

Passion Award Contest Rules

Competition is open to all professional Bench Jewelry Artist and Designers actively involved in the design and production of jewelry.

All jewelry and CAD renderings must have been produced by the jeweler entering the contest during the past year (after January 1, 2006).

Jewelers may enter one piece per category in up to three categories in a Division. Jewelers may enter pieces in both divisions.

All jewelry submitted in the Finished Jewelry Division must be original, and designed and made by the jeweler entering the contest. No outside trade shops or other jewelers can work on the piece of jewelry.

All jewelry submitted in the Design Team Category must be original, and designed and made by the jewelers entering the contest. This category is for two or more jewelers working together in one shop. No outside trade shops or other jewelers can work on the piece of jewelry.

All renderings in the CAD Rendering Division must be original and created by the jeweler entering the contest. The jewelry rendered must be able to be made by a jeweler using reasonable skills.

Any jewelry or rendering that have won other design competitions **are not eligible**. The jewelry or renderings may have been entered into other competitions but they cannot be winners of any awards or distinction or received any recognition from that contest.

Photographs of the finished jewelry or CAD renderings must be submitted over the Internet with a completed entry form. Entry fees must be paid with a credit card at time of entry. To submit entries go to: www.BWSimon.com/DesignContest

Copyrighting the designs is not necessary to enter the competition, but is highly recommended.

Deadline for submissions is March 10, 2007.

Winners will be announced at the dinner on Friday evening April 27, 2007 during the Bench Jewelers Conference & Expo. Jewelers entering the contest are encouraged to attend; however, attendance at the Bench Jewelers Conference & Expo is not necessary to enter the contest or to win an award.

Entry Fees

There is a non-refundable entry fee of \$35 to enter 1 piece in a Division, and an addition entry fee of \$20 per piece to enter additional pieces in each division.

Examples:

Jeweler enters 2 pieces in the Finished Jewelry Division. Total Entry Fee is \$55 (\$35 for the first piece and \$20 for the second piece)

Jeweler enters 3 pieces in the CAD Rendering Division and 1 piece in the Finished Jewelry Division. Total Entry Fee is \$110 (\$75 for the Rendering Division and \$35 for the Finished Jewelry Division)

Picture Submission

Pictures must be a JPG or JPEG format. NO OTHER FORMATS WILL BE ACCEPTED.

Pictures must be at least 600 pixels wide by 400 pixels tall and no more than 900 pixels wide and 600 pixels tall.

Only 1 picture for each piece of jewelry may be submitted. Pictures must be a single view of the piece of jewelry. No collages showing the piece of jewelry from different angles will be accepted. Choose the picture to submit from an angle that you feel best shows the piece of jewelry.

The quality of the picture will NOT be taken in consideration while judging. However, the better the quality of picture the easier it will be for the judges to see and judge the jewelry.

All pictures submitted will become the property of Bench Media and may be used for promotional purposes.

Judging Criteria

1. Technical excellence and creativity.
2. Unique and original thought.
3. Use of materials
4. Comfort and function as wearable piece of art.
5. Ability of the jewelry to be marketed and sold.

Judges

A minimum of 5 judges will be selected by the contest chairman from different segments of the industry.

All judging is anonymous. The judges will only be given the picture files identified by an entry number and will not know the name or company who submitted the jewelry.

Judges names and biographies will be released after the winners are announced.

The Contest Chairman will cast the deciding vote in case of any ties. Judges decisions and Contest Chairman's decision on any tie votes will be final.

Prizes and Awards

5 Finalist will be chosen in each category. All finalists not receiving 1st or 2nd place will receive a Certificate and publicity at the Bench Jewelers Conference & Expo, Bench Magazine, and other trade press.

1st and 2nd place will be awarded in each category. All 1st and 2nd place winners will receive a Trophy, Cash Award, and Publicized at the Bench Jewelers Conference & Expo, Bench Magazine, and other trade press.

Winners will be announced and prizes given during the dinner on Friday evening April 27, 2007 during the Bench Jewelers Conference & Expo. Prizes will be mailed to winners not present after the conclusion of the Bench Jewelers Conference & Expo.

Jeweler's Choice Award

All 1st and 2nd place award winners in each of the 8 categories will be on display during the show hours of the Bench Jewelers Conference and Expo. Jewelers attending can vote for 1 Jewelers Choice Award during the show hours on Saturday April 28th.

The Jewelers Choice Award will be presented during the Reception on Saturday night April 28, 2007.

Disqualification

Any entries that do not conform to the above Rules will be disqualified. Entry fees for disqualified submissions will NOT be refunded.