

IMG Model Appearance & Promotion Policy

For model workshops, group shoots, private booking days, featured model appearances, and IMG-related booking activity at 360ism Studios.

Effective: July 2026 | Applies to all IMG / 360ism Studios model appearances unless otherwise agreed in writing.

1. Purpose

Influencer Model Group, also known as IMG, works with selected models, traveling models, creative talent, and featured guests to create organized model photography experiences at 360ism Studios. These experiences may include workshops, group shoots, private booking days, guest appearances, portfolio sessions, glamour shoots, and other model-focused events.

Because these appearances depend on both the studio and the model helping generate interest, all IMG model appearances are treated as promotional partnerships. The studio provides the space, production environment, event structure, booking support, promotional materials, photographer outreach, and access to the local creative community. The model is expected to help promote the appearance clearly and professionally.

2. Event Status

A model appearance is considered tentative until the date, rate structure, event format, booking process, and promotion requirements are confirmed. IMG / 360ism Studios may delay, modify, reschedule, or cancel public promotion if these items are not completed.

- Model has agreed to the appearance date, time, format, and rate structure.
- Booking page, form, or studio-approved booking method is ready.
- Model has agreed to the promotion requirements.
- Model has disclosed any nearby or potentially competing events.
- Any required agreement, deposit, or written confirmation has been completed.

3. Promotion Is Required

All IMG model appearances require active promotion from the participating model. Story reposts are appreciated, but story reposts alone are not considered full promotion.

Models are expected to make a clear public effort to promote their scheduled appearance at 360ism Studios. This may include accepting an Instagram Collab post, making a dedicated feed post, sharing event details in stories, using the booking link, and encouraging photographers to reserve their sessions.

A simple repost is helpful, but it is not enough. The model should clearly tell photographers when, where, and how to book.

4. Minimum Promotion Expectations

Unless otherwise agreed in writing, the model is expected to complete the following promotional steps.

Feed Post, Reel, or Collab Post



The model must accept an Instagram Collab post from 360ism Studios / IMG when requested, or create at least one dedicated feed post, carousel post, or Reel promoting the appearance.

The post should clearly include the appearance date, 360ism Studios or IMG, the Richmond, VA location reference, booking instructions, an approved flyer or event graphic when provided, and the official studio tag or booking link.

Story Promotion

The model should share the appearance in Instagram Stories at least three times: at announcement, during the week leading up to the appearance, and within 24-48 hours before the appearance. Stories should include the flyer, booking link, studio tag, countdown sticker, link sticker, or clear booking instructions when available.

Booking Link Usage

Models should use the official booking link, event page, code, or booking instructions provided by 360ism Studios / IMG. This keeps bookings organized, protects the schedule, and allows the studio to properly track interest and reservations.

5. Promotion Timeline

Timing	Required Action
More than 14 days before	Promotion should begin within 48 hours of receiving the approved flyer, graphic, or announcement.
Less than 14 days before	Promotion should begin within 24 hours of receiving the approved flyer, graphic, or announcement.
One week before	Model should post a reminder in stories or feed and continue using the official booking instructions.
24-48 hours before	Model should make a final booking push or final reminder when spots are still available.

6. Instagram Collab Posts

IMG may request that a model accept an Instagram Collab post from the 360ism Studios or IMG account. Collab posts are strongly encouraged because they allow the event to appear on both the studio page and the model page. This creates stronger visibility, better reach, and a clearer connection between the model and the scheduled appearance.

If a Collab post is requested, the model should accept it in a timely manner.

7. Nearby or Conflicting Events

Models are expected to disclose any other model events, workshops, group shoots, private booking days, or studio appearances that may overlap with the same regional photographer audience.

Disclosure is especially important if another appearance is scheduled within 21 days before or after the 360ism Studios date and is located in Virginia, Hampton Roads, Chesapeake, Virginia Beach, Norfolk, Richmond, Williamsburg, Northern Virginia, Washington DC, Maryland, North Carolina, or a nearby market.

This policy does not prevent models from booking other work. It helps IMG avoid scheduling conflicts, audience confusion, and competing appearances that may affect attendance or promotion.

8. Booking Through IMG / 360ism Studios

If an appearance is promoted by IMG or 360ism Studios, photographers should be directed through the official booking process provided by the studio. This may include an IMG event page, 360ism Studios booking link, direct payment link, form submission, studio-approved scheduling method, or direct booking through 360ism Studios.

Photographers who inquire through IMG, 360ism Studios, event flyers, social media posts, booking pages, email promotions, or direct studio outreach are considered studio-generated leads.

Models may not use a 360ism-promoted appearance to redirect photographers into separate direct bookings for the same event date unless approved by the studio.

9. Minimum Booking Requirements

Some IMG appearances may require a minimum number of paid bookings in order to move forward. Minimum booking requirements depend on the model, event format, rate structure, studio time, production needs, and promotional plan.

If an appearance does not meet the required booking minimum by the stated deadline, IMG may modify the format, reduce the event length, convert the date to private sessions only, reschedule, or cancel the appearance. This protects both the model and the studio from low-demand dates.

10. Model Compensation

Model compensation may vary depending on the appearance type. Compensation may be structured as a flat rate, hourly rate, per-booking payout, revenue share, guaranteed minimum, private session split, group shoot payout, or hybrid agreement.

The compensation structure will be discussed before the date is confirmed. Promotion requirements still apply unless specifically waived in writing. Models who consistently help promote, communicate clearly, and support successful appearances may receive priority consideration for future IMG dates.

11. Private Booking Days

Some models may be offered private booking days at 360ism Studios. Private booking days allow photographers to reserve individual shooting time with the featured model. These dates may be promoted by IMG, 360ism Studios, the model, or all parties together.

If IMG or 360ism Studios is helping promote the date, create the flyer, provide the booking process, or connect photographers with the model, the promotion and booking policies still apply. If a model wants to use the studio without IMG promotion, that may be treated as a regular studio rental instead of an IMG-hosted appearance.

12. Professional Conduct

All IMG model appearances must follow 360ism Studios rules, safety standards, and professional conduct expectations. Before the appearance, the model and studio should be clear about wardrobe levels, posing boundaries, content limits, shoot format, photographer expectations, studio rules, arrival time, session schedule, payment structure, behind-the-scenes content, model releases, and any special restrictions or requirements.

360ism Studios reserves the right to stop, modify, or reject any booking that violates studio rules, safety standards, legal requirements, or professional boundaries.

13. Future Booking Priority

IMG gives priority to models who promote their appearances clearly, accept Collab posts when requested, communicate professionally, respect the booking process, help generate photographer interest, show up prepared and on time, follow studio rules, and support the overall success of the event.

Models who do not actively promote, do not communicate, avoid the booking process, or consistently require the studio to carry all promotion may not receive future priority dates.

14. Summary

IMG model appearances are promotional partnerships. 360ism Studios provides the space, structure, booking process, creative environment, and access to the photographer community. The model is expected to help promote the appearance from their side as well.

If a model is scheduled for an IMG appearance at 360ism Studios, the model should promote the date clearly, directly, and professionally.

Acknowledgment

By confirming an IMG appearance, model workshop, group shoot, private booking day, or featured model date at 360ism Studios, the model acknowledges that they have reviewed this policy and understand the promotion, booking, and professional conduct expectations.

Model Name

Signature

Date
