



## **Event Design and Décor of the Year**

The Event Design and Décor of the Year award recognizes outstanding achievement in event design and décor for any social or corporate event. Events such as galas, holiday parties, grand openings, social gatherings, parties, banquets, award ceremonies, fundraisers, weddings, or wedding-related events are eligible, including events produced by florists, rental, linen, and furniture companies, event designers, production artists, caterers, event planners, facility venue managers, and institutions producing such events.

### **Section 1: Elements Statement - 15 points, 250 words maximum**

Summarize the event, including the design concept, theme, goals, and objectives of the client. Entry will be judged on how well the event design met the purpose, theme, goals, and objectives of the client, and the different, unique, or creative qualities which elevated the event to an award-winning level.

### **Section 2: Design Planning – 40 points total, 250 words maximum**

- Describe the overall event design planning timeline and installation, including the day of the event if applicable. *10 points*
- Explain the design and décor budget including actual revenue and expenses and the answers to the following questions. *20 points*
  - What was the total budget for the design and décor of this event?
  - What was the per person cost for the event design?
  - What did the client spend with your company on the part of the event for which you were contracted? What other companies included within your design, including subcontracted items and services that contributed to the design of the event?
  - Include the retail value of any donated in-kind goods or services.
- Describe the venue or event site including location, description of venue, and unique challenges presented by the site. *10 points*

### **Section 3: Design and Décor and Event Execution - 25 points total, 250 words maximum**

- Describe the details of the preparation and installation of the event design in terms of room layout, floral, lighting, color, texture, ceiling, draping, unique presentation and how these elements coordinated with, supported, or enhanced the event design and décor. - *15 points*
- Describe challenges and things you would have done differently. - *10 points*

### **Section 4: Collateral Material - 20 points**

- Attach two or three photos of the event to show your work. Examples include food displays, beverage displays, menu items, floor plan/diagram, room shots, table presentations, décor, print materials, invitations, and marketing materials.
- Optionally, submit one video segment. Must be maximum of two minutes in length and must be submitted through a link (such as Vimeo or YouTube).

## **Team Members:**

Industry awards allow you to credit members of the team that contributed to the success of the event. If selected as a winner, each team member included in the submission will be able to purchase an additional physical award after the NACE One Awards Gala.

**Submission Fee:** \$125