



**GREATER ATLANTA CHAPTER
NATIONAL ASSOCIATION OF
CATERING EXECUTIVES**

presents

11th Annual

Event Design Trends Competition

January 30th, 2012

200 Peachtree Special Events & Conference Center

TEAM NACE

Together Everyone Achieves More!



It's that time again when the

"best and brightest come together, the possibilities are endless!"



From the floral design and most spectacular cake designs to the latest innovative buffet displays, creative invitations, phenomenal furniture, and new exciting trends for all events!

Enter one Or even better, enter two – a new creative event trend and a tablescape!

Two Design Categories – Best Event Design Trend & Best Cake Design!

New this year...we are bringing in a panel of outside judges to review all design entries. Guests will vote for the “Atlanta Favorite”

We know marketing dollars are tight and time is money ...

For the second year, **NACE** has partnered with **The Bridal Extravaganza of Atlanta** show to offer you double exposure for all your hard work, time, and financial resources! (Note, you do not have to participate in both shows.) See brides on Sunday and the industry on Monday. All NACE members receive a \$50 discount on their exhibit rates.

Key Dates

January 14	Deadline to complete Participation Form
January 24	Program information due via online form.
January 28	Load In for Designers participating in the Bridal Extravaganza
January 29	The Bridal Extravaganza of Atlanta show
January 30	Load In for Designers participating in the NACE Event
January 30	2012 NACE Event Design Trends & Cake Competition

If you would like to participate in the 2012 Event Design Trend & Cake Competition please click [here](#) to complete the online participation form

A confirmation email will be sent to you once the form is completed.



If you have a question about your participation and commitment as a designer, the rules as outlined or deadlines, please contact:

January 2012 NACE Meeting Coordinators:

Shelley Pederson shelley@affairs.com
Donna Jakulski donna@engageabride.com
Dee Lane Eades, dleades@gracefultables.com

Greater Atlanta NACE Chapter Official Designer Rules
11th Annual Event Design Trends Competition
Monday, January 30, 2012
200Peachtree Special Events & Conference Center

Thank you for your agreement to participate in this year's event, as an event trend designer or cake designer! We hope you enjoy this unique opportunity to truly showcase your creativity and production talents. The following pages have been put together to answer many of the questions asked about the event, rules and regulations for all participants, guidelines for the designers and policies and procedures for the venue.

- Tablescapes & Designs do not have to be a wedding-related theme; however, please accommodate EIGHT "guests" at your table. (note - they will be for display only). "Other" entries will need a preliminary description provided to Shelley Pederson in order to plan your space requirements accordingly.
- Additional tables will be provided for general event attendee accommodations.
- Access to the venue will begin at 11:00am and all tables must be completely set by for photography. Let us know you will require loading dock time - this will be 2:00 scheduled for you - due to limited space & time on the loading dock.
- Tables not completely set by 2:00pm will not be eligible for competition. Doors open at 5:30pm and all tables will remain set until the end of the evening, scheduled for 9:30pm.
- Awards will consist of winner & runner-up for 2012 Best Event Design, Best Cake Design and Atlanta's Favorite Design and Cake.
- All designers and attendees must register to attend the event at AtlantaNACE.com. There are no comps this year.

See Brides on Sunday and the Industry on Monday

This year we would like to take our fabulous event to the next level! We are aware that financial resources for marketing are tight and your time is costly. In an effort to bring you more exposure we have partnered with The Bridal Extravaganza of Atlanta show. You do not have to participate in the Bridal Show to participate in the NACE Event; however, you do have to be a NACE member to participate in the NACE Event. If you would like to participate in the Bridal Show please contact Donna Jakulski at 404-512-

9933 or Donna@EngageABride.com or visit the show's vendor website at www.EngageABride.com. The bride's website is www.BeABride.co

- The competition tables/designs will be set along the perimeter and center of the venue in the grand atrium and the exhibit gallery. Non-Structures will be allowed in the Grand Atrium and structures in the Exhibit Gallery.
- Lighting: If you would like to highlight or pinspot your design with lighting, please be prepared to supply this on your own.
- Electricity – We will need to know in advance if you need electric.
- Also note, you are responsible for not damaging any part of 200 Peachtree, should you do so, 200 Peachtree retains the right to charge you accordingly. You are also responsible for completely cleaning up your design & completely removing all your waste, etc from the premises, **failure to do so will result in a \$500 fee.**

In order to validate your participation and understanding of the rules and guidelines, please complete the registration form at

<http://www.formstack.com/forms/?1077034-hZCsN15Z9J>

Deadline for all entries are January 13, 2012.

If you have a question about your participation and commitment as a designer, the rules as outlined or deadlines, please contact:

January 2012 NACE Meeting Coordinators:

Shelley Pederson shelley@affairs.com
Donna Jakulski donna@engageabride.com
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TABLE & CAKE DESIGN INFO & STANDARDS

TABLES

- 200 Peachtree will provide 60” round tables, complimentary for your use. Please notify via your Event Trends online registration form if you plan to use this table as a part of your design. These will be in your space upon arrival.
- You can bring in another size table of your choice, provided it fits within your space. Every table must accommodate 8 guests, although it is up to you whether you set a complete place setting, or a partial one.
- No identifying literature or signage can be placed on your table prior to the end of voting at 5:30 pm.

CHAIRS

- The venue has beautiful gold chivari chairs with ivory chair pads, complimentary to your use. Please notify via your Event Trends online registration form if you plan to use the chivari chairs. NOTE: If you plan to use the table and chairs provided by the venue, they do not need to be priced in your production that you will provide for the printed program. Please note them as provided by the venue.

TABLE LINENS & NAPKINS

- You are responsible for providing all table coverings and napkins needed for your design.

TABLE SETTINGS

- Each designer is responsible for providing all tableware, serving pieces, etc for their design. Feel free to use any style and any number of items necessary to portray your theme. Many NACE members are excited to work with you to provide these items, if needed. If using standard setting, as would be provided by a full service venue, they do not need to be priced in your production. Any rental items must be including in the line item price.

MENUS

- If appropriate for your table design, you may create your own menu to be included on your menu cards.

RENTAL

- Neither the venue nor NACE is responsible for any of the items you rent or borrow to produce your Event Design for this event.
- It is strongly suggested that you have a separate contract with each vendor that provides items for your Design and that you are aware of the replacement cost of every item.
- You may use any source for any of items for your Design. Please list each vendor as a credit for the Master List.
- If any rental companies are providing equipment to you for this event, please make arrangements to bring this on your single truck/dock time as we need to reduce the number of trucks on the dock as much as possible. Dock times will begin at 10:00am on Monday. All items must be taken from the venue at the end of the event, scheduled to strike at 9:30pm.

TABLE ASSIGNMENTS

- An identifying Design number will be randomly assigned to each Event Design Trend. This number will be used to identify your Design in the Table Summary Guide (includes descriptions) and on the Master List for participation credit.
- When you arrive at the Grand Atrium, ask for your assigned table design location. The provided table number stand will be located in your grid space and must be visible for identification for judging reference.
- Please do not switch Design numbers or grid space.

TABLE SUMMARY GUIDE & MASTER LIST

- A description of your theme and Event Design Trend will be listed along with photos on AtlantaNACE.com. Please complete the Event Trends online registration form by **Friday, January 20th, 2012**.
- Cake Designers Please complete the Event Trends online registration form by **Friday, January 20th, 2012**
- Each designer is responsible for spell-checking all submissions – your online form will be copied, pasted and formatted “as is” into the Event Design Trend summary online guide. Feel free to be as creative and descriptive as you like to support the theme and details of your Event Design Trend.
- The Event Design Trend Online Summary Guide will be available for online viewing shortly after the event. An email will be sent to NACE members and the guests of Design Trends to use as reference for future inspiration.

COLLATERAL AND PROMOTIONAL MATERIALS

- After the announcement that voting is completed, scheduled for 5:00pm, you may place your identifying materials and those of your contributors on your Design for identification.

WALK-THROUGH

- Walk-throughs of the venue will be scheduled for the program committee. Any designers not familiar with the venue may opt to join us during that time to acquaint yourself with the venue. Notifications will be sent of date and time.

VENUE INFO & STANDARDS

LIABILITY

- Designers are responsible for any and all damage to the venue within their grid space, or as impacted by elements of their design.
- Designers are responsible for leaving their grid space clean at the end of the evening. Please bring all of your own necessary cleaning items including a trash bags. Additional cleaning fees of \$500 will be invoiced to you for failure to clean your grid space.
- Designers must not leave trash, ice or unwanted items around the grounds of the venue. You may NOT use the venue's dumpsters (sorry, we don't have any – we recycle everything we use!)
- NACE and 200 Peachtree assume no responsibility for any and all accidents, mishaps, breakage or personal injury incurred while on this property in association with this event.

LIGHTING

- If you would like your design to be highlighted or pinstotted you are welcome to supply the equipment necessary to do so. If you plan on doing this, please let us know so that we may plan accordingly for power supply to your design.

SETUP LIMITATIONS

- All decorations and signs must be freestanding and cannot be hung on walls or from the outside of any buildings. Nothing can be stapled, tacked, or taped to any surfaces.
- Flames must be contained. The flame must be below the top of the glass container. No tapered candles higher than six inches tall are permitted.
- Pyrotechnics, confetti cannons, fog, or haze machines are not permitted.
- Items cannot block any entryways, paths, exits, stairwells or hallways at anytime, or be near exhibition items.
- Touch-up painting of décor items is not permitted on our property.
- All sandbags must be inside a protective canvas casing. Each sandbag must be checked on-site for leaks before brought into 200 Peachtree. If using weights they must be in protective covering to prevent damage to floors and walls.

LOAD IN

- Load-in takes place after 10:00am, from the loading dock located on the side of the building. The loading dock is limited and therefore a schedule will be set for when each designer can access the dock. Please note your preferred time that you will need to be on the loading dock on your event design online form. Remember to please be courteous and move your vehicles away from the dock after your load-in is complete.
- Bring all of your own supplies, including ladders, carts, hand trucks and cleaning supplies.
- There is a pay parking deck located on Carnegie Way (across from the loading dock entrance).

LOAD OUT

- Please plan on loading out all of your items immediately following the event. Strike is scheduled for 9:30pm.

SHIPMENTS

- There is no storage space for advance shipments; you must bring all items needed into the venue on the day of the event.

STORAGE ROOM

- There is no official designated storage room. Please use the space under your table or use your vehicle.

PARKING

- There is a Lanier pay parking deck located on Carnegie Way.

ELECTRICAL NEEDS

- Designs needing electricity will be located as closely as possible to power sources. You must tape down all wires for safety. There is no charge for electricity. Please bring your own extension cords, a minimum of 40'. Notify us on your Event Design online form if you will be using electricity.

MEETING EVENTS & TIMELINE

CHAPTER MEETING REGISTRATION

Designers who plan to stay for the meeting, must register online and pay the NACE member registration rate. Any additional guests or contributors may be included at the NACE member-guest rate or the guest rate.

* Please go to www.AtlantaNACE.com to register. Deadline for the regular registration rate is **Tuesday, January 24 at 5pm**. After that date, all registrations will increase by an additional \$15.

PHOTOGRAPHY

- Two professional NACE member photographers will shoot the room and individual tables & designs between 3:30pm and 5:00pm.

Please contact them independently, should you wish to contract for photos of your table.

- Please assign someone to light your candles if you will not be on site at 3:30pm.

VOTING

- A panel of judges have review the Table and Cake Designs Each attendee will receive one vote to vote for Atlanta's favorite.
- An announcement will be made when voting is closed. This will be the time to place identifiable materials on your table/design.

SEATING AND DINNER

- There is no dinner seating at the designed tables or designs - they are for show only. NACE will be providing cocktail seating in the center of the ballroom along with the food buffets and bars.

PRESENTATIONS

- As noted on the evenings' agenda, the MC will introduce two winners of the 2012 Event Design Trend Competition. The two winning designer's will be presented a Certificate of Achievement and Award. We will also be presenting the 2012 Cake Design Trend winner and Atlanta's Favorite. This is your opportunity to be visible as a NACE member and to verbally thank any of your table/design contributors. Please be brief...our group does tend to grow restless.

PRELIMINARY TIMELINE OF EVENTS

January 13, 2012	Deadline to return participation form
January 20, 2012	Deadline for Table/Event/Cake Design Summary & Inspiration Guide – This online form will be emailed for you to complete by this date.
January 24, 2012	Deadline for on-time attendance registration, www.AtlantaNACE.com
January 30, 2012	10:00AM - Venue opens for load-in
January 30, 2012	3:30PM - Table installation complete
January 30, 2012	5:30PM - Doors Open
January 30, 2012	9:30PM - NACE Event ends & Load out begins