



**The American Institute of Floral Designers through leadership of the History Committee, staff, and the AIFD Foundation invite floral designers and floral enthusiasts to enter the**

IN CELEBRATION OF  60TH ANNIVERSARY

*Designs of the Decades*

FLORAL DESIGN COMPETITION

A design contest to celebrate AIFD's 60-year Anniversary.

Designs of the Decades is a yearlong celebration competition consisting of a series of six preliminary floral design competitions. Each individual competition will feature a different decade as the basis of the competition theme.

The first decade competition will feature influences of the 1960's, the second competition the 1970's, the third competition the 1980's, the fourth the 1990's, the fifth the 2000's and the sixth competition will be based on the 2010's.

Each decade will have one winner and a runner-up.

The six-decade winners will receive a general registration to the AIFD National Symposium in Palm Springs, CA, July 12-16, 2025, where each decade competition winner will compete for the

Designs of the Decades Cup and other prizes!

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## Eligibility to Enter

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- Each contest is open to the public - all floral designers and floral enthusiasts.
- Contestants must be 18 years or over as of the date of entry.
- One entry per contestant per competition. Winners of a decade competition are ineligible to compete in subsequent decade competitions, leading up to the national competition at Symposium.

### ***Entry Period for “Designs of the Decades” Design Contest (“Contest”)***

**The 1960’s Entry Period begins August 1, 2024**, at 1:00 p.m. Eastern Standard Time and ends September 1, 2024, at 11:59 p.m. Pacific Time (“Entry Period”).

**The 1970’s Entry Period begins September 15, 2024**, at 1:00 p.m. Eastern Standard Time and ends October 15, 2024, at 11:59 p.m. Pacific Time (“Entry Period”).

**The 1980’s Entry Period begins November 1, 2024**, at 1:00 p.m. Eastern Standard Time and ends December 1, 2024, at 11:59 p.m. Pacific Time (“Entry Period”).

**The 1990’s Entry Period begins January 1, 2025**, at 1:00 p.m. Eastern Standard Time and ends January 30, 2025, at 11:59 p.m. Pacific Time (“Entry Period”).

**The 2000’s Entry Period begins February 28, 2025**, at 1:00 p.m. Eastern Standard Time and ends March 28, 2025, at 11:59 p.m. Pacific Time (“Entry Period”).

**The 2010’s Entry Period begins April 18, 2025**, at 1:00 p.m. Eastern Standard Time and ends May 19, 2025, at 11:59 p.m. Pacific Time (“Entry Period”).

## How to Enter

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During the Entry Period, the contestant must contribute the noted minimum entry fee, plus any applicable taxes and fees associated with the entry and submit one photograph of a single design using the link on the AIFD website.

### ***Entry Fee***

- A fee of \$50 plus any applicable taxes and fees is required to enter.
- The entry fee is payable online at the submission portal at the time of submission. The fee is REQUIRED to enter.

### ***Entry Link***

AIFD will have the entry portal available during each entry period. The submission requirements and entry fee can be paid at the time of submission, by the deadlines outlined above.

## Legal

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- THIS CONTEST IS SUBJECT TO ALL APPLICABLE FEDERAL, STATE AND LOCAL LAWS.
- Entry and Contest Requirements
- Entry constitutes full and unconditional agreement to these Official Rules (“Official Rules”) and to AIFD’s decisions.

- The decisions of the AIFD, regarding all matters related to this Contest, are final and binding.
- Winning a prize is contingent upon agreeing to and fulfilling all requirements set forth in these Official Rules.
  - Read the Contest Official Rules before proceeding.
  - Entry constitutes full and unconditional agreement to the Official Rules.
  - The Theme of each of the 6 contests is “Design of the Decade”.
  - Each contest is open to the public - all floral designers and floral enthusiasts.
  - Contestants must be 18 or over as of the date of entry.
  - One entry per Contestant, per decade competition, as outlined above. Winners and runners-up of a given decade are ineligible to compete in subsequent decade competitions leading up to the National Symposium competition.
  - The entry must be a sole effort – designed and completed by the entrant/competitor. NO group or team designs will be accepted.
  - The contestant must create a single floral design to illustrate “the decade” inspired by the video for that respective decade.
  - The overall single floral design may be no larger than 36” height, 36” width and 36” depth.
  - Contestants may use fresh, dried, permanent botanicals and combinations of these varied mediums.
  - The photograph may not be of an interior, wedding or event space, or a visual display.
  - No name, watermark or identifying information shall be permitted on the image.
  - All submissions are eligible to be used by AIFD for promotional and acknowledgement purposes, via email, social media, website promotion, or other identified channels.

### **Photography**

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Submitted photographs may be used by AIFD. Contestants understand and agree that submission of photo will release the photograph for use by AIFD in publications or social media, etc., in accordance with these rules. No name, watermark or identifying information shall be permitted on the image. Any personally or professionally identifying marks will render the submission ineligible. No refunds will be offered for violations. The submitted photographs may be shared with Contest Sponsors. The Sponsors may post on their respective websites and social media.

### **Indemnity**

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By entering the Designs of the Decades Contest, you agree to defend and indemnify AIFD and its Sponsors, upon demand, against all claims including, but not limited to, reasonable attorneys’ fees arising out of any release associated with any entry you submit.

## **Receipt of Entry**

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Entries must be received during the Entry Period for each decade competition. Limit one (1) entry per person, per decade. Once an entrant has won a decade, the entrant may not enter subsequent decade contests in this “Designs of the Decades Competition”.

All entries will be acknowledged by email, upon receipt. All entries become the property of the AIFD and will not be returned.

## **Content Requirements**

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All entries must be in keeping with AIFD’s image; (i) not be obscene, indecent, libelous nor otherwise offensive (as determined by Host in its sole discretion); (ii) not defame or invade the publicity or privacy rights of any person, living or deceased; (iii) not infringe, violate or misappropriate any person’s or entity’s personal or proprietary rights (including copyrights, trademarks or other intellectual property rights); (iv) not contain (a) any words, statements or images considered offensive to individuals of any age, race, ethnicity, national origin, religion, sexual orientation or other protected class, disability or those promulgated under the Civil Rights Act of 1964., and (v) not be owned by a third-party or be subject to any restriction or right that would in any way limit Host’s right to use the entry as permitted under these Official Rules (collectively “Content Requirements”). Failure to comply with these Contest Requirements, as determined by Host in its sole discretion, is grounds for an automatic disqualification from the Contest.

## **Property of AIFD**

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By entering the Contest, contestant grants to AIFD and its sponsors (and its licensees and assigns) a royalty- free, irrevocable, perpetual, non-exclusive license to use, reproduce, modify, publish, create derivative works from and display his/her entry, in whole or in part, and otherwise exploit the entry in all media now known or hereafter devised, in any way Host sees fit, including (without limitation) entertainment, instruction/education, promotional, advertising and/or marketing purposes. In connection with all rights granted herein, Host (and its licensees and assigns) shall also have the irrevocable right to incorporate the entry, in whole or in part, into other works, in any form, media or technology now known or hereafter developed. If necessary, the entrant will sign any documentation that may be required for Sponsor or its designers to make use of the non-exclusive rights entrant is granting to use the entry. All entries become the property of Host and will not be returned or acknowledged. Contestants’ names and email addresses may be shared with the Contest Sponsors. Entries generated by script, macro or other automated means or entries that do not fully comply with these Official Rules or which subvert the entry process, in the sole discretion of Host and Sponsor, will not be eligible.

Review by Jury and a Panel of Judges.

- At the close of the entry period, all entries will be reviewed.
- Contestants will be assigned a number, so each is anonymous to the qualifying jury and panel of judges.
- A qualifying jury (“jury”), comprised of AIFD floral designers, will review the entries for meeting contest requirements, as well as the overall quality of the design. The review will

include a clear focused, uncluttered, discernible photograph of only one floral design. The photograph may not be of an interior, wedding or event space, or a visual display.

- The panel will evaluate each design based on the Elements and Principles of Design as defined by “The AIFD Guide to Floral Design” and on the overall interpretation of the theme. The panel will select the top three designs for each contest. If the winner of a decade cannot attend Symposium 2025 then the second-place winner will take their place.
- In the event of a tie, the photographs related to the tie will be presented to the panel of judges for evaluation.

### **Announcement of Winners for each decade contest**

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Each decade winner will be notified, on social media at 4:00pm Pacific Time on the following dates:

1960’s: September 5, 2024

1970’s: October 26, 2024

1980’s: December 10, 2024

1990’s: February 10, 2025

2000’s: April 4, 2025

2010’s: May 27,2025

The winner must meet all eligibility requirements, including the execution and return of any necessary releases and affidavits, to be confirmed as a winner.

### ***Publication of Images***

PUBLICATION OF YOUR PHOTO IS PROVIDED “AS IS” WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, AND HOST AND SPONSOR HEREBY DISCLAIM ALL SUCH WARRANTIES.

### ***Prizes***

The Decade winners will compete at Symposium 2025 to determine the winner of the prestigious “Designs of the Decades Cup” and the following prizes.

### **First Place**

The First Place Overall Winner will receive the following prizes:

- “The Designs of the Decades Cup” presented during the Awards Ceremony.
- \$1500 Cash Prize
- 100 Alexandra Farms Garden Roses of your choice pending availability and an invitation to the 2026 Annual Designers & Friends Farm Visit at Alexandra Farms
- 1 General Registration to Symposium 2026

## **Second Place**

The Second Place Overall Winner will receive the following prizes:

- Second Place Cup
- \$750 (US) Cash Prize
- 100 Alexandra Farms Garden Roses of your choice pending availability.

## **Third Place**

The Third Place Overall Winner will receive the following prizes:

- Third Place Cup
- \$500 (US) Cash Prize
- 100 Alexandra Farms Garden Roses of your choice pending availability.

## **General Conditions**

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Neither AIFD, Sponsor nor their agents are responsible for lost, late, incomplete, or misdirected entries or other errors of any kind, including (without limitation) incorrect or inaccurate capture of entry or other information or the failure to capture any such information. Neither Host nor its agents are responsible for technical, hardware or software failures of any kind or other errors or problems which may occur in connection with or relating to the Contest, whether human, computer, network, technical, mechanical, typographical, printing or otherwise, including (without limitation) errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries or the announcement of the prizes that may occur in any Contest-related materials or limit prize fulfillment or a Contestants' ability to enter the Contest for any reason or through the acts or defaults of any company or person providing any prize. All such losses or expenses must be borne by the affected participants, entrants and/or winners. Host reserves the right, in its sole discretion, to suspend, cancel, modify, or prematurely conclude the Contest should any computer virus, malfunction, fraud, tampering, unauthorized intervention or other cause beyond its control corrupt the administration, security or proper operation of the Contest or should any portion of the Contest be compromised for any reason.

By way of illustration and not limitation, Host may, at its sole discretion, select winner from entries received prior to action taken or as otherwise deemed fair and appropriate by Host in the event of such compromise or corruption. False or deceptive entries or acts will render the Contestant ineligible, Host or Sponsor reserves the right to disqualify any Contestant (and void his/her entry) who attempts to undermine the legitimate operation of the Contest or violates these Official Rules. Each Contestant, by entering the Contest, agrees (A) to release, indemnify and hold harmless Host, Sponsor, its affiliates, parents, subsidiaries, advertising and promotion agencies and their respective past and present directors, officers, employees, representatives and agents from and for any liability for any injuries, losses or damages of any kind, to persons or property (including without limitation death; claims based on publicity rights, defamation or invasion of privacy; and any claims based on a violation of a third party's intellectual property rights), resulting in whole or in part, directly or indirectly, from Contestant's participation in this Contest or in any related activity or

Contestant's acceptance, possession, use, misuse or nonuse of any prize, including without limitation Contestant's failure to comply with the Contest Requirements and (B) if such Contestant becomes a winner, by acceptance of a prize, except where legally prohibited, grants permission for Host and those acting pursuant to its authority (and agrees to confirm such agreement in writing upon request) to use his/her name, photograph, likeness, voice and prize information for advertising, trade and promotional purposes without any further compensation, in all media now known or hereafter discovered, worldwide and on the Internet and/or World Wide Web, without notice, review or approval.

Contestants represent and warrant that neither their participation in this Contest nor acceptance of any prize awarded herein shall be in violation of any federal, state, or local law. If a potential winner is determined to be ineligible or not in compliance with these Official Rules for any reason, such potential winner will be disqualified, the prize will be forfeited, and an alternate potential winner selected and notified.

### **Disputes**

Each Contestant agrees that (A) any and all disputes, claims and causes of action arising out of or in connection with this Contest, or any prize awarded, shall be resolved individually, without resort to any form of class action, and any judicial proceeding shall take place in a federal or state court within the State of California; (B) any and all claims, judgments and awards shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Contest, but in no event attorneys' fees; and

(C) under no circumstances will a Contestant be permitted to obtain awards for, and each Contestant hereby waives all rights to claim, punitive, incidental, or consequential damages, any other damages other than actual out-of-pocket expenses and any and all rights to have damages multiplied or otherwise increased. All issues and questions concerning the construction, validity, interpretation and enforceability of these Official Rules or the rights and obligations of entrants and Host in connection with the Contest, shall be governed by and construed in accordance with the laws of the State of California, without giving effect to any choice of law or conflict of law rules or provisions (whether of the State of California or any other jurisdiction) that would cause the application of the laws of any jurisdiction other than the State of California, these Official Rules, or any other relevant provisions providing for the implementation of this or any other contest.