



**ASSOCIATION OF INDEPENDENT
CORRUGATED CONVERTERS**

**GREAT DESIGN IS NO GAMBLE
AICC 14th International Corrugated
Packaging Design Competition
October 5-7, 2009
Las Vegas, NV
*In conjunction with AICC's 2009 Annual Meeting***

WELCOME!

**Welcome to GREAT DESIGN IS NO GAMBLE
AICC 14th International Corrugated Packaging Design Competition**

Enclosed in this entry packet are the items you will need to enter this year's design competition. Please review these documents carefully before completing your entry forms.

1. Competition Rules & Regulations
2. Category Entry Forms

Once you have completed the competition entry process, your finished entry package should include the following items:

1. Completed entry forms for EACH entry you are submitting
2. Check or credit card payment
3. Electronic file images of each entry in .gif or .jpeg format. Note: electronic images can also be emailed to AICC to lgaitan@aiccbbox.org

(note once you submit your entries on the package design website you are acknowledging that you have read, understand and adhere to all rules and regulations of the competition).

Remember, your deadline for submitting your entries and shipping your entry samples is **Friday, September 11, 2009**.

When shipping your entries to our competition warehouse in Las Vegas, you are required to use the competition's official shipping label which can be downloaded and printed from AICC's website at www.aiccbbox.org/pdc.

If you have any questions about the competition or the entry process, please contact AICC Headquarters toll-free at (877) 836-2422 and ask for Cindy Guarino or Laressa Gaitan.

WHAT IS THE AICC CORRUGATED PACKAGING DESIGN COMPETITION?

Every other year since 1981, the Association of Independent Corrugated Converter (AICC) has sponsored the International Corrugated Packaging Design Competition in order to recognize, showcase and reward independent corrugator and sheet plant manufacturers who meet and exceed their customers' expectations when it comes to corrugated packaging designs and displays.

Each year, independents from around the world display increasing sophistication and skill in the use of graphics and artistic design as well as innovative, highly technical, and environmental applications of corrugated in the marketplace. The application of corrugated is far-reaching and has been used to market, promote and protect, as well as package, ship, and sell. This same sophistication and skill is exhibited in the overwhelming number of entries AICC receives during each competition in which independent box plants compete for first, second, third and honorable mention as well as to become the industry's People's Choice and take home the prestigious Judges' Choice Awards given out in both graphics and structural categories.

In the competition, independents enter their best corrugated designs into the competition. The competition requires companies to provide a written description of the entry, production and manufacturing details and a sample of the actual entry.

Entries are judged on location at the AICC Annual Meeting by a panel of industry experts from different segments of the corrugated industry using the criteria established by the AICC Packaging Design Competition Committee. During the judging process, AICC judges place heavy emphasis on an entry's written description in the belief that the details included in this description often provide important background information about the entry such as the customer's goals for the project and how the box plant team determined the best course of action to meet and/or exceed those goals.

During the 2009 Annual Meeting, attendees have the opportunity to view the competition exhibit, as well as, place their vote for the People's Choice Award. This award was established in 1999 to recognize the top entry as determined by visitors to the exhibit.

Competition winners will be announced during the closing night awards dinner that will take place on the evening of Wednesday, October 7 at the MGM Grand Hotel.

RULES & REGULATIONS

Category 1: Innovative Structural Design, Industrial Focus

Structure-Based Category

Description: Awards for the most innovative structural design in industrial product protection. Examples include, but are not limited to, furniture packaging, appliance packaging, bulk packs, corrugated pallets, palletized containers, and other forms of protective packaging for industrial products. Due to the judging emphasis of the category, entrants are strongly encouraged to include the product to show how the package protects the product. If product cannot be provided, a photo of the packaging in use should be included. Entrants are encouraged to note in their entry description how the package met the customer's needs. Judges will also consider the design's ease of assembly and set up. Entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Die Cutting, Scoring/Slotting Quality
Converting Complexity
Assembled to Fit All Parts
Ease of assembly and set up
Joining Quality
Innovativeness

Category 2: Innovative Structural Design, Consumer Focus

Structure-Based Category

Description: Awards for the most innovative structural design in consumer product protection. Inner packaging should emphasize the use of corrugated inserts, corrugated die-cuts, corrugated build-ups, or other forms of protective packaging manufactured from corrugated. Due to the judging emphasis of the category, entrants are strongly encouraged to include the product to show how the package protects the product. If product cannot be provided, a photo of the packaging in use should be included. Entrants are encouraged to note in their entry description how the package met the customer's needs. Judges will also consider the design's ease of assembly and set up. Entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Die Cutting, Scoring/Slotting Quality
Converting Complexity
Assembled to Fit All Parts
Ease of assembly and set up
Joining Quality
Innovativeness

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Category 3: Counter, Shelf, Power Wing and PDQ Displays (promotional displays not requiring floor space at the retailers)

Structure and Graphics-Based Category

Description: Awards for the most innovative in point-of-purchase displays that are intended to be used in or on existing retail fixtures (shelving, counters etc...). Entry may be a self-shipper or non-shipper. Judges will consider the entry's graphic appeal, structural space-saving features, point-of-purchase effectiveness, structural ease of assembly and product protection. Entry can be any type of graphic application. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. This includes, but not limited to, direct print, spot label, full litho, or preprint. Entrants are encouraged to note in their entry description how the package met the customer's needs, especially at the point of sale. Entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Image Quality
Print Complexity
Graphic/P-O-P Appeal
Converting Complexity
Assembled to Fit All Parts
Ease of assembly and set up
Die Cutting, Scoring/Slotting Quality
Joining Quality
Ease of assembly and set up

Category 4a: Floor Displays, Standees Designed to be used Without Product

Structure and Graphics- Based Category

Description: Awards for the most innovative free standing point-of-purchase floor displays that physically **do not** hold product (e.g., movie promotions, celebrity standees, banners, or other pure promotional pieces). Judges will consider the entry's graphic quality and appeal, ease of assembly and set up, space-saving features, and point-of-purchase effectiveness. Entry can be any type of graphic/print application. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. Entrants are encouraged to note in their entry description how the package met the customer's needs. Entrants are also strongly encouraged to discuss the display's ease of assembly at both the retail and manufacturing levels in the entry description. Must include one copy of the display's assembly directions with the entry form(s). Entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Graphic/P-O-P Appeal
Image Quality
Print Complexity
Die Cutting, Scoring/Slotting Quality
Converting Complexity
Assembled Fit All Parts
Joining Quality
Ease of assembly and set up

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**Category 4b: Floor Displays, designed to merchandise product
*Structure and Graphics-Based Category***

Description: Awards for the most innovative point-of-purchase floor displays designed to physically hold product. Judges will consider the entry's graphic quality and appeal, ease of assembly and set up, space-saving features, and point-of-purchase effectiveness. Entry can be any type of graphic/print application. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece. Entrants are ***strongly encouraged*** to include the actual product with the entry and to discuss the display's ease of assembly at both the retail and manufacturing levels in the entry description. If product cannot be provided, a photo of the display with product must be included. Must include one copy of the display's assembly directions with the entry form(s). Entrants are encouraged to note in their entry description how the package met the customer's needs. Entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Graphic/P-O-P Appeal
Image Quality
Print Complexity
Die Cutting, Scoring/Slotting Quality
Converting Complexity
Assembled Fit All Parts
Joining Quality
Ease of assembly and set up

**Category 5: Direct Print on Combined Board – Line Work & Non-Process Screen
*Graphics-Based Category***

Description: Awards for the best direct flexo and/or letterpress printing of work which includes line work, flat screens, mezzotints, halftones, duotones composed of one or more non process colors. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Entry can be any type of graphic application excluding digital printing. If this entry was previously printed with another process, include samples or photos of the former process if possible. Entry must be a production run.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

**Category 6a: Direct Print on Combined Board – Standard or Modified Process Colors used in the reproduction of built color images – Cartoon Art or Computer Art
*Graphics-Based Category***

Description: Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors). Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. In the entry description, entrant is strongly encouraged to place particular emphasis on pre-press work done to achieve desired results. If this entry was previously printed with another process, include samples or photo of the former process if possible. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

RULES & REGULATIONS

Category 6b: Direct Print on Combined Board – Standard or Modified Process Colors used in the reproduction of photographs or original art continuous tone images
Graphics-Based Category

Description: Awards for the best direct flexo and/or letterpress printing with standard process printing using yellow, magenta, and cyan with or without a fourth (key) color, or with modified process printing of three or more superimposed halftone images (not necessarily using standard process colors). Entry may be any corrugated product. If the entry includes litho labels, only the direct print flexo areas will be judged. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. If this entry was previously printed with another process, include samples or photo of the former process if possible. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

Category 7a: Flexo Printing on Combined Brown Board – Line Work
Graphics-Based Category

Description: Entry may be any single or multi color line print corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing. This category awards for the best direct flexo and/or letterpress printing of line work on kraft board. Judges will consider the entry's visual appeal, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

Category 7b: Flexo Printing on Combined Brown Board – Line/Screen Combination
Graphics-Based Category

Description: Entry may be any single or multi color line/screen print on a corrugated product printed directly onto combined kraft board utilizing flexo and/or letterpress printing. This category awards for the best direct flexo and/or letterpress printing of line and/or screen work, such as halftones, duotones, and mezzotint on kraft board. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

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Category 8: Flexo and/or letterpress Printing on Combined Brown or White Board – Utilizing a press configured with only Pull Rolls
Graphics-Based Category

Description: Entry may be any single or multi color line/screen/process print on a corrugated product printed directly onto combined board utilizing flexo and/or letterpress printing. This category awards for the best direct flexo and/or letterpress printing of line, screen work or process work, such as halftones, duotones, mezzotint, photographic reproductions, and cartoon art on any paper substrate. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration, and registration of print-to-cut. The key to this entry is it is created on a press with only pull rolls to transport the sheet through the press. No vacuum transfer may be used. Entry must be a production run. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality

Category 9: Best Application of Single Face Laminating or Best Application of Spot or Full Label with or without Direct Print

Structure and Graphics-Based Category

Description: Awards for the best application of a printed label and/or top sheet which is combined directly to the flutes or liner. Judges will consider all aspects of the entry's manufacturing quality including warp, joining quality, registration to direct print, print-to-cut registration, and single face/spot label laminating. If combined with direct print, emphasis will be on how the direct printing complements the spot label application(s), including the color match. Judges will also consider the entry's success in meeting the needs of the customer. Entry must be a production run. Entry can be any type of graphic application excluding digital printing.

Judging Points:

Graphic/P-O-P Appeal
Print Complexity
Image Quality
Label Application

Category 10: Preprinted Linerboard

Graphics-Based Category

Description: Awards will be given for best image reproduction (Line, Screen, Built Color Images or Standard or Modified Process Colors) on type of uncombined linerboard which is used in the design and manufacture of a corrugated package or display. Judges will consider the entry's visual appeal, line screen count, quality of full coverage areas, color-to-color registration. Entry must be a production run.

Judging Points:

Design meets customer's needs
Graphic/P-O-P Appeal
Print Quality
Print Complexity
Registration color

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Category 11: Form and Function: Using Corrugated outside of Packaging and Displays

Structure-Based and Graphics-Based Category

Description: Awards for the unique use of corrugated board beyond conventional shipping containers or point-of-purchase displays. The entries in this category can be innovative and represent unique approaches to solving a problem or addressing a market need. Entries can also represent everyday items in which corrugated has been substituted in place of other materials. Examples of everyday items from the past are corrugated retail products being sold in the retail marketplace and include, but are not limited to, furniture, toys, stationery, gift wrap, etc. In the entry description, the entrant is strongly encouraged to explain why the entry was developed and manufactured and how customer's requirements were met. **Note: Self-Promotion pieces should not be entered into this category they should be entered into Category 13 – Best Corrugated Self-Promotion.**

Judging emphasis will be on the entry's form and function as something other than a standard corrugated package, the uniqueness of the application, graphic appeal, the production run quantity, and its ability to meet the needs of the customer.

Entry must be a production run. Entry can be any type of graphic application. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing processes to the digital piece.

Judging Points:

Design Meets Customer's Need
Innovative Qualities/Creativity
Converting Complexity
Converting Execution
Print Quality
Print Complexity
Assembled to Fit All Parts
Die Cutting, Scoring/Slotting Quality

Category 12: Best Use of Corrugated Replacing Other Substrate (plastic, etc.)

Structure-Based Category

Description: Awards for the best demonstration of corrugated replacing another medium. Entry can be any product. Judges will consider the benefits derived from using corrugated, the entry's enhanced performance, or the protective qualities required by the customer and/or best use of corrugated in meeting the customer's need(s) for environmental considerations. The entry must be a production run.

Judging Points:

Design Meets Customer's Needs
Converting Execution
Converting Complexity
Innovative Qualities
Environmental Advantage
Improved Product Protection
Performance Over Previous Solution

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Category 13: Best Corrugated Self-Promotion
Structure and Graphics-Based Category

Description: Awards for the best design and graphics of a self-promotion piece designed and produced to highlight your company's best design, manufacturing, and printing capabilities. Your entry description should describe these capabilities and how they were used in the production of this entry. Entry must use corrugated as a primary medium and be manufactured by the converter. Judging emphasis will be placed on the entry's technical and converting qualities, innovation, and marketing success. Entry can be any type of graphic application. Digitally printed items are allowed in this category. BUT, judges will assign a lesser level of evaluation weight in the general areas of degree of difficulty and level of execution when comparing other printing process to the digital piece.

Judging Points:

Marketing Success/Power

Converting Complexity

Print Complexity

Print Quality

Innovative Qualities

Category 14: Corrugated Art & Design*
Structure and Graphics-Based Category

Description: A designer free-for-all in which box plant designers and closet artists are encouraged to submit their corrugated artwork and designs that they consider to be the absolute in innovation! There are no limitations to your creativity! Judging emphasis will be on the entry's creativity and innovation. In the entry description, entrants are strongly encouraged to note what was the motivation in designing/creating this entry. Entry cannot be part of a production run or produced for self-promotion. Entry **MUT BE A ONE OF A KIND.**

Judging Points:

Creative/Unique Qualities

Converting Execution

Print Quality

*Category 14 is not eligible for the Judge's Choice Award. Category 14 is eligible for People's Choice Award.

RULES & REGULATIONS

COMPETITION AWARDS

Awards are presented to winners in each of the categories as well as for the overall competition.

Within Each Competition Category (Place Awards): First Place, Second Place, Third Place, and Honorable Mention Awards are presented to the winners in each of the competition's 17 categories. Following the competition, beautifully engraved awards are sent to the winners at their plants. Winners also have the opportunity to purchase additional copies of the competition awards to share with customers and suppliers who participated in making the entry a winner.

Overall Competition Awards

- **People's Choice Award**

The people have spoken! In 1999, we started asking AICC's national meeting attendees what entry they would choose to win and there started the People's Choice Award! During the AICC 2009 Annual Meeting - October 5-7 in the afternoons attendees will have the opportunity to cast their vote for the best entry, which will then be announced and awarded during the closing dinner on Wednesday, October 7, 2009.

- **Judges' Choice Award**

Aptly renamed the Judges' Choice Awards in 1999, are the two best entries in both the structural and graphics categories in the entire competition that exemplify the many innovations of corrugated. The Judges' Choice Award winners will be announced during the closing dinner on Wednesday, October 7, 2009.

ENTERING THE COMPETITION

AICC allows companies to enter the 14th International Corrugated Packaging Design Competition in one of two ways: online at www.aiccbox.org/pdc and by using paper entry forms. Entries not entered online by the entrant will be keyed into a master database by AICC staff and although AICC will make every effort to key in the entries carefully, AICC assumes no responsibility for the accuracy of the information in the master database. In addition, entries submitted on paper entry forms are subject to higher entry fees. See the COMPETITION ENTRY FEES section for more information.

Before You Start Entering Your Entry's Information

- **Please read the complete AICC Competition Rules & Regulations.** This section contains all of the important information that you'll need to know to successfully submit your entries into the competition including information on eligibility, entry fees, shipping, set-up procedures, and much more. It will only take a small amount of time to review and it could mean the difference between winning and disqualification.
- **Please read each of the competition category descriptions very carefully.** It is important for you to understand that different judging criteria exists for each category, so it is critical that your entries meet the criteria for the specific category you have entered it into. The judges are given the authority to re-categorize or disqualify an entry during the judging process (no refunds for entries that are disqualified).
- **Remember to provide all of the requested and required information.** Each piece of information you provide helps the judges to better evaluate your entry. Missing information will not help your entry and may lead to disqualification. If you do not know the answer to a question, or believe the question does not apply to your entry, enter "NA" into the field or choose "NA" from the drop down box.

Complete Entries Include:

- Full payment (credit card, check or money order in USD)
- Completed Entry Forms for each entry
- A color digital/electronic image for each entry

RULES & REGULATIONS

COMPETITION ENTRY FEES

Total entry fee payments must be made when you submit your entry forms to AICC. AICC will not accept entries without complete payments.

Entry Fees

For AICC members entering the competition online, the entry fee is USD \$250 for the first entry into the competition and USD \$175 for each subsequent entry. For example, the entry fees for a counter display submitted as a first entry in the competition would be \$250. The cost to enter the same sample or another sample in any category would be \$175, for a total entry fee of \$425 for two entries, \$600 for three entries, etc. Non members entering online pay \$450 for each entry.

Companies entering the competition using paper entry forms will be subject to higher competition entry fees. This nominal service charge covers the additional time and labor that is required to key the competition data into a master database. For AICC Members entering the competition by paper, fees are \$300 for the first entry and \$225 for each additional entry. For nonmembers entering the competition using paper entry forms, the entry fee is USD \$525 per entry.

Entries Entered without Electronic Images

Entrants will be charged an additional USD \$50 for each online or paper entry submitted to AICC without the required color electronic image. This additional fee will cover AICC's cost to have the entry professionally photographed onsite and a slide produced.

Additional Services

Competition entries that require electric, water, and/or additional/special lighting (i.e., spotlights, pin lights), will be charged accordingly for these services. Entrants requesting or requiring these services are responsible for all costs incurred and making the arrangements at the Las Vegas Convention Center.

COMPETITION SCHEDULE & DEADLINES

Date and times are subject to change. Please check with AICC Headquarters for the most up-to-date schedule.

Friday, September 11, 2009: Deadline for Entry Submissions: All online entry submissions must be completed and all paper entry submissions must be received at AICC Headquarters by **5:00 pm (EST) on Friday, September 11, 2009**. All entries must also be paid in full by either credit card or check in USD.

Friday, September 11, 2009: Deadline for Packaging Design & Display Entries: Entries must be shipped to our official competition warehouse using the competition's official shipping labels located on the package design competition site. The warehouse will receive entry samples until **Friday, September 11, 2009** and will then deliver them to the Las Vegas Convention Center where they will be set-up/ displayed in the AICC pavilion being held at PACKEXPO 2009 in the South Hall—Level 1—Booth 5835. Entries received after this date will be considered on a case-by-case basis. **DO NOT SHIP YOUR ENTRIES TO THE HOTEL OR DIRECTLY TO THE LAS VEGAS CONVENTION CENTER.**

Friday, October 2, 2009: Competition Set-Up: Competition set-up runs from 12:00 pm—6:00 pm on Friday, October 2, 2009 at the Las Vegas Convention Center. **NOTE:** The competition is being set-up on the PACKEXPO 2009 show floor. PACKEXPO does not officially open to the public until Monday, October 5, 2009 so access to the show floor is restricted. If you plan on arriving to set-up your entry onsite you will need to contact Laressa Gaitan to make sure you have access to enter the show floor prior to the show opening.

Saturday, October 3, 2009 : Competition Set-Up: Competition set-up continues. All entries must be assembled and ready for judging by **3:00 pm (PST) on Saturday, October 3, 2009**. **After 3:00 pm (PST)**, no one except for judges and AICC staff will be allowed on the competition floor until the show officially opens on **Monday, October 5, 2009 at 9:00 am (PST)** unless prior arrangements have been made.

Sunday, October 4, 2009: Competition Judging: Competition judging begins at **9:00 am on Sunday, October 4, 2009**. No one except for judges and AICC staff will be allowed on the competition floor until the show officially opens on **Monday, October 5, 2009**.

Monday, October 5, 2009 - Wednesday, October 7, 2009 (9:00 am - 4:00 pm - PACKEXPO 2009 SHOW HOURS): Competition Open for General Viewing & People's Choice Award Voting: Competition visitors will be asked to cast their vote for the best entry in the competition overall to determine the People's Choice winner.

Wednesday, October 7, 2009: Awards Announcement during the closing dinner on **Wednesday, October 7 from 6:30 pm—9:30 pm (PST)** at the MGM Grand Hotel.

Wednesday, October 7, 2009: Competition Closes / Knock Down: The 14th International Corrugated Packaging Design Competition closes at 4:00 (PST). By 7:00 PM (PST), all entries must be retrieved and packaged for shipment. Entries not prepared for shipment will be

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ENTRY SLIDES & IMAGES

AICC's Packaging Design Competition requires entrants to include color images of all entries that will be used for publicity and publishing purposes. Following are the guidelines for submitting the images:

- All entries are required to have a color electronic image file for each entry that has been submitted into the competition
- If possible, please do not include your company name in the image
- You are strongly encouraged to have the electronic image professionally taken to ensure outstanding and high-quality publication quality. A fuzzy image will not portray your entry at its best no matter how great it is.

Electronic/Digital Images:

- Please note that only .GIF and .JPEG files will be accepted.
- All electronic image file sizes should be 200 dpi or less.
- If applying by mail, electronic image files can be emailed to AICC Headquarters at lgaitan@aiccbox.org

No Images:

Entrants will be charged an additional **\$50 PER ENTRY** for each entry that does not include a digital image of each entry submitted by **Friday, September 11, 2009**. This additional fee will cover AICC's cost to make arrangements to have the entry professionally photographed onsite.

ELIGIBILITY

- The AICC's 14th International Corrugated Packaging Design Competition is open to all AICC member and non-member independent corrugator and sheet plants. Nonmembers are subject to higher entry fees due to their non member status.
- Associate members, corrugated industry suppliers, advertising companies and integrated boxplants are NOT eligible to enter the competition.
- For an entry to be eligible for the 2009 competition, it must have been designed and manufactured as part of a production run between October 2007 and September 2009. Test and sample runs are ineligible to compete. An exception to the production run rule is Category 14: Corrugated Art & Design in which the entry cannot be part of a production run.
- The entry must not have won an award for the company in a prior AICC packaging design competition.
- You are encouraged to enter as many entries and categories as possible. An entry can be entered in multiple categories if it is applicable to each category and meets each category's specific judging criteria.
- Entry submissions, both online and paper, must be completed and, in the case of paper entry forms, received at AICC Headquarters by the close of business on **Friday, September 11th at 5:00 PM (EST)** in order to be eligible to compete in the competition. Entries received after that date will be reviewed on a case-by-case basis.

SHIPPING YOUR ENTRIES TO LAS VEGAS

Entries must be shipped to our official competition warehouse: **Las Vegas Container** using the competition's official shipping label. A PDF file of the shipping label can be opened and printed from the competition's main menu. The warehouse company will receive entry samples until **Friday, September 11, 2009**

Entries received after **Friday, September 11, 2009**, will be considered on a case-by-case basis but may be automatically disqualified with no refunds or returns.

DO NOT ship your entries to The MGM Grand Hotel, Las Vegas Convention Center or AICC Headquarters as this may delay the arrival of your shipment and/or your shipment will not be accepted, thereby running the risk of automatic disqualification with no refunds or returns.

All entries should be shipped pre-assembled in sturdy boxes or crates.

If you do not ship your entry pre-assembled, you are responsible for making arrangements to have your entry set-up onsite. Please note on your entry forms if someone will be setting up your entry onsite, who that person is, their phone number and the date/time that your onsite representative will set up and arrange your entries. The on-site contact should plan to get in touch with Laressa Gaitan at lgaitan@aiccbox.org or 877-836-2422 in order to pre-arrange access to the competition prior to its official opening.

If your entry is not shipped pre-assembled and you do not indicate the name of your onsite representative, an AICC representative will set up your entry. In this situation, AICC cannot guarantee that your entry will be set up on time or correctly. In addition, please include a clear set of assembly instructions.

Final placement of the competition entries will be at the discretion of the AICC.

RETURNING YOUR ENTRIES

AICC will not accept responsibility for any part of the return shipment process including, but not limited to, paperwork requirements, packaging materials, payment, or storage. If you would like to have your entry returned to you, please note that on your entry form and make arrangements on-site with the shipping company at the Las Vegas Convention Center. Entries not prepared for shipment by 7:00 PM (PST) on Wednesday, October 7 will be destroyed.

JUDGING

The competition entries are judged by an expert panel of members who come from different segments of the corrugated industry, including suppliers, boxmakers, and academia. The panel is then split into two teams, graphics and structural, which then judge specifically assigned categories based on the team expertise. Note that judges can re-categorize or disqualify entries.

On the AICC Competition show floor, our teams of judges will evaluate the competition entries using:

- The judging criteria noted in the category descriptions
- The entry information
- The written description you submitted online or on paper
- The actual corrugated packaging design entry

The written description of your entries is extremely important and should relay, in detail, what your customer's requirements were for the project, how you met them and what processes you used to achieve the final product. When writing your description, you should also take into account the category's judging criteria noted in the category description.

LIABILITY & SECURITY

Entrants are responsible for the security of their entries, products and other items of value that may be included with or as part of your entries.

AICC will not be held responsible for product or items shipped with entries during set-up, while on the Competition floor and during the tear down period. The 14th International Corrugated Packaging Design Competition is being held on the PACKEXPO 2009 show floor. The show will be secured during non-show hours, however, exhibitors and other show personnel will have access. You are strongly encouraged not to send anything of value to have on display for this competition due to the location.

All property shipped to and/or from the competition is at the sole risk of the entrant. Each entrant shall obtain on his or her own behalf such insurance as he or she deems necessary to protect against loss or damage and agrees to indemnify AICC against, and hold it harmless from, any liability whatsoever resulting from participation in the competition by the entrant or any person thereon with the consent of the entrant, whether or not caused by the negligence or fault of AICC or any of its agents.

While every reasonable precaution will be taken to protect persons and property during set-up, exhibit, and tear down periods, neither the representatives of AICC, service contractors or management of the exhibit facility are responsible for loss or damage to an entrant's property through theft, fire, accident, or any other cause or for any injury that might occur to show visitors, entrants or their agents, employees or others.

Entrants must comply with the safety, fire and health ordinances regarding the installation of the competition entries.

For questions on the competition please contact Laressa Gaitan at lgaitan@aiccbox.org or Cindy Guarino at cguarino@aiccbox.org.

