menagerie Models is a web-based talent agency. We book real people for all types of advertising, including print (brochures, billboards, newspaper and magazine ads, packaging, and catalogs), video, television and voice-over. We work with the largest advertising agencies and photo studios in the Midwest. Menagerie Models is not a school -we do not offer classes. We make money only when we find jobs for the real faces represented on our website.

What Makes Us Different

Our state-of-the-art website is our biggest asset. Internet technology allows us to promote our talent with digital images. Traditional talent agencies require their models to purchase costly comp cards and portfolios. In contrast, our models make a modest investment in a photo shoot, the results of which are available on the Menagerie Models website for all clients to see.

Our focus is on real people. Look at advertising today - companies are hiring models who resemble the people who actually use their products. At Menagerie Models, we take this trend one step further - we provide companies with real people. The - models on our website are a menagerie of individuals with a wide range in age, size, occupation, and ethnicity. What they have in common is a desire to be part of this new - green trend in advertising.

Becoming a Menagerie Model

All of our models have photos taken by a professional photographer in studio - an experience very similar to an actual advertising photo shoot. The total amount to become a Menagerie Model is \$250. We need family related models to present to our clients. The fee for family members of Menagerie Models is \$200 (a \$50 discount). All photo fees must be paid in advance. We accept payment by cash, check or credit card. This fee includes hair and make-up styling, wardrobe consultation, on-set coaching, photo editing, uploading to our website and a CD of your photos for personal use. If you reschedule your photo shoot, you must notify us 1 week in advance of your scheduled shoot. For models already on our website who would like new photos, the photo shoot fee is \$200.

Advance payments and rescheduling fees for photo shoots are required due to our need to book studios, photographers, hair and make-up artists, and stylists in advance. This photo shoot rate is

very competitive – the average fee for a model photo shoot is approximately \$400 and does not include hair and make-up services.

Photos from outside photographers can be added only after the Menagerie style shoot is posted. There is an upload fee of \$10 per additional image.

Your Photo Shoot

You will wear your own clothes at the photo shoot. You should expect to have several wardrobe changes during your one to two hour shoot. Menagerie Models will provide specific instructions about what type of clothing to bring. Hair and make-up styling will be provided.

You will be required to sign a release form that allows us to place your photos on our website and use your photos in other media to promote you and Menagerie Models.

Menagerie Models is required to have your social security number so that we can issue checks and the proper tax forms at the end of the year. When working for Menagerie Models, LLC, you are working as a self-employed, independent contractor. No taxes will be taken out of your checks. You must pay taxes quarterly or at years end on the income received through the agency. If you need additional information, please contact your tax preparer for assistance.

Being a Menagerie Model

There are two key ingredients to success as a Menagerie model - we must be able to contact you and we must know what you look like.

Please let us know as soon as possible if your contact information changes. We absolutely must have your current mailing address, email address, and cell phone and home phone numbers.

The photos on our website are the tools we use to sell you to our clients. Please let us know as soon as possible if your appearance changes in any way - hair color, length, or style, facial hair, tattoos, piercings, braces, a broken arm or leg so that we can let our clients know.

This information is even more critical with children because they change so quickly. Parents and legal guardians must let us know as their children grow into larger sizes, so that we can update the child's webpage with accurate height, clothing and shoe size.

Getting a Booking

When clients call Menagerie Models about an upcoming project, they request specific models based on the photos available on our website. They also provide general information regarding the photo shoot and its proposed date. We will call you as soon as we get their requests. Please respond as quickly as possible to any messages from Menagerie Models about a potential job. If we cannot let the client know within 24 hours of the request whether or not you are available, they usually decide to choose another model.

When Menagerie contacts you to reserve your time for a tentative booking (generally referred to as being put on-hold or on-ice), you must be sure to keep those times available for the potential booking until we call to confirm or release the hold. Typically, a model is put on-hold for several days while the studio puts together the schedule for the photo shoot. A commercial photo shoot often includes a large support crew ("behind the scenes" people). Coordinating the numerous schedules takes time.

Occasionally, the clients will ask to see you at their studios prior to their making a final decision. This is called an audition or go-see. Models are not paid for a go-see.

Going To a Booking

As soon as the tentative booking becomes confirmed, Menagerie Models will let you know the final details for your booking. Usually, we will email your information to you. Your final details for a booking will include photographer, location, start time, approximate end time, fee, items you need to bring, and information on the paperwork required.

You must always arrive 20 minutes early for a job. Time is money, and anyone who is late to a photo shoot wastes the crew's time and client's money. Please be sure you have proper directions to the location where you will be working. If you are unsure, call Menagerie Models or take the time to drive by the location prior to your booking. Allow extra time to find parking, gather your supplies and get into the studio in advance of your call time.

Professional models are often asked to bring some standard wardrobe items to every photo shoot. For men, these items might be a plain white tee shirt, white athletic socks and shoes or black

and/or brown dress socks and shoes, belts, and grooming supplies (razor, shave cream, hair wax or gel). For women these items are nude, seamless bra, panties and hose, white athletic socks and shoes or basic flats and/or pumps, and all supplies needed to do your own hair and make-up.

At times, you will be asked to provide additional clothing at a booking, such as blue jeans, khakis, or a business suit. Menagerie Models will call you in advance to discuss the client's requests and determine whether or not you can fulfill them. If you do not have the requested items, we will let the client know. You will never have to purchase items for a photo shoot.

Some clients provide a hair and make-up artist. When you work for those clients, you will be asked to arrive: clean hair and face. Other clients will ask that you complete your own hair and make-up. If you are required to do your own hair and make-up, be sure to allow yourself enough time to do it well and always bring any supplies you will need to touch up.

When you are working as a model, keep in mind that you are being paid as a professional - please behave professionally. When you arrive at a shoot, a member of the crew will show you where to wait (usually a dressing room) and give you an overview of the schedule. The production crew will expect you to stay out of the way while you are waiting your turn. Always avoid the on-set area. You never know what may be part of the photo shoot or an expensive piece of equipment. Under no circumstances may friends or family members accompany you to a booking or a casting call (except the parent or legal guardian of a minor). Remember to be respectful of the staff as well as the wardrobe and props. Return garments and props to the proper place. Say thank you when you are leaving.

You must bring a Menagerie Models voucher to each photo shoot, fill it out as instructed and sign it. The voucher gives the client the rights to use your photos. It is also used by Menagerie Models to invoice the client. Do not sign any other paperwork at a photo shoot. If you are asked to sign a document other than your voucher, call the agency before you sign it.

Menagerie Models charges its talent the standard 20% agency commission on each job. For example, if your fee is \$100, we will deduct \$20 and pay you \$80. Talent fees vary depending on the type of job, the client, the way the photos are used, and other factors. The agency commission will not vary from 20%. We will always clarify your fee prior to your booking. Menagerie Models invoices the client directly as soon as we receive your voucher. We also charge the clients a 20% service fee. As soon as we receive payment from the client, we will issue your check. Most of our clients pay us within 45 to 60 days of the photo shoot.

If you ever have a question or problem at a booking, please call the agency immediately. Never be afraid to ask us for help. It's our job to be here for you. We will negotiate with the client directly. We will solve any problem, resolve any dispute, and explain any confusion that may arise at a shoot.

Failure to adhere to the Menagerie Models, LLC booking policies will result in removal from our website without a refund of your photo shoot fees.

Finally, no question is a silly question! Please call us to talk about anything stated in this booklet or any information on our website. We are here to support you and to help make your modeling experience comfortable, fun and profitable!

What We Promise

As your agent, Menagerie Models will contact clients on your behalf and make every effort to secure jobs for you. In advertising, the clients make their own model choices; Menagerie Models does not make the decisions. While we cannot guarantee that you will be chosen by one of our clients, we will promote you for every available job.

We will maintain and continue to improve our state-of-the-art website.

Menagerie Models only works with professional photographers, advertising agencies, retailers, and production companies. New clients undergo a thorough background check before we send our models to work for them.

We will negotiate a fair fee for you and inform you of the fee prior to your booking. As a Menagerie model, you will never need to discuss fees with our clients.

Prior to each booking, Menagerie Models will provide you with all the information you need so that you understand what is expected of you by the client and are confident that you will meet those expectations.