

IMG MODEL APPEARANCE & PROMOTION POLICY

For Model Workshops, Group Shoots, Private Booking Days & Featured Appearances at 360ism Studios

Influencer Model Group (IMG) / 360ism Studios

1108 E. Main St, Suite 220, Richmond, VA 23219

Version 2.0 — Effective October 1, 2026

Supersedes all prior versions of this Policy. Applies to all IMG / 360ism Studios model appearances unless a signed agreement states otherwise.

1. Purpose and Scope

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 group shoots, private booking days, model workshops, guest appearances, portfolio-building sessions, glamour sessions, creative studio 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.

360ism Studios provides the studio 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.

A model appearance is strongest when both sides support the date.

This Policy applies to every IMG appearance, whether the model is local or traveling, and whether or not she has signed a separate written agreement.

2. Which Documents Apply to You

Not every model at 360ism Studios is on the same track. There are three, and it is worth knowing which one you are on before you confirm a date.

Local or regional model, IMG-hosted appearance, no guaranteed booking block and no studio-funded travel. This Policy applies, together with a short booking confirmation for your date. No separate talent agreement is required.

Traveling or visiting model — a Visiting Model Booking. This is the standard arrangement for traveling talent. You are visiting the Richmond market on your own schedule, you arrange and pay for your own travel and lodging, and you are paid out of the sessions that actually book. There is no guaranteed payment and no travel support. You will sign the *Traveling & Visiting Model Talent Agreement*, which sets out the terms, and this Policy is attached to it.

Featured influencer or celebrity appearance — a Featured Influencer Booking. This is the exception. It applies where 360ism has specifically sought you out and is bringing you to the studio

because your public profile or following is expected to generate photographer demand on its own. It carries a guaranteed five-hour booking block, may include studio-funded travel, and in exchange carries exclusivity during the booking window. Most traveling models do not qualify, and this arrangement exists only where your booking confirmation says so in writing. The same Agreement governs it, under different terms.

Model renting studio space with no IMG promotion, no IMG booking process, and no IMG photographer outreach. This Policy does not apply. That is a standard studio rental, handled under 360ism Studios' rental terms.

If you are not sure which track you are on, ask before you confirm.

3. Event Status — When an Appearance Becomes Confirmed

An appearance is **tentative** until all of the following are complete. IMG / 360ism Studios may delay, modify, reschedule, or decline to begin public promotion until they are.

1. The model has agreed to the appearance date, time, format, and rate structure.
2. The model has confirmed her committed hours in writing (Section 8A).
3. The booking page, form, or studio-approved booking method is ready.
4. The model has agreed to the promotion requirements in this Policy.
5. The model has disclosed any nearby or potentially competing events under Section 8.
6. Any required agreement, deposit, or written confirmation has been completed.

Once these are complete, the appearance is **confirmed** and promotion begins.

This matters to both sides. 360ism Studios does not spend on flyers, advertising, or photographer outreach before an appearance is confirmed, and a model is not asked to promote a date that has not been locked.

4. Promotion Is Required

All IMG model appearances require active promotion from the participating model.

Story reposts are appreciated, but story reposts alone are not full promotion.

Models are expected to make a clear public effort to promote their scheduled appearance at 360ism Studios. The goal is simple: photographers should know when the model will be at 360ism Studios, what type of booking is available, and how to reserve their spot.

Vague reposts without booking instructions do not support an event.

5. Minimum Promotion Requirements

Unless otherwise agreed in writing, models participating in an IMG appearance complete all five of the following.

5.1 Feed Post, Reel, or Collab Post

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

The post **must** include all of the following:

- The appearance date
- 360ism Studios or IMG, named
- The Richmond, VA location reference
- Booking instructions
- The approved flyer, image, or event graphic, when one has been provided
- The official studio tag and booking link, when provided

A post that omits the date, the booking instructions, or the booking link does not meet this requirement, because it does not tell a photographer how to reserve a session.

5.2 Story Promotion

The model shares the appearance in Instagram Stories at least three times:

- When the event is announced
- During the week leading up to the appearance
- Within 24–48 hours before the appearance

Stories **must** include at least one of the following: the flyer, the booking link, the studio tag, a countdown sticker, a link sticker, or clear booking instructions.

5.3 Booking Link Usage

The model uses 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 track interest and reservations accurately.

5.4 Clear Call to Action

Promotional posts **must** include a clear call to action. Any of the following is approved copy and may be used as written:

- "Book me at 360ism Studios"
- "Limited sessions available"
- "Photographers can reserve through IMG"
- "Group shoot spots available"
- "Private sessions available"
- "DM 360ism Studios to book"
- "Use the booking link to reserve your time"

Models are welcome to write their own call to action in their own voice. It simply has to tell a photographer how to book.

5.5 Disclosure of the Paid Relationship

Where a model is compensated for an appearance — by flat rate, hourly rate, guaranteed block, per-booking payout, revenue share, session split, or studio-funded travel — that relationship **must** be disclosed on promotional posts.

Use Instagram's paid partnership label, or include a clear disclosure such as **#ad** or **"paid partnership with 360ism Studios"** where it is plainly visible rather than buried at the end of a caption or behind a "more" link.

This is a Federal Trade Commission requirement for both the model and the studio, and it applies to feed posts, Reels, Collab posts, and stories alike. It costs nothing, it does not reduce reach, and it protects both sides.

6. Promotion Timeline

Timing	Required action
More than 14 days before	Promotion begins within 48 hours of receiving the approved flyer, graphic, or announcement — or by the promotion start date listed on the booking confirmation, whichever comes first.
Less than 14 days before	Promotion begins within 24 hours of receiving the approved promotional materials — or by the promotion start date listed on the booking confirmation, whichever comes first.
One week before	The model posts a reminder in stories or feed and continues using the official booking instructions.
24–48 hours before	The model makes a final booking push or final reminder while spots remain available.

The final push in the last 24–48 hours is the post that fills remaining slots. It is short notice by design, and it is the single most effective post in the cycle.

This timeline gives photographers enough notice to plan, book, and prepare.

7. 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. They place the event on both the studio's page and the model's page, which creates stronger visibility, better reach, and a clearer connection between the model and the scheduled date.

Where a Collab post is requested, the model accepts it promptly — ideally the same day, since an unaccepted Collab post is not visible to the model's audience and the promotion window is short.

8. Conflicting and Nearby Events — Disclosure

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

Disclosure matters most where another appearance falls **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.

Models who run their own model events, photography workshops, or group shoots disclose those dates as well, before confirming an IMG appearance.

Disclosure is ongoing, not one-time. Where something new lands on a model's calendar after she has confirmed her date — another shoot, an appearance, a travel change — she tells the studio within 48 hours. 360ism builds the booking schedule around stated availability, and can only work around what it knows about.

This Policy does not prevent models from booking other work. It is a disclosure practice, not a restriction. It helps IMG avoid scheduling conflicts, audience confusion, and competing appearances that reduce attendance for everyone involved — including the model.

Where a conflict is disclosed early, it can usually be worked around. Where it surfaces after promotion has started, it usually cannot.

8A. Your Committed Hours and the Published Schedule

This is the section most worth reading carefully, because it is where appearances most often go wrong.

Before an appearance is promoted, the model confirms the hours she is available and committing to. Those are her **committed hours**. 360ism builds the booking schedule around them, publishes that schedule, and photographers reserve and pay for specific times against it.

Once the schedule is published, those hours are held. From that point, hours cannot be shortened, started late, ended early, carved up, or withdrawn to accommodate another shoot, appearance, travel change, or personal commitment without 360ism's written approval.

This matters more than it may sound. When hours come out of a schedule that has already been published, photographers who paid for a specific time lose it. The studio issues refunds, rebuilds the day, and explains the change to people who arranged their schedules around it. Unlike a cancelled date, the damage has already happened by the time anyone can respond to it.

What we ask

- Confirm hours you can actually honor. Account for travel, other bookings, rest, and turnaround before you confirm, not after.
- Tell us about other commitments as they come up — see Section 8. If something lands on your calendar after you've confirmed, we need to know within 48 hours.
- If you need a change after the schedule is live, ask us in writing as early as you can. We will accommodate where we reasonably can. An unanswered request is not approval.

What this is not. This does not restrict where, when, or for whom you work outside your committed hours. Book what you like around them. We simply need the hours you gave us to be hours we can

sell.

Models signing the *Traveling & Visiting Model Talent Agreement* should note that Section 16 of that Agreement makes this binding and sets out what a model is responsible for where hours are withdrawn after publication.

9. How Bookings Are Handled

Where an appearance is promoted by IMG or 360ism Studios, photographers are directed through the official booking process provided by the studio. That may include:

- An IMG event page
- A 360ism Studios booking link
- A direct payment link
- A form submission
- A studio-approved scheduling method
- 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 **studio-generated leads**.

Routing bookings through the official process protects the studio's investment in promotion, event organization, photographer relationships, and booking management — and it protects the model's schedule, since the studio is holding the calendar.

Models who have signed the *Traveling & Visiting Model Talent Agreement* should note that the Agreement sets binding terms on booking coordination and studio-introduced contacts. Where the Agreement addresses a subject, the Agreement controls.

10. Minimum Booking Requirements

Some IMG appearances require a minimum number of paid bookings in order to move forward. The minimum depends on the model, event format, rate structure, studio time, production needs, and promotional plan, and it is stated on the booking confirmation along with the date by which it must be met.

Where an appearance does not meet the stated 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.

Where that happens, no compensation, fee, or expense reimbursement is owed for sessions that do not take place. Models travelling to the area arrange and pay for their own travel and lodging, and the studio does not underwrite a trip it did not arrange. Models are free to book other work in the market during their visit — and should understand that other bookings in the same market can reduce photographer turnout for the 360ism date.

This protects both sides from a low-demand date that costs the studio money and wastes the model's time.

This section does not apply to a Featured Influencer Booking. Where a model has been qualified for and booked under a guaranteed five-hour block, her guaranteed compensation is owed regardless of how many bookings come in. That is what the guarantee is for, and it is why the guarantee is reserved for talent whose draw justifies the studio carrying that risk. The terms of any guarantee are set in the *Traveling & Visiting Model Talent Agreement* and its booking confirmation, not in this Policy.

11. Compensation Structures

Model compensation varies by appearance type. It may be structured as:

- Flat rate
- Hourly rate
- Per-booking payout
- Revenue share
- Guaranteed minimum
- Private session split
- Group shoot payout
- A hybrid of the above

The compensation structure is set before the date is confirmed and is recorded on the booking confirmation. For models signing the *Traveling & Visiting Model Talent Agreement*, compensation terms are set in that Agreement and its Schedule A.

Outside a Featured Influencer Booking, compensation is **not guaranteed**. The number of sessions that book depends on timing, season, weather, photographer availability, market demand, competing events, and other factors outside either side's control. Where no guarantee has been agreed in writing, compensation follows what actually books.

Promotion requirements still apply unless specifically waived in writing.

Models who consistently help promote, communicate clearly, and support successful appearances receive priority consideration for future IMG dates.

12. Group Shoot Studio Fee

All group shoot events at 360ism Studios are subject to a **20% studio fee**, which covers the studio space, production environment, event structure, booking process, and promotional work behind the event.

The fee is taken from group shoot event revenue before the model's share is calculated. It applies to group shoot events only — it does not apply to private one-on-one sessions.

360ism Studios may waive or reduce the fee at its discretion for a particular group shoot, based on factors such as scheduling, available timing, studio time used, and the number of participants. A waiver applies only to the specific group shoot identified in writing and does not carry to future dates.

For models under the *Traveling & Visiting Model Talent Agreement*, the full mechanics of this fee are set out in that Agreement.

13. Private Booking Days and Studio Rentals

Some models are offered private booking days at 360ism Studios, allowing 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.

Where IMG or 360ism Studios is helping promote the date, creating the flyer, providing the booking process, or connecting photographers with the model, this Policy applies in full.

Where a model wants to use the studio without IMG promotion, IMG booking, or IMG photographer outreach, that is treated as a standard studio rental rather than an IMG-hosted appearance, and this Policy does not apply.

14. Professional Conduct and Studio Standards

All IMG model appearances follow 360ism Studios rules, safety standards, and professional conduct expectations.

Models are expected to communicate promptly, arrive on time, remain present and prepared for the scheduled block, follow the booking schedule assigned by the studio, and conduct themselves professionally throughout the day.

Before the appearance, the model and the studio confirm in writing:

- Wardrobe levels
- Posing boundaries
- Content limits
- Shoot format
- Photographer expectations
- Studio rules
- Arrival time
- Session schedule
- Payment structure
- Behind-the-scenes content
- Model releases
- Any restrictions or special requirements

Nothing in this Policy requires a model to shoot outside the wardrobe level, posing boundaries, or content limits agreed in advance. Those boundaries are set before the date and are respected on the day.

360ism Studios reserves the right to stop, modify, or decline any booking that violates studio rules, safety standards, legal requirements, or professional boundaries — including at a model's request during a session.

15. Future Booking Priority

IMG gives priority to models who:

- Promote their appearances clearly and on schedule
- Honor the hours they committed to once the schedule is published
- Disclose other commitments as they come up
- Accept Collab posts when requested
- Disclose the paid relationship on promotional posts
- Communicate professionally
- Respect the booking process
- Help generate photographer interest
- Show up prepared and on time
- Follow studio rules
- Support the overall success of the event

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

This is the practical consequence of this Policy for most models. IMG has a limited number of quality dates each quarter, and they go to the people who help make them work.

16. Relationship to Signed Agreements

This Policy sets the standard that applies to all IMG appearances.

Where a model has signed the *Traveling & Visiting Model Talent Agreement*, that Agreement is the binding contract for her engagement. This Policy is attached to it and incorporated into it. **Where this Policy and a signed Agreement address the same subject, the signed Agreement controls,** and where that Agreement's booking confirmation (Schedule A) addresses the subject, the booking confirmation controls.

This Policy does not, on its own, create payment obligations, exclusivity, restrictions on where a model may work, or rights in photographs. Those exist only where a signed Agreement creates them.

17. Policy Updates and Versions

This Policy is versioned and dated. IMG may update it from time to time.

The version in force for a given appearance is the version identified on that appearance's booking confirmation. A later revision does not change the terms of an appearance already confirmed.

The current version is always available from 360ism Studios on request.

18. 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 helps promote the appearance from her side.

A strong appearance requires both sides to participate. If you are scheduled for an IMG appearance at 360ism Studios, promote the date clearly, directly, and professionally — and tell photographers how to book.

19. Acknowledgment

By signing below, the model acknowledges that she has received, read, and understood the *IMG Model Appearance & Promotion Policy, Version 2.0*, including the promotion requirements in Section 5, the promotion timeline in Section 6, the disclosure practice in Section 8, and the booking process in Section 9.

Model

Name

Professional Name (if any)

Signature

Date

IMG / 360ism Studios

Name

Signature

Date

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