

PPEC Fashion Show

In the spirit of diversity and inclusion, AIHA will be hosting a virtual fashion show series that will highlight PPEC that is designed for a workforce comprised of widely varying sizes and proportions yet is also appealing to a newer generation of workers who will be more inclined to adopt PPEC that is thoughtfully designed, comfortable, and fashionable.

This virtual series will be heavily promoted via pre-conference attendee communications, the digital Final Program guide, pre-conference social media, and post-event social media that will run from June through August.

Participating Organizations can:

- Complete the application process and return no later than **April 30, 2021**.
- Upon acceptance, sponsor will complete a PDF with product information, contact details, a direct URL link for viewer to gain more information, and a lead capture questionnaire so sponsor can follow up with interested parties after the event.
- Sponsor will also submit a 60-second MP4 video clip highlighting their product by following a script that we will provide to demonstrate why their product fits the mission of the fashion show.
- Sponsor video will run during the daily highlight segment and will be available on-demand to be viewed anytime that day.
- AIHA will continue to promote the products by compiling them into a continuous full fashion show video that will be promoted throughout the year via social media and live on our YouTube channel.

Types of items:

We are seeking a variety of protective clothing and equipment tailored for women and a variety of sizes such as:

- Protective clothing – UV protective, Fire Retardant, Electrical protective, reflective clothing
- Accessories – fall protection harnesses, wearable sensor technologies.
- Head protection – hard hats & related head coverings
- Foot protection
- Hearing protection
- Respiratory protection
- Eyewear
- Gloves

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Deliverables & Deadlines:

- One 60-second video (MP4, MOV, or AVI format) per product. Ideally, should be something fun, such as an employee 'modeling' the product through wearing or in an activity it is designed for. There is no need for the video model to speak and sound effects can be added in post-production. It is highly recommended the video NOT be a simple pan/scan of the item itself but show a fun interactive element through a person presenting it in some fashion.
- A one-page description of the product, including any main selling points, its intended (and proper) usage, and other important aspects about the product. These will be incorporated into a script for a Voice Over actor (VO) who will narrate the entry. Please provide correct phonetic pronunciation for any high-level or complex words or acronyms for the VO to reference.
- 1-3 high-resolution images of the product, showing various angles and/or in use.
- Link(s) that go to either the product's description page or shopping cart entry for the interactive show program. A link to the company's website is also desired.
- The above items will be needed no later than **12PM May 10, 2021**.

Please join us!

Our attendees are interested in your innovative solutions that will help them create a successful safety program that addresses workforce diversity, ensures proper fit, and provides maximum protection.

If you are interested in applying for this fun new opportunity or would like more information, please contact Laura Cilano Garcia at lcgarcia@aiha.org.