



2016 ASE Passion for Fashion Challenge Rules

- 1.** To enter you must be at least 18 years old and have all the basic sewing skills needed to sew a fashionable garment and have it fit a model. Pattern alteration skills will be helpful; however pattern-drafting skills are not a necessity.
- 2.** Fill out the entry form and send it with a \$25.00 non-refundable jury fee and 1 fashion garment (no more than a 3-piece outfit) that you have created within the past two years. Send a garment that shows your creative & technical skills. No accessories (i.e. shoes, hats, purses or jewelry).
- 3.** Entries must be mailed to the ASE offices and postmarked no later than July 1, 2016. Finalists will be notified by August 1, 2016. All garments will be returned by August 15, 2016.
- 4.** Contestant will be allowed to bring a limited number of sewing supplies. Details will be given to finalists when chosen. Contestants will arrive on Thursday, September 22, 2016 for space assignment and orientation. They will meet their model and take her measurements. More details will be provided to finalists.
- 5.** The contest begins Friday, September 23, 2016 at 8:00 AM. All contestants will be given the same challenge and the same amount of “Expo Dollars” to spend on the expo floor for all supplies that will be used in the challenge garment. Contestants will have all day Friday, September 23, 2016 until 7:00 PM to create their garment. Contestants return Saturday, September 24, 2016 at 8:00 AM to work until mid-afternoon when they will then fit their models and put final touches on their challenge garment.
- 6.** Fashion show, judging and announcement of winners will commence on Saturday, September 24, 2016 at 6:00 PM.
- 7.** Employees of American Sewing Expo, Inc. and (Sponsors), their respective parents, subsidiaries, affiliates, advertising, promotion agencies and their family members (defined as parents, spouse, children, siblings, grandparents) and/or those living in the same household are not eligible to enter.

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2016 ASE Passion for Fashion Challenge Rules (continued)

- 8.** The contest will take place under the supervision of the Sponsors. A committee of sewing professionals selected by the sponsors, will judge entries. Prize winners will be selected for originality, adherence to selected theme, workmanship, creative use of materials and overall design execution. Participants agree to be bound by these rules and the decision of the judges, whose decisions are final.
- 9.** Sponsors make no warranties with regard to the prizes. Prizes are not transferable. No prize substitution is allowed by the winner, but Sponsors reserve the right to substitute a prize of equal or greater value due to prize unavailability. Prizes are not redeemable by winner for cash value.
- 10.** Entry constitutes permission to use the winner's name, picture, likeness, and city and state of residence for purposes of trade, publicity or promotion for no additional compensation except where prohibited by law. Submission of an entry constitutes entrant's consent to irrevocably assign to Sponsors any and all rights to their entry including, but not limited to, intellectual property rights. Submission of an entry grants Sponsors and their agents the right to publish, produce, use, adapt, edit and/or modify the entry in any way and in any and all media, without limitation and without compensation to the entrant.
- 11.** The winner may be required to execute an Affidavit of Eligibility, a Liability Release and where lawful a Publicity Release. All taxes on prizes are solely the responsibility of the winners.
- 12.** All entrants release the Sponsors, their affiliates, parents, subsidiaries, directors, officers, employees, and agents, and all others associated with the development and execution of this from any and all liability from injury, loss or damage of any kind resulting from participation in this promotion or acceptance or use of any prize.
- 13.** Failure to execute and return any requested document within 14 days of postmark, or return of notification or prize as undeliverable may result in forfeiture of prize and an alternate winner will be selected.
- 14.** Void where prohibited or restricted by law. All federal, state and local laws and regulations apply.
- 15.** All contestants are limited to participating in Passion for Fashion 4 times. When a contestant has won first place, that contestant is no longer eligible to enter future Passion for Fashion contests.



2016 ASE Passion for Fashion - Entry Form

Name _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Cell Phone _____ Email _____

Hometown Newspaper Name _____

Newspaper Contact, Phone Number and Email Address _____

Your Age Range? (circle one) 18-24 25-34 35-44 45-54 55-64 65 or over

How did you hear about this contest? (circle one) Retailer • Internet • friend • ASE newsletter
or other _____

When did you learn to sew? _____

Education? _____

Do you sew for yourself? _____ Family _____ Others _____

What pattern did you use for this entry? _____

Awards or Recognitions? _____

What are your favorite garments to make? _____

If necessary, you may attach one (only) additional page of information. _____

Are you a member of the American Sewing Guild? Yes No

Entry Fee: \$25.00 per garment/outfit (limit 1). Method of payment: Check MO Credit Card

Credit Card # _____ Expiration Date ___/___/___ Security Code _____

My signature indicates I agree to all the rules and provisions of the American Sewing Expo's Passion for Fashion Challenge as stated in the Rules.

Signature _____

Date _____

Send garment, entry fee and this completed form to:
The American Sewing Expo™ at 1385 Clyde Road, Highland, MI 48357
[Entries must be postmarked no later than July 1, 2016.]