



CASUAL  
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CHICAGO

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CASUAL FURNISHINGS  
ASSOCIATION

## 2019 DESIGN EXCELLENCE AWARDS

If you are exhibiting at Casual Market Chicago in September, now is the time to enter the 2019 Design Excellence Awards Competition. This prestigious, annual awards event is the only recognition program focused exclusively on casual furnishings products.

The competition is open to International Casual Furnishings Association (ICFA) members AND NON-MEMBERS whose product will be exhibited at the 2019 Casual Market Chicago plus fabric suppliers who may or may not be exhibiting. The entry fee is \$100 for each product entered by an Association member, and \$500 for each product entered by a non-member, payable to the ICFA. There are no limitations on the number of entries submitted.

All exhibitors who submit Design Excellence entries are encouraged to attend the ICFA Awards Gala on Wednesday, September 11 at 6:30 p.m. at the Hilton Chicago. Please note that the Lillian B. Winchester "Best of Show" Award will be announced that evening. The ICFA Awards Gala will feature the announcement of the Apollo Award winners as well as the ICFA Manufacturer of the Year Award and the Sales Representative of the Year Award.

The Design Excellence Award judging will take place on Wednesday, August 7, in manufacturers' showrooms at the Merchandise Mart. A special area will be set up to accommodate entries from non-permanent showroom exhibitors. All category winners will be announced after the judging with awards to be presented on Tuesday, September 10, in company showrooms or booths.

*Casual Living* will print images of all the Design Excellence Award entries in their August issue. The 2019 category winners will also be featured in an on-site, daily issue of *Casual Living*, which will be distributed during the 2019 Casual Market Chicago, and in the October 2019 issue of *Casual Living*, also distributed at the October 2019 High Point Market.

In addition, all participants will enjoy added promotion of their Design Excellence product entries on an online "microsite" created by the ICFA. E-blasts will be sent to promote the site to more than 17,000 e-newsletter subscribers of *Casual Living*. There is no additional fee to be included in the online microsite.

The 11 categories for 2019 are: Dining/Bar Tables, Dining/Bar Chairs, Chaise Lounges, Lounge Seating – Cushion, Lounge Seating – Non-Cushion, Shade Products, Outdoor Lighting Products, Heating/Firepits, Outdoor Carpeting, Rugs & Flooring, Fabric and Complementary Casual Products.

**Please review the enclosed materials carefully, especially the Rules and Schedule.**

**For each entry, please submit the "Entry Identification Form" and the "Product Description Form" (typed or neatly hand-written), as individual scanned documents, along with a hi-res digital photograph of the product (300 dpi, sized 4" x 6") and the entry fee no later than 5 p.m. on Monday, June 24, 2019.**

**Display the product entry at the front of your showroom in The Merchandise Mart from 8 a.m. - 3 p.m. on Monday, August 5 – Wednesday, August 7, 2019. Companies with temporary showrooms at Casual Market Chicago must comply with instructions under "Competition Rules" on page 4.**

**Absolutely no entries will be accepted after the posted deadlines.**

We look forward to receiving a record number of submissions in 2019 and wish all applicants the best of luck in the Design Excellence Awards Competition!



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## 2019 DESIGN EXCELLENCE AWARDS Competition Rules

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- A. This competition is open to all exhibitors displaying product in a permanent Merchandise Mart showroom or in the Market Suites on floor 7 during the 2019 Casual Market Chicago, as well as any fabric suppliers who may or may not be displaying product at the 2019 Market.
- B. The entry fee is \$100 per product for ICFA members and \$500 per product for non-members. Please make checks payable to the International Casual Furnishings Association or pay by credit card (Mastercard, Visa, American Express or Discover).
- C. The 11 product categories in which manufacturers may submit product are as follows:
1. **Dining/Bar Table**  
A dining/bar table designed for outdoor use. It may be made of any material or combination thereof. Accessory tables are to be entered in the Complementary Casual Products category.
  2. **Dining/Bar Chair**  
A dining/bar chair designed for outdoor use. It may be made of any material or combination thereof.
  3. **Chaise Lounge**  
A chaise lounge designed for outdoor use. It may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.
  4. **Lounge Seating - Cushion**  
Lounge seating designed for outdoor use with cushions included. The seating may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.
  5. **Lounge Seating – Non-Cushion**  
Lounge seating designed for outdoor use with no cushions included. The seating may be made of any material or combination thereof. The entry may contain a shade component, but the product must meet the other category requirements as specified.
  6. **Shade Products**  
Umbrellas, pavilions and other shade products designed for protection from the sun and natural elements. The shade products should be designed for outdoor use.
  7. **Outdoor Lighting**  
Portable lighting (such as table lamps, floor lamps, garden and accessory lighting) that are Underwriters Laboratory listed for outdoor wet locations or using the twelve (12) volt system.
  8. **Heating/Firepits**  
Heating units and firepits designed for outdoor use.
  9. **Outdoor Carpeting, Rugs & Flooring**  
Carpeting, rugs and flooring designed specifically for outdoor use. Product entries should be of a reasonable size to permit proper display during the competition judging. Entries should not exceed 6' x 8'.

## 10. Fabric

Fabric designed and produced for use in outdoor furnishings products. The product entry should be mounted on a display board 28" x 28" in size. The primary fabric entry should cover the entire display board. It may be presented with up to four (4) complementary fabrics, two (2) trims, or an image of the fabric in use, covering no more than 50% of the display board. Information on the design inspiration should be included on the entry form. A swatch of the primary fabric should also accompany the display board (must be a finished sample; 13" x 13" minimum size required).

## 11. Complementary Casual Products

This category encompasses all other non-furniture products not covered in the preceding 10 categories. Examples of appropriate items are swings, hammocks, plant stands, accessory tables, alternative tabletops (no bases), etageres, pillows and throws etc. These products typically include accessories for all furniture categories.

- D. Manufacturers entering product in the competition may submit any number of entries per category and may enter multiple pieces from a collection. If the committee thinks a product is more valid in another category, ICFA reserves the right to move it to its proper category. NOTE: There must be a minimum of three entries within a category in order for the category to be judged.
- E. Product must be a new introduction since the 2018 Casual Market Chicago. All entrants are requested to sign off on the entry registration form that the product meets this requirement.
- F. A distinguished panel of judges will evaluate all entries for category judging on Wednesday, August 7, 2019. Jackie Hirschhaut, Executive Director of the ICFA, will oversee this judging process.
- G. If a product entry has unique operational or functional features, it is the responsibility of the manufacturer to communicate those to the ICFA. If the manufacturer should elect to do so, they may submit a video describing the unique operational/functional features. Videos should be submitted no later than two business days preceding the competition judging. Unique operational/functional features of a product entry must also be explained on the Product Description Form.
- H. Judges will base their selections on actual product, not photos. The criteria include: imaginative use of materials; product innovation; color; construction; overall design and marketability. All decisions of judges are FINAL and shall be given in their sole discretion.
- I. Winning products in each category will have product photography on display throughout Casual Market Chicago.
- J. The Lillian B. Winchester Award for "Best of Show" will be presented to one product selected from among the award-winning products in each of the 11 categories. Any entry from a category not judged due to the lack of entries will be considered and judged for this Award. The Lillian B. Winchester Award for the "Best of Show" will be announced at the ICFA Awards Gala on the evening of Wednesday, September 11, 2019.
- K. The Entry Identification Form must be filled in completely. If more than one item is being entered, copy the form and fill out each form separately. If you do not want the image published in *Casual Living* or on the ICFA online microsite, please note that on the entry form. Entry Identification Forms must be received by 5 p.m. on Monday, June 24, 2019.
- L. The Product Description Form must be filled in completely. It is to include one or two descriptive paragraphs (50 words or less) highlighting the construction, materials used, operational/functional elements, content as well as suggested retail price. The Product Description Form accompanies your entry in the judging process and should be typed. Product Description Forms must be received by 5 p.m. on Monday, June 24, 2019.
- M. Each Entry Identification Form and Product Description Form must be accompanied by a hi-res digital photograph (300 dpi, sized 4" x 6") of the product.
- N. Deadline for receipt of all forms, images and payment is 5 p.m. on Monday, June 24, 2019. Please submit to:  
Michele Morris -- Design Excellence Award Entry  
International Casual Furnishings Association  
1912 Eastchester Drive, Suite 100  
High Point, NC 27265  
Phone: 336/881-1001  
mmorris@ICFAnet.org

- O. Products from temporary exhibitors should arrive at The Merchandise Mart between Wednesday, July 31 and Friday, August 2, from 8 a.m. and 3 p.m. Send to:

Casual Market Chicago  
**DESIGN EXCELLENCE AWARDS COMPETITION**  
222 Merchandise Mart Plaza  
West Dock  
Chicago, IL 60654  
**ATTN: MYCA STAHL**

**Please use the label within this packet to label your crate/box to allow for easy identification.**

If you need further shipping instructions or procedures, contact Chris Basiorka at 312/527-7559.

- P. **IMPORTANT NOTE FOR ICFA PREVIEW SHOW PARTICIPANTS:** The Merchandise Mart is unable to secure any Design Excellence products that your company puts in storage between the Preview Show and Casual Market Chicago. Please make plans to deliver your Design Excellence products to The Merchandise Mart as instructed above.
- Q. By submitting your Design Excellence Forms, you agree to bear the entire risk of loss to or damage of your property or of any injury to a person occasioned by your property which is brought into the Merchandise Mart for such display. You also agree at all times to insure all products from any loss or damage and to insure against injury to a person occasioned by your property being on display howsoever caused and you waive any and all claims against the ICFA, Merchandise Mart Properties, Inc. or the Building's owner, for such any loss or damage or related injury regardless of the cause.



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## 2019 DESIGN EXCELLENCE AWARDS Entry Identification Form

Please submit this form, a hi-res digital photograph (300 dpi, sized 4" x 6") and the Product Description Form with each entry. Products without images will not be accepted. Each product entered must be a new introduction since the 2018 Casual Market Chicago™.

**Product Category:** \_\_\_\_\_

**Name of Product:** \_\_\_\_\_

**Product Dimensions:** \_\_\_\_\_ **Weight:** \_\_\_\_\_

**Manufacturer:** \_\_\_\_\_

**Designer (if applicable):** \_\_\_\_\_

**Showroom/Booth Number:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Telephone Number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

*Do you authorize the use of the image of your product to be published in the August print issue of Casual Living (free of charge) and all advertising of the Design Excellence Competition?*

Yes       No

**Entry Fee: \$100 per product for ICFA members or \$500 per product for non-ICFA members, due with submission of entry; any assembly or drayage fees are also authorized to be charged to this credit card.**

Credit Card Information:                      MC                      VISA                      AMEX                      Discover

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Security Code: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Address for Credit Card: \_\_\_\_\_

Signature: \_\_\_\_\_

**Or, please send a check payable to International Casual Furnishings Association. No refunds shall be given after submission of forms. ALL PAYMENTS ARE NON-REFUNDABLE.**

**I have read the Design Excellence Competition Rules and agree to adhere to them:**

**Signature:** \_\_\_\_\_

Please email individually scanned documents to: [mmorris@icfanet.org](mailto:mmorris@icfanet.org)

**FORM  
SUBMITTAL  
DEADLINE:**

**Monday,  
June 24**



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## 2019 DESIGN EXCELLENCE AWARDS Product Description Form

DO NOT FILL IN

Entry #: \_\_\_\_\_

Category Name: \_\_\_\_\_

**FILL IN COMPLETELY AND ATTACH A PRINTED COPY OF YOUR HI-RES DIGITAL PHOTOGRAPH (300 DPI, SIZED 4" X 6")** \*The copy you provide will be used as-is in ALL print materials. Please make certain the copy below is **EXACTLY** as you want it stated.

**Manufacturer:** \_\_\_\_\_

**Category:** \_\_\_\_\_

**Product Name/Style Number:** \_\_\_\_\_

**Product Description (Construction/Materials Used/Content):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Operational/Functional Aspects of Product (describe unique operation or function of product):** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Suggested Retail Price:** \_\_\_\_\_

**Colors of Finishes Available:** \_\_\_\_\_

**Dimensions:** \_\_\_\_\_

Please email individually scanned documents to: [mmorris@icfanet.org](mailto:mmorris@icfanet.org)

**FORM  
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DEADLINE:**

**Monday,  
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## 2019 DESIGN EXCELLENCE AWARDS Schedule and Deadlines

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### **MONDAY, JUNE 24**

Entry Identification Forms, Product Description Forms, hi-res digital photographs and payments are due. **NO entry forms will be accepted after 5 p.m. on Monday, June 24. There will be no exceptions.**

### **WEDNESDAY, JULY 31 – FRIDAY, AUGUST 2**

All Design Excellence Award entries from temporary exhibitors need to be delivered to The Merchandise Mart Dock between Wednesday, July 31 and Friday, August 2 between 8 a.m. and 3 p.m.

**NOTE: Absolutely NO products will be accepted after 3 p.m. on Friday, August 2. If your merchandise is not delivered to The Merchandise Mart Dock in time, it will be disqualified. Please make the appropriate arrangements to ship or deliver your products early to meet this deadline. There will be no exceptions.**

### **WEDNESDAY, AUGUST 7**

Design Excellence Award Category Judging. Winners will be announced in advance of the Casual Market Chicago.

### **TUESDAY, SEPTEMBER 10**

Design Excellence category winners will be presented with awards in company showrooms/booths. Photography of winning products in each category will be on display through the entire Casual Market Chicago.

### **WEDNESDAY, SEPTEMBER 11, 6:30 p.m.**

The Lillian B. Winchester "Best of Show" Award winner will be announced at the ICFA Awards Gala at the Hilton Chicago. The Awards Gala will also feature the announcement of the Apollo Award winners, the ICFA Manufacturer of the Year and the ICFA Sales Representative of the Year Award.



# 2019 DESIGN EXCELLENCE AWARDS COMPETITION



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**Casual Market Chicago - Design Excellence Awards Competition**  
**222 Merchandise Mart Plaza**  
**West Dock**  
**Chicago, IL 60654**  
**ATTN: MYCA STAHL**