



GREATER ATLANTA CHAPTER  
NATIONAL ASSOCIATION OF  
CATERING EXECUTIVES  
50 YEARS | 1958 - 2008

## *Greater Atlanta Chapter*

*presents*

*9<sup>th</sup> Annual*

*Event Design Trends Competition*

*February 2<sup>nd</sup> – 3<sup>rd</sup>, 2010*

*Thalia N. Carlos Hellenic Center ~ Atrium & Ballroom*

*I gotta feeling... that tonight's gonna be a good good night!*

*I know that we'll have a ball... If we get down... And go out... And just lose it all!  
I feel stressed out... I won't let it go... Let's go way out – spaced out... And lose all control!*

*It's that time again and just for fun we though we'd change things up a bit – again!*

*No longer are you limited to designing a traditional tablescape.*

*Want to enter a new floral design trend – do it! Want to enter a new cake design trend – do it!*

*We would love to see your ultimate creativity come out this year!*

*Show us your best buffet, innovative invitations, phenomenal furniture, bad to the bone bars,  
almost anything you can dream up can be entered!*

*Have no fear – if you've already been dreaming up your table for this year – enter it!*

*We are all still dying to see your newest designs for the backbone of any event – tables!*

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

***!NEW!*** *Cake Designers will have their own competition division!*

***!WOW!*** *This year we are going to leave all designs in place for the Public to view the following day!*

*We also will not have the separate categories of “Reality” & “Fantasy”. Instead, each design trend and cake will be provided a ballot box and all attendees will be give three “design trend” votes and one “cake” vote, which they will drop into their favorite's ballot box. The votes will be tallied and the top three Event Design winners and top Cake Design winner will be awarded 2010's Best Event Design Trend & Best Cake Design!*

### ***Key Dates***

*January 4<sup>th</sup> ~ Deadline to return Participation Form*

*January 18<sup>th</sup> ~ Written Description of Design Trend, Inspiration Insight, and Contributing Companies*

*February 2<sup>nd</sup> ~ 2010 NACE Event Design Trends & Cake Competition*

*February 3<sup>rd</sup> ~ Public Viewings*

*If you would like to participate in the 2010 Event Design Trend & Cake Competition please complete the attached participation form and email or fax it to:*

*Jennifer McDonnell, CMP at [jmcdonnell33@hotmail.com](mailto:jmcdonnell33@hotmail.com) or (404) 537-1887 (no cover page required)*

**Greater Atlanta NACE Chapter  
Official Designer Rules  
9th Annual Event Design Trends Competition  
Tuesday, February 2nd - Wednesday, February 3rd, 2010  
Thalia N. Carlos Hellenic Center ~ Atrium & Ballroom**

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 Jennifer 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 9:00am and all tables must be completely set by 3:30pm for photography. You will need to let Jennifer know if you will require loading dock time - this will be scheduled for you - due to limited space & time on the loading dock. Tables not completely set by 3:30pm 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.

We will NOT have the two design categories of "Reality" and "Fantasy" this year. Instead, each design trend will be provided a ballot box and all attendees will be given a limited number of votes, which they may drop into their favorite design trend's ballot box. The votes will be tallied and the top three winners will be awarded 2010's Best Event Design Trends! To enhance the educational content, an "Insight of Inspiration" (a brief paragraph outlining your design's creative inspiration) and a line item Cost List will be required for your entries and will be included in the printed program.

This year we would like to take our fabulous event to the next level! We are going to ask that you leave your designs in place overnight and we will open the ballroom to the public on Wednesday, February 3, 2010. At this time we are planning to have two viewing segments (lunch time & evening time) and ask that you have a company representative on-site near your design during those segments. This will be a ticketed event (small fee) through the NACE website or at the door to cover costs. Please invite all your clients to see your amazing work & design ideas for 2010!

The competition tables/designs will be mainly set along the perimeter of the venue (however, is not limited to just the perimeter based upon your Design Trend's needs. Attendee accommodations will primarily be in the center of the ballroom. There is no additional charge for displaying a table or "other" design trend. However, in order to highlight the tables, we will have individual spotlights to be aimed at the center of your grid square. We will let you know the charges as soon as we have a floor plan set. Payment for the lighting fee is required by the deadline date of Friday, January 22, 2010, by check payment made payable to NACE. **Please mail payments to Jennifer McDonnell, ATTN: Atlanta NACE, 660 Barnett Shoals Rd #213, Athens, GA 30605.** Also note, you are responsible for not damaging any part of the Hellenic Center, should you do so, the Hellenic Center 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.**

If you have a question about your participation and commitment as a designer, the rules as outlined as follows or deadlines, please contact Jennifer McDonnell at 404.242.3117 or [jmcdonnell33@hotmail.com](mailto:jmcdonnell33@hotmail.com).

**In order to validate your participation and understanding of the rules and guidelines, please sign this cover page and fax to 404.537.1887 (no cover necessary) by Monday, January 4, 2010. Please enter your Event Design Trend as soon as possible as spaces will be limited this year! Thank you.**

**February 2010 NACE Meeting Coordinators:**

Jennifer McDonnell, CMP, Phone: 404.242.3117, Email: [jmcdonnell33@hotmail.com](mailto:jmcdonnell33@hotmail.com)

Daria McGregor, Phone: 404.513.5037, Email: [daria@circleofloveweddings.com](mailto:daria@circleofloveweddings.com)

Kellie McDonald, Phone: 678.481.7941, Email: [kelliemacstyle@yahoo.com](mailto:kelliemacstyle@yahoo.com)

**FAX ONLY THIS PAGE TO 404.537.1887 - NO COVER NEEDED**

*I have read and accept the following Rules and Guidelines to participate as a table designer for the February 2-3, 2010 NACE Design Trends. Failure to comply with these rules may eliminate me from the competition, or subject me to additional fees charged to the NACE organization as a result of my actions.*

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Company:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

TABLESCAPE  OTHER DESIGN TREND (must attach brief description)

will use venue 72" round table  will use venue banquet chairs  need power supply

# TABLE & CAKE DESIGN INFO & STANDARDS

## TABLES

- \* The Hellenic Center will provide 72" round tables, complimentary for your use. Please notify Jennifer if you plan to use this table as a part of your design. These will be in your grid 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 placesetting, or a partial one.
- \* No identifying literature or signage can be placed on your table prior to the end of voting at 7:30 pm.

## CHAIRS

- \* The venue has standard banquet chairs, complimentary to your use. Please notify Jennifer if you plan to use these. These will be in your grid space upon arrival.

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.

## RENTALS

- \* 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 9:00am on Tuesday. All items must be taken from the venue at the end of the event, scheduled to strike at 9:00pm the following night.**

## 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 ballroom, ask Jennifer for your assigned number. The provided table number stand will be located in your grid space and must be visible for identification for voting reference.
- \* Please do not switch Design numbers or grid space.

## TABLE SUMMARY GUIDE & MASTER LIST

- \* A printed description of your theme and Event Design Trend will be distributed to each event attendee. Please submit **up to 250 words, via email** to Jennifer, by **Friday, January 18, 2010**. This will be formatted into a common font, so do not spend time on choosing a font. Cake Designers please also submit a description of your theme, inspiration, and Design Trend up to 250 words.
- \* Each designer is responsible for spell-checking all submissions – your email will be copied, pasted and formatted “as is” into the Event Design Trend summary guide. Feel free to be as creative and descriptive as you like to support the theme and details of your Event Design Trend. Do not identify yourself or your company in this description.
- \* The Event Design Trend Summary Guide will be distributed at registration for attendees to reference as they view the displays.
- \* We will produce a Master List for distribution after voting that will list the following: Design number, Name of Design, Category, Designer, Company, and the names you provide of companies that contributed to your production, with their contact information (provided by you). You can include any resource you wish. This information must be sent via email to Jennifer by **Friday, January 18, 2010**. This will be formatted into a common font, so do not spend time on choosing a font.

## COLLATERAL AND PROMOTIONAL MATERIALS

\* After the announcement that voting is completed, scheduled for 7:30pm, you may place your identifying materials and those of your contributors on your Design for identification. The attendees will be able to view your Event Design Trend until 9:30 pm.

## 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...join us if you'd like.

## REPRESENTATION - PUBLIC VIEWING

\* This year we would like to take our fabulous event to the next level! We are going to ask that you leave your designs in place overnight and we will open the ballroom to the public on Wednesday, February 3, 2010. At this time we are planning to have two viewing segments (lunch time & evening time) and ask that you have a company representative on-site near your design during those segments.

# **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 use the venue's dumpsters in the parking lot or take it with you.
- \* NACE and Carlos Hellenic Center assume no responsibility for any and all accidents, mishaps, breakage or personal injury incurred while on this property in association with this event.

## LIGHTING

\* Individual spotlights will be hung and aimed at the center of your area, to enhance your design presentation. Each designer will cover the cost (to be sent to you as soon as possible), by the deadline of **Friday, January 22, 2010**.

## 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 any the Hellenic Center. If using weights they must be in protective covering to prevent damage to floors and walls.

## LOAD IN

- \* Load-in takes place after 9:00am, from 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 send Jennifer your preferred time that you will need to be on the loading dock. 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 no charge for parking; however, many people work at this complex during the day...please respect their access by parking large vans at the rear of the lot.

## LOAD OUT

- \* Please plan on loading out all of your items immediately following the event **THE NEXT DAY**. Strike is scheduled for 9:00pm.
- \* Please make sure to label your items thoroughly; neither the venue nor NACE is responsible for property left overnight.  
**However, we will be supplying overnight security in the ballroom.**

## 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

\* Complimentary parking is provided in the lot in front of the building.

## 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 Jennifer 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](http://www.AtlantaNACE.com) to register. Deadline for the regular registration rate is **Tuesday, January 26, 2010 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

\* As attendees arrive at 5:30pm, the venue will be ready for viewing. Each attendee will receive three votes, which they may drop into their favorite Design's ballot boxes. Each attendee will also be given an Event Design Trend Summary Guide.

\* **CAKES** - As attendees arrive at 5:30pm, the venue will be ready for viewing. Each attendee will receive ONE "Cake" vote, which they may drop into their favorite Design's ballot boxes. Each attendee will also be given an Event Design Trend Summary Guide.

\* Ballot boxes will be collected at 7:30pm and counted by non-participatory board members and event chairs.

\* 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 three winners of the 2010 Event Design Trend Competition. The three winning designer's will be presented a Certificate of Achievement and Award. We will also be presenting the 2010 Cake Design Trend winner! 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 4, 2010 Deadline to return participation form  
January 18, 2010 Deadline for Table/Event/Cake Design Summary & Inspiration Guide, 250 word table description  
January 22, 2010 Deadline for lighting payment  
January 22, 2010 Deadline for Master List credits  
January 26, 2010 Deadline for on-time attendance registration, [www.AtlantaNACE.com](http://www.AtlantaNACE.com)  
January 26, 2010 Final walk-through at Carlos Hellenic Center  
February 2, 2010 9:00AM - Venue opens for load-in  
February 2, 2010 3:30PM - Table installation complete  
February 2, 2010 5:30PM - Doors Open, voting begins  
February 2, 2010 9:30PM - NACE Event ends  
February 3, 2010 11:00AM – 1:00PM Public Viewing 1  
February 3, 2010 4:00PM – 8:00PM Public Viewing 2  
February 3, 2010 11:00PM - Load out complete, Venue closed