



Dear Applicants:

We are so excited to host our sixth annual SoFlo Cake and Candy Expo; April 24th-26th, 2020, at the Miami Airport Convention Center.

This letter serves to advise you of the procedures and policies for our Instructors who have been invited to teach at our 2020 show. Please be advised that the attached application must be FULLY completed. *** Failure to do so will result in your application being denied.**

SUBMISSION OF APPLICATION:

Upon submitting your instructor application, it is essential that the instructor provide SoFlo with a detailed description of your class with the following information -

- Class Description (Make sure to indicate in the class description if the class will be taught using (real cake or cake dummies)
- Techniques being taught during class in list format. (Must submit at least 3 techniques being taught during class.)
- Amount of time necessary for class instruction. Instructor will be given access to the room (30) thirty minutes prior for set up and thirty minutes after for clean up. (Please be advised that you will be charged a penalty fee if your class goes over the allotted time.) Please indicate on the application if you need additional time for set up or clean up.
- Language (Classes will NOT be taught in two languages, no translation will be done during class.)
- Professional Photo of the class project (No sketches). Do not submit your application without class photo.
- Professional Instructor Biography (Short & Sweet)
- 1 Professional Head Shot (Please send a large file not a thumbnail size)

- Per student fee (Fees explained below)
- * If the instructor is submitting multiple classes for approval, a class application is required per class. Each class has its own application.

MINIMUM & MAXIMUM FOR EACH CLASS:

It is extremely important that every instructor submit a minimum and maximum student count per class. Please make sure your minimum student count will cover your expenses to attend the show. *Please note: SoFlo Cake and Candy Expo will continue to sell classes (Unless SOLD OUT) the weekend of the show, unless you have specified otherwise. Therefore, it is imperative that you bring along materials for the maximum number of students.

CLASS MATERIALS & TOOLS:

SoFlo Instructors are 100% responsible to provide all class tools and materials for their students. SoFlo will only provide the classroom with sponsored fondant, fondant mats, microwaves, mixers, paper towels, wipes, and Clorox wipes. It is imperative that each student have their own set of tools and materials for class. There will be NO sharing of materials or tools during class. SoFlo Cake and Candy Expo will provide all Fondant necessary for classes from our fondant sponsors. * If the instructor chooses to use a different brand of fondant, the instructor will be required to provide his or her own fondant. * If instructor does not provide all necessary tools and materials to have a successful class, SoFlo has the right to cancel the class.

FEES:

- SoFlo Cake and Candy Expo will be charging a \$35.00 administration fee per student, per class. This fee covers the provision of tables, chairs, the rental cost of the rooms and all additional furnishings provided. **Instructor per student fee + \$35.00 SoFlo Cake Expo Fee = Listed Class Price**

- Please be advised if instructor does not provide all necessary materials and tools for your class, SoFlo has the right to cancel the class at any moment. If you for some reason forget to bring something on the day of your class, SoFlo has full authority to cancel your class. Under no circumstances will SoFlo or any of its representatives be able to provide you with missing materials. It is solely the instructor's responsibility to provide materials required to complete your class.

NO POP-UP SHOPS ALLOWED IN CLASSROOM:

• Under NO circumstances, will the instructors be allowed to sell any products during their class. If you would like to promote and/or sell your products, you must complete a vendor application form and sell your products in the vendor hall. There are no restrictions on the instructors promoting preferred products being used in class. However, there are to be NO pop-up shops in ANY classrooms. Please keep in mind if SoFlo is made aware of products being sold in your classroom you will be considered in breach of contract and your instructor contract will be immediately voided.

PAYMENTS:

• Payment will be made to the Instructors within five (10) days after the completion of the event. This will allow time for any student disputes, charge backs, or SoFlo penalty fees associated with class fees, etc., to be deducted from your final payment. Please ensure that you indicate your preferred method of payment on your application. The instructor will incur any fees associated with wiring (\$50.00) or online payments. SoFlo Cake and Candy Expo will under NO condition issue payment by Cash. **YOUR ONLY OPTIONS OF PAYMENT ARE (CHECK, WIRE TRANSFER (\$50.00 fee), OR PAYPAL). SoFlo will not cash any checks, it is the instructors responsibility to cash their own checks.**

• * All U.S. instructors MUST provide SoFlo committee with a completed W-9 **upon submission of your application.**

• *All International instructors MUST provide a completed W-8 . What is form w-8? In a nutshell, a W 8 form is used by foreign businesses and non-resident aliens earning income from U.S. sources. Its purpose is mainly to let brokers and mutual fund companies know that the person or company in question is not subject to the usual tax withholding from investment income.

TRAVEL AND HOTEL ACCOMMODATIONS:

• Please be advised that you are required to make your own travel and hotel arrangements. Under no circumstances will SoFlo Cake and Candy Expo be responsible for travel arrangements and/or hotel accommodations. Keep in mind that rooms tend to sell-out very quickly once the show is announced. We highly recommended that you make tentative bookings for your room early. The hotel link is available on the SoFlo website. * The cost of your travel and accommodations should be factored into your per student fee, per class. Standard hotel rates are \$169.00 per night at hosted hotel. However, SoFlo has partnered with a few hotels that offer better rates.

Please check our website for hotel rates. (coming soon)

DEMOS: IMPORTANT!!

- Demos are an one-hour demonstration in a classroom with a maximum of fifty students. Instructors are paid \$150.00 flat fee per demonstration. NO HANDS-ON with students during demo. It's simply informational.

- Every applicant **MUST** submit at least **ONE** demo. When applying for a demo, please complete the **demo** application form. * Failure to do so will result in your application being denied. Demo can not be used to sell/promote products.

- Set up and clean up for demos are limited to 15 minutes before and after demo.

* **NEW FOR 2020:** All Demos will have a set minimum of 10 students registered by April 1st in order to take place.

CLASS PRICING FOR SOFLO 2020:

- **1 Hour DEMO:** Instructors portion is \$150.00 per 1 hour demo. This is a FLAT fee of **\$150.00** per 1 hour demo. Instructor must meet required minimum student count.

- It has been proven after hosting SoFlo Cake Expo for 5 years, the classes that sell the most are classes that average in the price range below. SoFlo will offer classes in 2020 that are **affordable** to the attendees allowing them to take multiple classes and allowing them to maximize their time, techniques and skills learned throughout the weekend.

- **2-Hour Mini Class (MUST include hands-on):** \$65.00 Class Listed Price.

Instructors portion is **\$35.00** per student. ****SOFLO WILL BE OFFERING A LOT OF 2-HOUR MINI CLASSES ON THE 2020 SCHEDULE. Hint Hint* :)***

- **3-Hour Classes:** \$120.00 Class listed price. Class listed price includes the SoFlo Cake Expo \$35.00 administration fee. Max instructor per student fee is **\$85.00** per student for a 3-hour class.

- **4-Hour Classes:** \$155.00 or less (Class listed price). Class listed price includes the SoFlo Cake Expo \$35.00 administration fee. Max instructor per student fee is **\$120.00** per student for a 4-hour class.

- **5-Hour Classes:** \$185.00 or less (Class listed price). Class listed price includes the SoFlo Cake Expo \$35.00 administration fee. Max instructor per student fee is **\$150.00** per student for a 5-hour class.

- **Full Day Class:** (ONLY 8 Full-Day classes available) \$265.00 or less (Class listed Price). Class listed price includes the SoFlo Cake Expo \$35.00 administration fee. Max instructor per student fee is **\$230.00** per student for a 8-hour class.

AVAILABLE CLASSES FOR 2020

- 1-HOUR DEMO: 40 SPOTS (SATURDAY & SUNDAY ONLY)
- 2-HOUR MINI CLASSES: 40 SPOTS (SATURDAY & SUNDAY)
- 3-HOUR CLASSES: 10 SPOTS
- 4-HOUR CLASSES: 10 SPOTS
- 5 HOUR CLASSES (FRIDAY ONLY): 5 SPOTS
- FULL DAY CLASS (FRIDAY ONLY): 8 SPOTS

Application Deadline is SEPTEMBER 1ST, 2019

**PLEASE EMAIL YOUR APPLICATION TO:
TEACHATSOFFLO@GMAIL.COM**

****DO NOT EMAIL****

NATASHA@SOFLOCAKEANDCANDYEXPO.COM