



2018 AAS Display Garden Design Challenge RULES AND REGULATIONS

AAS is sponsoring a Display Garden competition to recognize creative flower and vegetable designs featuring AAS Winners, past and present. If you are proud of your garden, and we're sure you are, we strongly encourage you to enter.

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| WHO CAN ENTER: | To enter the 2018 Design Challenge you must be a current AAS Display Garden, must create an attractive design using AAS Winners and follow the guidelines below. |
| CHALLENGE RULES: | <ol style="list-style-type: none"> 1. Challenge theme for 2018 is "Get Social in the Garden" and it's up for creative interpretation. How you decide to incorporate it in your garden is up to you! 2. A minimum of 50% of the total design must be AAS Winners and labeled with variety name, AAS Winner designation and if possible, use the AAS logo and variety markers we provide. 3. Entry form must include a written description of the design in 200 words or less. 4. Six photographs of your garden must be submitted in digital form (ideally 1-2MB each). Final judging will be based on photos only—there will be no onsite visits by the jury. Photography should include: An overall view of the design, a closeup of design features, the most-photographed spot/item in the design, a publicity event that occurred in the garden, "Get Social" explanation signage and a photo of your choice to show the design. <i>Photography is non-returnable and will be used for promotional purposes.</i> 5. Videos are helpful but not required. Must be 1 minute or shorter. 6. Local publicity is expected and will be an important part of the criteria for judging. 7. Challenge is open to current year plantings only, not previous year displays. 8. Intent to participate forms must be submitted by April 1, 2018. 9. Challenge entry forms must be submitted to AAS by Friday, September 15, 2018. 10. Winners will be announced in October 2018. |
| CRITERIA FOR JUDGING: | <p>20% Description and attractiveness of the Design</p> <p>20% Explanation of how your design impacted your garden's Social Media presence</p> <p>20% Location of the AAS Display in a high-traffic area within the garden</p> <p>20% The ways you promoted AAS and this contest to the public</p> <p>20% Photo quality and attractiveness</p> |
| NUMBER OF WINNERS: | <p>This award will be presented to up to three AAS Display Gardens for each category. The categories are based on estimated number of garden visitors for the current season.</p> <p>Category I: fewer than 10,000 visitors per year</p> <p>Category II: 10,001 – 100,000 visitors per year</p> <p>Category III: Over 100,000 visitors per year</p> |
| JURY: | A select committee of industry representatives will determine the winners. |
| ENTRY DEADLINE: | All material must be submitted by noon Friday, September 15, 2017. |
| ANNOUNCEMENT: | Winners will be announced during the month of October 2018 |
| AWARD: | The winners will be awarded an "AAS Design Challenge Award" certificate. AAS will prepare and distribute a press announcement and winners will receive national recognition on the AAS website and via our social media outlets. |
| SUBMIT FORMS TO: | All-America Selections at: project.AASNGB@gmail.com Questions? Contact Jenny Boxell: PH: 630-963-0770 EM: project.AASNGB@gmail.com |

