



**The Middle East Floral
Design Excellence Award 2014**

Announcement



IPM DUBAI 2014 brings in a new feature whereby florists from UAE get an opportunity within the exhibition floor space to present and showcase their unique skills in individually creating a wedding table display and be honored as the "The Middle East Floral Design Excellence Award 2014"

The decoration will be in the form of a wedding table floral arrangement created in detail for dinner with 8 persons.

Participants Prize:

1. Quality textbook on international floristry + 1 full page advertisement in the exhibition catalogue of IPM DUBAI 2015
2. 2nd place certificate + textbook on international floristry
3. 3rd place certificate + textbook on international floristry

Visitor Prize: Visitors attending are eligible to vote for the best decorated table on display. The winner chosen by our visitors will be able to walk away with an international reputed textbook of international floristry.

In addition the Top Ten Finalists will receive a floristry textbook and every participant will receive individual certificates of participation.



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Lord Mayor of the city of Essen
Reinhard Paß
Managing Director
Egon Galinnis
Entered in the commercial
register book 2
Essen Local Court



Defaults

- Decoration has to cover space, ambience and theme for a wedding table layout of 8 persons
- Banquet table size is a round table with diameter 183 cm. Every table will be of equal size.
- Tables will be provided to the participants. Chairs are not included and not allowed. Every participant should bring table covers and other decoration items so as to beautify the tables into a wedding floral theme/display
- Container and vases have to be absolutely watertight. Necessary durability of flowers has to be minimum three days.
- On November 9 expert panel will appraise the performance
- During appraisal the display tables are anonymous. After appraisal it is possible to place promotion material
- Consistent inscription of tables will be done by organizer.
- The expert panel's decision is final
- The three best tables will be awarded and receive prizes indicated above
- Visitors have an opportunity to vote. The best table will be awarded a visitor prize.

Conditions of participation

- Every adult florist, who works in a flower shop or who is a flower shop owner can participate.
- Fresh flowers arrangement is a must including other decorations to create a wedding theme/display
- Setup starts on November 8th, 10.00 am and ends 6:00 pm. Please contact Ms. Annegret Petasch on-site in hall 7
- Maximum number of arrangement per florist is 1. Number of applicants is limited (max. 20), chronological order of applications is crucial for participation.
- Award ceremony will take place on November 11th at 2:00 pm
- Collection of materials and flowers on display can take place only on the last day of the exhibition at 5 pm November 11th.
- Organizers cannot be held liable for materials not collected on time.

Contacts:

For participation and candidates booking

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