

## **Signature Caterer for Multiple Day Event - 2017**

Signature Caterer is defined as a catering company who is not only the provider of the culinary, but is **also** the designer/producer for a Multiple Day Event (including weddings). **This category is not an award for an event planner or event designer.** The **caterer** should be responsible for the original event concept, design and management of production. Excluding the culinary component, the caterer may utilize sub-contracted services to produce the event and achieve their design. As long as it is the caterer's vision that is being implemented from concept to completion. If the design concept is not **TOTALLY** yours, do not enter this category. **The Event must have taken place between Jan. 1 and Dec. 31, 2016.**

Entry should include copies of the following supporting documents:

- Event Contracts (This is required to document your scope of services with the client. Please delete all references to charges and fees for the event in addition to any references to your company.)
- Final Menus
- All Design Production Documents

1. Entries should be formatted as follows:

- a. Include name of the Category, Name of the Product/Event, 100 word maximum synopsis of the entry.
- b. A 1000 word maximum description addressing the following:
  - Describe the event concept.
  - Describe design elements and how they relate to or impact the event.
  - Describe the menu design and how it relates to or impacts the event.

2. In addition to the above 1000 word description, please answer the following four questions in no more than 1000 words. The vendor list does not count in your 1000 word total.

3. What were the goals of this event and how were they achieved?

4. What were the challenges and how were they overcome?

5. How was the event unique and well executed?

6. What vendor companies did you use and what were their contributions (include their email address and phone number)?

7. Collateral to include photographs, key recipes, and full event menus. Photos may be positioned within synopsis and description texts. Maximum number of photos is 20 and they must be at least 300 dpi at 8x10.

8. Your entry must be anonymous and without any reference or pictures of your company identifiers.

This is a blind judging and judges will score your entry based on your submittal only.

## **CATIES Official Rules**

By submitting an entry, each entrant agrees to the official rules and warrants that his or her entry complies with all requirements in the official rules.

By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photographs/images are an original work created solely by the entrant, that the images do not infringe on the copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the images.

If the images contain any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the images, the entrant is responsible for obtaining, prior to submission of the image, any and all releases and consents necessary to permit the exhibition and use of the photograph by ICA without compensation.

Winners will be chosen by ICA or judges selected by ICA, in their sole discretion. Winners will be notified by ICA. All decisions by ICA and/or the judges are final and binding.

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive, royalty-free license to ICA, to reproduce, distribute, display and otherwise use the images in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Additionally, by entering, each entrant grants to ICA the unrestricted right to use all statements made in connection with the Contest, and the names, personal data, pictures or likenesses of Contest entrants, or choose not to do so, in its sole discretion.

**Judging Criteria and Scoring Values:**

- The overall event concept: **15 points**
- Design elements and how it relates to or impacts the event: **10 points**
- Menu designs and how it relates to or impacts the events: **15 points**
- Effectiveness of events: **15 points**
- Achievement of goals: **10 points**
- Effectiveness of meeting challenges: **10 points**
- Recipes : **10 points**
- Overall Impression: **15 points**