

Memorable Melbourne 2009 Competition Booklet

'Around the World in 80 Days'

Exploit all the attributes you employ in everyday work, your creativity, skills and your knowledge and have your name go into the Australasian Balloon historybooks as you become a competition entrant at Memorable Melbourne Australasian Balloon Conference 2009 'Around the World in 80 Days.'

From novice to the experienced you can share and show the wealth of unbelievable skill that lies in taking balloons to the world.

Create a large sculpture, buffet arrangement or table centrepiece in keeping with the theme of 'Around the World in 80 Days'.

Develop, construct and show a unique gift / bouquet delivery. Imagine the marketing hype you could create should you win this award.

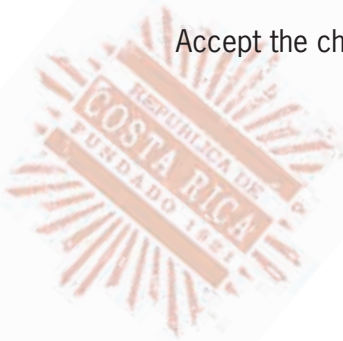
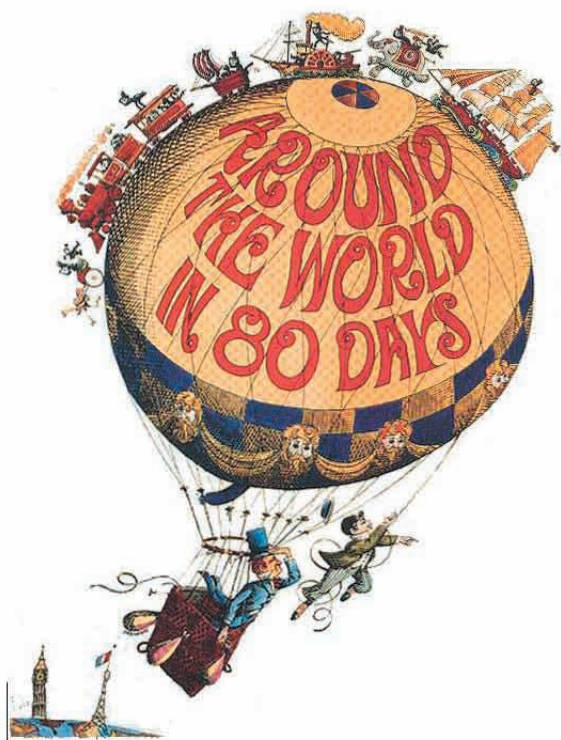
Melbourne is known for its sports culture and its fashion - building on the successful launch of the wearable art at ABC2007 Melbourne presents the Fashions on the Field competition. Present your company as the professional operation it is in the Corporate Image / Portfolio Competition.

New, exciting and lucrative competition sponsorship and increased exposure has meant these competitions may be the most fiercely contested event in all the years of Australasian Balloon Conferences.

Increased print, television and radio media means you can not but compete for the chance of exposing your business / your brand / your skills to a complete new target audience.

Face your demons, extend yourself!

Accept the challenge!



GENERAL COMPETITION RULES & CONDITIONS

1. Competitors must be BASA or equivalent members and registered as a full delegate and are limited to one (1) entry per category.
2. The ABC 2009 Convention presenters are not eligible to enter competitions except Business Category 6.
3. Two assistants will be allowed to help with non creative design work and must be delegates (day delegates acceptable). **This is for the large sculpture entry only**
4. Entry form must be submitted by 30 January 2009.
(Registration Form includes competition entry form).
5. All competition entries must be fully constructed on site during official construction hours except for "Fashions on the Field" entries. However some pre-construction is acceptable eg. any mechanical or engineering devices that would normally be pre-constructed. Exception requests must be outlined in the entry form and all exceptions regarding pre-construction are at the discretion of the ABC09 Convention Committee.
6. Competitors share rights of displays with BASA-A and the ABC09 Convention Committee.
7. Entries that duplicate a licensed product **must be** submitted with an authorisation from the license holder.
8. All competitors are responsible for their own equipment. BASA-A and the ABC09 Convention Committee are not responsible for loss or damage. Items of great personal value should not be used in entries.
9. The competition and/or convention organisers are in no way responsible for any personal, business or material loss, damage or personal injury. Entrants must carry their own Public Liability.
10. Failure to adhere to time limits and deadlines will result in loss of points during judging. However if delays beyond the control of the competitor occur, it is at the discretion of the ABC09 Convention Committee to allocate an equivalent time prior to competition judging for completion of entry.
11. Failure to follow any of the specific set-up guidelines etc may result in disqualification.
12. A competitor is disqualified because of their failure to follow the rules and regulations. To avoid disappointment please read all rules and conditions carefully.
13. The ABC09 Convention Committee reserves the right to display entries at its discretion, withdraw entries that it deems unsafe, deduct points or disqualify entries that fail to meet the guidelines etc. All decisions made by the ABC09 Convention Committee are final.
14. Entrants will be supplied with helium and compressed air. All other products and equipment must be supplied by entrant. If an entrant should require goods be purchased on their behalf, a list of their product needs must be submitted with their entry form, but no later than 30 January 2009 and payment for the goods must be arranged prior to arrival.
15. Overnight construction may not be possible due to hotel requirements (eg. noise restrictions etc).
16. Entries must be maintained by entrants during the convention. Entries are to remain on display until a time deemed by ABC09 Convention Committee but must be removed no later than 10:00am the day following Final Night Dinner unless advised otherwise.
17. All designs will be held in the strictest confidence.
18. No pre-construction allowed (ie. no pre-inflated balloons, pre-made fantasy flowers, double stuffed balloons, pre-cutting, bending or assemble of framework etc). A drop sheet must be used for cutting/construction etc and each contestant is responsible for keeping their area and immediate surrounds clean and clear of debris/offcuts etc. Any damage is solely the responsibility of contestants.
19. These rules and conditions apply to all categories of competition.

CATEGORY 1 - Large Balloon Sculpture:

Prize: Individual prize and trophy.
Marks: Equates to 40% of marks towards "Excellence Award"
Parameters: Size no larger than 3m wide x 2m deep x 3m high
Theme: "Around the World in 80 Days"

General Rules 1 through 19 also apply.

1. All entries will require the submission of a design proposal of the sculpture design. Please present as you normally would to a client eg drawings/descriptions
2. Design proposal to be submitted by 28th February 2009.
3. The original design presentation will be placed on public display. This will go on display after judging concludes.
4. Sculptures may be free standing.
5. There are no restrictions on materials used but balloons must form a minimum of 80% of what is visually seen.
6. Constructions of the sculpture will commence on site in your designated area from 11:00am Saturday 16th May 2009 and conclude 6:00 pm Sunday 17th May 2009.
7. An official job cost sheet will be supplied to each entrant upon receipt of entry form and fees. This job cost sheet must be completed and submitted with the competition piece. There is no wholesale cost restriction for this category.
8. Entrants may enlist the help of two (2) volunteer assistants. Assistants must be delegates (day delegates are acceptable).
9. Entries must be designed to last at least one (1) week.

CATEGORY 2 - Buffet Arrangement:

Prize: Individual prize and trophy
Marks: Maximum 30% of marks towards 'Excellence Award'
Parameters: Size must be suitable for a standard buffet and must be transportable.
Theme: "Around the World in 80 Days"

General Rules 1 through 19 also apply.

1. Construction must be completed solely/entirely by the competitor.
2. Construction must be completed by the competitor during competition hours, in the area designated. Entries must be completed and on display by 6:00pm Sunday 17th May 2009.
3. An official job cost sheet will be supplied to each entrant upon receipt of entry form and fees. This job cost sheet must be completed and submitted with the competition piece. Wholesale cost of materials used in the buffet arrangement must not exceed \$85.00.
4. Entries must be designed to last at least 36 hours.

CATEGORY 3 - Table Centrepiece:

Prize: Individual prize and trophy
Marks: Maximum 30% of marks towards 'Excellence Award'
Parameters: Size to be suitable for a round table of ten (10) guests and must be easily transportable on completion.
Theme: "Around the World in 80 Days"

General Rules 1 through 19 also apply.

1. An official job cost sheet will be supplied to each entrant upon receipt of entry form and fees. This job cost sheet must be completed and submitted with the competition piece. Wholesale cost of materials used must not exceed \$75.00
2. Construction must be completed solely/entirely by the competitor during competition hours, in the area designated.
3. Entries must be completed and on display by 6:00pm Sunday 17th May 2009.
4. Entries must be designed to last at least 36 hours.

CATEGORY 4 - Bouquet/Gift Delivery:

Prize: Individual prize and trophy

Marks: Maximum 30% of marks towards 'Excellence Award'

Parameters: Size unrestricted but must be suitable for normal delivery purposes.

Theme: Open

General Rules 1 through 19 also apply.

1. Construction must be completed solely/entirely by the competitor during competition hours, in the area designated. Entries must be completed and on display by 6:00pm Sunday 17 May 2009.
2. An official job cost sheet will be supplied to each entrant upon receipt of entry form and fees. This job cost sheet must be completed and submitted with competition piece. Wholesale cost of materials used in the bouquet/gift delivery must not exceed \$110.00
3. Entries must be designed to last at least 36 hours.

CATEGORY 5 - Fashions on the Field:

Prize: Individual prize and trophy

Marks: Maximum 30% of marks towards 'Excellence Award'

General Rules 1 through 19 also apply.

1. Construction can be completed solely/entirely by the competitor before the convention.
2. Entries must be completed and on display by 6:00pm Sunday 17th May 2009.
3. Entries may be shipped prior to convention.
4. Entries must be designed to be displayed on a mannequin.
5. Bonus points will be awarded for innovative use of balloons.
6. There are no restrictions on materials used but balloons must form a minimum 60% of what is visually on display.

CATEGORY 6 - Corporate Image Portfolio:

Prize: Individual prize and trophy

General Rules 1 through 19 also apply.

To enter their business the entrant must select a minimum of three (3) of the following sections:

A) Photographic Portfolio

- All photographs to be of work constructed by the entrant/business only.
- Photographs are to be current and at least later than the last convention.

B) Business Card

- Business card is to be presented mounted on an A4 sized sheet of white cardboard (front and back if necessary) and must be in current use.

C) Delivery Vehicle Design

- All entries in this category must be represented by a recent photograph no larger than 10" x 8". Additional smaller photos are welcome and can be displayed on a lightweight presentation board supplied by the competitor (maximum total size 0.5m x 1m).

D) Retail Store/Showroom

- All entries in this category must be represented by a recent photograph no larger than 10" x 8". Additional smaller photos are welcome and are to be displayed on a lightweight presentation board supplied by the competitor (maximum total size 0.5m x 1m).

E) Uniform

- Photo's displayed (maximum 0.5m x 1m)
- Must be current uniform in operation in business.

F) Website

