



The American Sewing Expo™

2011 Innovation Generation Contest Rules

1. Contestant must be between the ages of 8 and 18 years of age by December 31, 2010.
2. The contestant must be the maker of their entry and knowledgeable on the sewing process.
3. Garments, entry forms and fees must be mailed to the American Sewing Expo offices, postmarked by September 9, 2011. (See address below).
4. Garments will be pre-judged on the following:
 - Degree of difficulty
 - Overall appearance
 - Overall construction
5. The American Sewing Expo will deliver garments to the expo hall.
6. Contestants must report to the Fashion Stage in Hall B on Saturday September 24, 2011 to receive their garments, change into entry and be interviewed by judges. (parents may help children get dressed but will not be allowed backstage)
7. All contestants will win a prize and a placement. (They will receive gift certificates from show vendors as their prizes and are encouraged to redeem them at the vendor booths while still wearing their contest garments.)
8. All decisions of the jurors and judges are final. American Sewing Expo, Inc. reserves the right to reject any entry, including those that fail to follow the Innovation Generation contest rules.
9. Sponsors shall not be responsible for lost, late, mutilated or misdirected entries.
10. The contest will take place under the supervision of the Sponsors. Entries will be judged by a committee of sewing professionals selected by the Sponsors. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final.



*The American Sewing Expo*TM

2011 Innovation Generation Contest Rules (continued)

11. Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No prize substitution is allowed by the winner, but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value.
12. Entry constitutes permission to use the winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law.
13. All entries must be original, may not have won previous prizes at the American Sewing Expo and must not infringe on any third party rights. Submission of a garment to this competition and the contestant's signature on the entry constitutes entrant's consent (or that of their parent/legal guardian should they be a minor in their state of residence) to grant the American Sewing Expo the rights to reproduce and distribute the images through print and electronic media for the promotion of the competition and entrants.
14. The winner (or their parent/legal guardian should they be a minor in their state of residence) may be required to execute an Affidavit of Eligibility, a Liability Release and where lawful a Publicity Release. All taxes on prizes are solely the responsibility of the winners.
15. All entrants release the Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, agents and all others associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this promotion or acceptance or use of any prize.
16. Failure to execute and return any requested document within 14 days of postmark, or return of notification or prize as undeliverable may result in forfeiture of prize and an alternate winner will be selected.
17. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.

To enter, send:

Garment(s), \$15.00 entry fee per entry and entry form postmarked NO LATER THAN September 9, 2011 to American Sewing Expo, 1385 Clyde Road, Highland, MI 48357-2216.



The American Sewing Expo™

2011 Innovation Generation Contest/Fashion Show Entry Form

Name _____

Address _____

City _____ State _____ Zipcode _____

Phone () _____ - _____ Email _____

Hometown Newspaper Name _____

Hometown Newspaper Address _____

Hometown Newspaper Phone () _____ - _____ Email _____

Your age? _____ How long have you been sewing? _____

Where did you learn to sew? _____

What type of garment are you making? (pants, 2-piece suit, vest, etc.) _____

Why did you choose this type of garment? _____

What pattern did you use? _____

What kind of fabrics did you use? (list fiber content) _____

What did you learn by making this garment? (Something you did not know before.) _____

Entry Fee: \$15.00 per garment. Method of payment: (circle one) Check MO Credit Card

Credit Card # _____ Expiration Date ____/____

CSV code from back of card _____

Send garment(s), entry fee(s) and this form to the address below. All entries must be postmarked no later than Sept 9, 2011.