



## 2007 DESIGN EXCELLENCE AWARDS Competition Rules

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### ENTRY REQUIREMENTS

A. This competition is open to all SCFMA members displaying product in a permanent Merchandise Mart showroom on floors 16 or 17, or in the Market Suites on floors 7 or 8, during the 2007 International Casual Furniture & Accessories Market.<sup>™</sup>

B. **All product entries must arrive assembled.**

C. The nine (9) product categories in which manufacturers may submit product are as follows:

1. **Cast Metal Furniture**

**Frame** fabricated primarily from any type of metal casting. The cast materials are integral parts of the structural rigidity of the furniture and not just for decoration. The structural rigidity would generally include the legs or base of the furniture and the armrest (if applicable). The material could be Aluminum, Iron or any other metal or combination thereof.

**Dining tables** would be included in this category. Either the base frame or the tabletop must meet the applicable description of the category as described above. The top of the table could be made of cast or of another material such as glass or a solid top.

2. **Tubular Materials Furniture**

**Frame** fabricated primarily from tubular material.

Tubular material being defined as any hollow or partially hollow tube made from a metal or plastic material. The **tube** would typically come from an:

- Extrusion, or could be
- Drawn,
- Rolled or
- Formed to make a tube

Material could be **Aluminum, Steel, Plastic** or a combination thereof. A majority of the **frame** must be tubular in structure.

**Seat & back** could be fabricated from the same material. The seat & back are typically sling, cushion or strap in nature but may include other seating materials that would not be described by the other categories.

The overall frame, base and/or (if applicable, the framing of the seat and back) may include decorative non-structural parts such as cast, "cast-like," wood, plastic, etc.. The parts are more for decoration and not integral components of the structural rigidity of the furniture. If the product includes an armrest, then it must include tubular material for the structural rigidity of the armrest. The armrest may combine a decorative cast, wood, plastic part etc.. but must be supported by tubular material.

**Dining tables** would be included in this category. Either the base frame or the tabletop must meet the applicable description of the category as described above. The tabletop could also be made of another material such as glass or a solid top.

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3. **Wrought Iron – Wrought Aluminum Furniture**

**Frame** fabricated primarily from a solid iron or aluminum material. Solid material being defined as any solid metal that would typically come from wrought-iron metal, drawn or extruded solid metal but **not** from a casting. The metal would be Iron or Aluminum in nature or a combination thereof. A majority of the **frame** must be solid metal in structure.

**Seat & back** are typically cushion and/or metal mesh in nature but may include other seating materials.

The overall frame, base and/or (if applicable the framing of the seat and back) may include decorative non-structural parts such as cast, “cast-like,” wood, plastic parts, etc.. If the product includes an armrest, then it must include a wrought iron or wrought aluminum material for the structural rigidity of the armrest. The armrest may combine a decorative cast, wood, plastic, etc. but must be supported by a wrought iron or wrought aluminum material.

**Dining tables** would be included in this category. Either the base frame or the tabletop must meet the applicable description of the category as described above. The tabletop could also be made of another material such as glass or a solid top.

4. **Resin Furniture – Fiberglass Furniture**

Furniture comprised primarily of resin or fiberglass manufactured by injection molding or other molding techniques or combinations of both

**The Frame** including the seat and back are fabricated primarily from a molded resin or fiberglass material. Molded resin or fiberglass material being defined as comprised entirely of resin or fiberglass manufactured by injection molding or other molding techniques or combinations of both.

**Dining tables** would be included in this category if the base frame met the applicable description of the **frame** as described above.

5. **Rattan/Wicker/Woven Materials Furniture**

Furniture comprised primarily of Rattan/Wicker/Woven materials and/or Rattan/Wicker like materials

The **Frame** could be fabricated from any material.

The **Seat, back and/or frame** could be fabricated from or covered with any woven material that gives the furniture a “Rattan/Wicker-like” appearance.

**Dining tables** would be included in this category. Either the base frame or the tabletop must meet the applicable description of the category as described above. The tabletop could also be made of another material such as glass or a solid top.

6. **Wood Casual Furniture**

Furniture fabricated primarily of natural wood

The furniture design must be casual in nature and should be designed for a “non covered” or covered “outdoor air” environment. The furniture may have an outdoor/indoor design but should not be designed primarily for indoor use.

**Dining tables** would be included in this category. Either the base frame or the tabletop must meet the applicable description of the category as described above. The tabletop could also be made of another material such as glass or a solid top.

7. **Shade Products**

Umbrellas and other shade products designed for protection from the sun and elements. The shade products should be designed for outdoor use

8. **Outdoor Lighting**

Portable lighting (such as table lamps, floor lamps, garden and accessory lighting) that are Underwriters Laboratory listed for outdoor wet locations or using the twelve (12) volt system

9. **Complementary Casual Products**

This category encompasses all other non-furniture products. Examples of appropriate items are swings, hammocks, plant stands, accessory tables, outdoor hearth and heating products, alternative tabletops (no bases), etageres, etc. These products typically include accessories for all of the furniture categories. This category would not include dining tables, outdoor lighting or shade products.

- D. An SCFMA member may submit no more than two (2) product entries per category, and must select one piece per collection to enter. **An entire collection may not be entered.** All SCFMA members with multiple industry brand names may submit no more than two (2) product entries per category. In the event a manufacturer would like to submit more than two (2) product entries per category under a different brand name, then the manufacturer must register and pay the SCFMA dues as two or more separate members. **NOTE: There must be a minimum of three entries within a category in order for the category to be judged. In the event that there are less than three entries received, please refer to Section J.**
- E. Product must be a new introduction since the 2006 International Casual Furniture & Accessories Market. You will be requested to sign off on the entry registration form that the product meets this requirement.
- F. **A distinguished panel of judges will evaluate all entries on **Friday, September 14, 2007.**** Joe Logan, Executive Director of the SCFMA, will monitor this judging process.
- G. If a product entry has unique operational or functional features, it is the responsibility of the manufacturer to communicate those to the SCFMA. If the manufacturer should elect to do so, they may submit a video describing the unique operational/functional features or schedule an appointment with the SCFMA Executive Director to demonstrate those features prior to judging. Videos should be submitted and requests for appointments received no later than the last business day preceding the competition judging. Unique operational/functional features of a product entry must also be explained on the Product Description Form as discussed in a subsequent section.
- H. **No product identification, manufacturer name, showroom/Market Suite number, designer, etc., will be given to the judges prior to the judging process. However, please be sure to mark the shipment properly with the manufacturer name on the crate exterior.**
- I. **Judges will base their selections on actual product, not photos. The criteria include: imaginative use of materials; product innovation; color; construction; overall design and marketability.**
- J. The Lillian B. Winchester Award for "Best of Show" will be presented to one product selected from among the award-winning products in each of the ten categories. Any entry from a category not judged due to the lack of entries will be considered and judged for this Award. **The Lillian B. Winchester Award for the "Best of Show" will be announced at the 2007 Apollo Awards on the evening of **Thursday, September 20, 2007.****
- K. **The Entry Identification Form must be filled in completely. This form should be typed, as it will be submitted to *Casual Living/Garden Décor* as an informational piece to accompany your product photo. If more than one item is being entered, copy the form and fill out each form separately. **Entry Identification Forms will not be accepted beyond **5 p.m. on Friday, June 22, 2007.******

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- L. The Product Description Form** must be filled in completely. It is to include one or two descriptive paragraphs (50 words or less) highlighting the construction, materials used, operational/functional elements, content as well as suggested retail price. The Product Description Form accompanies your product in the judging process. Therefore, to maintain discretion and the integrity of the competition with the judges, there must be no reference or indication of manufacturer's name, no showroom or Market Suite numbers mentioned, etc. **Product Description Forms will not be accepted beyond 5 p.m. on Friday, June 22, 2007.**
- M. IMPORTANT REMINDER:** Each Entry Identification Form must be accompanied by the following:
1. A fully completed and typed Product Description Form for each item entered along with a photograph, drawing or rendering of the entered product (for identification during the setting of the competition). Do not forget to fill in the suggested retail price.
  2. Material will not be returned to you unless special arrangements are made with Jaclyn Kotzum, MMPI, Director of Marketing, 312-527-7764 or jkotzum@mmart.com.
- For inclusion in the August issue of *Casual Living* magazine, each Entry Identification Form may be accompanied by the following:
1. Digital image of product(s) entered on CD at a minimum of 300 DPI, sized 4x6" and preferably in a TIF format. (Note: This competition is being judged on product design; not landscape or lifestyle.)
  2. Material will not be returned to you unless special arrangements are made with Jaclyn Kotzum, MMPI, Director of Marketing, 312-527-7764 or jkotzum@mmart.com.
- N. Deadline for receipt of all forms and images is 5 p.m. on Friday, June 22, 2007.** Please mail or fax to:

Jaclyn Kotzum  
**Design Excellence Award Entry**  
Merchandise Mart Properties, Inc.  
Suite 470, The Merchandise Mart  
Chicago, IL 60654  
Phone: 312-527-7764  
Fax: 312-379-6053

- O. Deadline for receiving the actual product entry at The Merchandise Mart for judging purposes is 3 p.m. on Friday, September 7, 2007.** Send product to:

The International Casual Furniture & Accessories Market  
**DESIGN EXCELLENCE AWARDS COMPETITION**  
The Merchandise Mart West Dock  
470 The Merchandise Mart  
Chicago, IL 60654  
**ATTN: DAVE FOLEY**

If you need further shipping instructions or procedures, contact Dave Foley at 312-527-7563.

**IMPORTANT: ALL PRODUCT ENTRIES MUST ARRIVE ASSEMBLED.** If the product entry arrives at The Merchandise Mart, unassembled, the manufacturer or its representatives is responsible for set-up or assembly by Mart Union Dock Personnel. To arrange set-up or assembly, call Dave Foley at 312-527-7563. Products must be assembled by **Friday, September 7, 2007.** **Make your arrangements early so you can be sure to meet all deadlines. There will be absolutely no exceptions to the deadlines. Disqualification will result if all above listed prerequisites are not properly followed.**