

## **American Sewing Expo Fashion Challenge Rules**

- 1.** To enter you must be at least 18 years of age or older and have all the basic sewing skills needed to sew a fashionable garment and have it fit a model. Pattern alteration skills will be helpful however pattern-drafting skills are not a necessity.
- 2.** Fill out the entry form and send it with a \$25.00 non-refundable jury fee and 1 fashion garment (no more than a 3-piece outfit) that you have created within the past two years. No accessories (i.e. shoes, hats, purses or jewelry). Entries must be postmarked no later than July 1, 2011. Finalists will be notified by August 1, 2011.
- 3.** Entry garment will be judged 50% on technical skills and 50% creativity.
- 4.** Contestant will be allowed to bring a limited number of sewing supplies. Details will be given to finalists, when chosen. Contestants will arrive on Thursday September 22, 2011 for space assignment and orientation.
- 5.** The contest will begin on Friday, September 23, 2011 at 8:00 AM. All contestants will be given the exact same challenge and the same amount of "Expo Dollars" to spend on the expo floor for all supplies that will be used in the challenge garment. Contestants will have all day Friday, September 23, 2011 until to 7:00 PM to create their garment. Contestants return Saturday, September 24, 2011 at 8:00 AM to work until mid-afternoon when they will then fit their models and put final touches on their challenge garment.
- 6.** Fashion show, judging and announcement of winners will commence on Saturday, September 24, 2011 at the Passion for Fashion Finale at 6:00 PM.
- 7.** Employees of American Sewing Expo, Inc and (Sponsors), their respective parents, subsidiaries, affiliates, advertising, promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) and/or those living in the same household are not eligible to enter.
- 8.** The Contest will take place under the supervision of the Sponsors. A committee of fiber artists/sewing professionals selected by the sponsors, will judge entries. Prizewinners will be selected for originality, adherence to selected theme, workmanship, creative use of materials and overall design execution. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final. All winners and qualifying finalist entries will be on display at the American Sewing Expo, 46100 Grand River Ave., Novi, Michigan 48375 Sunday, September 25, 2011.
- 9.** 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.
- 10.** 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. Submission of an entry constitutes entrant's consent to irrevocably assign to Sponsors any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsors and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
- 11.** The winner 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.
- 12.** All entrants release the Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, and 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.
- 13.** 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.
- 14.** Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
- 15.** Top 3 winners must be available until noon on Sunday, September 25, 2011 for a photo shoot, interviews and to receive prize warrantees.