IMPORTANT INFORMATION

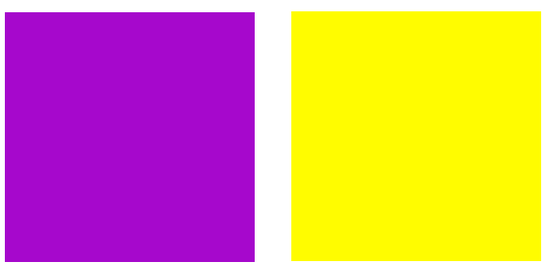
When you decide to participate in the student exhibition, you must be available on Saturday, October 1, 2016 to check-in and set-up your design in the exhibit area. The exhibition will be on display in the Koehler and Dramm conference room from Saturday, October 1 to Sunday, October 2. Exhibit check-in begins at 9:00 AM and runs until 12:00 PM on Saturday, October 1. Designs must be completed and set up before noon at the marked display area.

Please note: Due to popular demand we are modifying the student division from a competition to an exhibition. This year's focus will be to showcase your design skills and get your feet wet in the wonderful world of evaluations. Continued education is critical to the evolution of floral design skills and by participating in the student exhibition you are taking a vital step in becoming the designer you aspire to be! While your design will still be evaluated by our judges, we will not be holding placements. We are taking out the weight of competing so that you can test the waters and see how your designs are evaluated by top industry professionals. Then, next year, we encourage you to take the plunge and dive into the professional competition or should you feel more pleased, participate again in the student exhibition and see how you have advanced as a designer."

IMPORTANT DATES AND TIMES

Wednesday, September 28, 2016
Last day to pre-register for the October show and last day to sign up for the Student Exhibition.

Saturday, October 1, 2016
All designs must be delivered and fully set up with your assigned number beside your design between 9:00 AM and 12:00 PM at Koehler & Dramm.



Sign up today with Cheryl Stanius-Deiman by filling out a registration form for the design show and either dropping it in the mail with payment or at the receptionist desk at Koehler & Dramm.

Cheryl: 612-362-3133
cstanius-deiman@koehlerdramm.com
Online at koehlerdramm.com

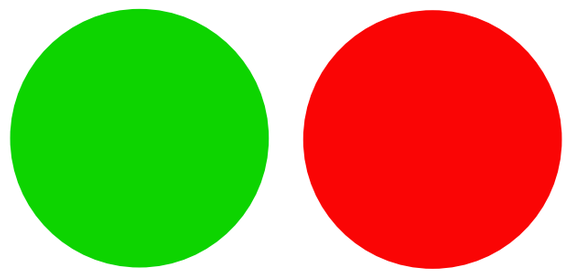
Mailing information:
Koehler & Dramm Wholesale Florist
Re: Student Design Competition
2407 East Hennepin Avenue
Minneapolis, MN 55413

The chairperson for
this competition is:
Jessica Leopold
612-362-3151
jleopold@koehlerdramm.com

The co-chairperson for
this competition is:
Britta Wilson

Evaluation packets from the evaluators will be available for pickup at the front desk on Sunday, October 2 from 1:00 PM until the close of the design show. Show attendees enjoy casting their ballots, so we are continuing the tradition of the People's Choice recognition with a FREE Advanced Design Workshop, gifted to the exhibit participant with the most votes.

People's Choice will be awarded on October 2, 2016.



Koehler & Dramm
wholesale florist

2017 FLORAL EXHIBITION STUDENT DIVISION

Saturday, October 1st, 2016

Complementary Colors

Koehler & Dramm's 2017 Floral Exhibition Student Exhibition

This year's theme is

Complementary Colors

Help us celebrate one of the most popular color stories—Complimentary colors are those that lie directly across from each other on the color wheel. Take inspiration from sports teams, national restaurant chains, and other daily sightings of this iconic color story as you plan your decision. While ALL the principles and elements of design should not be neglected, we only ask that your design, whichever you choose, highlight a complimentary color story of your choosing. We can't wait to see your spotlight on Complimentary Colors!

WHO QUALIFIES?

Any floriculture student who has, or is currently attending the Koehler & Dramm Institute of Floristry or any accredited floral school; any student who has been in the floral industry three years or less; any student, intern, or intro designer working in a shop or studio.

Please note: Anyone that has won (placed first) in the student division in past competitions is not eligible to participate in the student division—you have definitely earned your right of passage to participate on the professional level and we can't wait to see you among the other contestants! Please also note that there will be no placements this year.

RULES FOR THE EXHIBITION ON SATURDAY, OCTOBER 1, 2016

1. There is no fee to participate in the Student Exhibition but, when you register you MUST specify that you are participating in the exhibition. When you sign up for our October 1 Design Show, you get free entry to the exhibition. Cost of show is $25 before 9/28, or $35 after 9/28.

2. The wholesale cost must not exceed $50.00. A minimum of 50% must be dedicated to fresh product, meaning fresh product must not fall below $25.00 wholesale. The maximum permitted design space is 24" wide x 18" deep.

3. All exhibits must conform to any requirements by category and theme, such as size, materials used, and costs to qualify for evaluation. The predominant amount of product must be purchased from Koehler & Dramm.

4. Containers or accessories must be available on the wholesale/retail market. The design must be confined to the size requirements. Antiques and collectibles are not allowed. Props will not be evaluated.

5. "No Outlet Required" (battery operated) lights are permitted. ALL other electrical items such as lights, fountains, etc. are not allowed. Electrical outlets will not be available.

6. Entries will be limited to one design per person. A number will be assigned to you at registration.

NEW THIS YEAR

7. Each design exhibit must have a product allocation worksheet filled out prior to arrival. This worksheet is REPLACING the 3x5 card of the past. We are offering more room to write and a standard format that is the same for each exhibitor this year. This worksheet will be mailed out with your welcome letter and it will also be available for download from the K&D website. All materials used in the arrangement and the wholesale cost of each MUST be listed on this form, either typed or written in a very legible form. DO NOT INCLUDE SHOP OR DESIGNER NAME ON THE WORKSHEET.

8. When you arrive at Koehler & Dramm, YOUR DESIGN MUST BE FINISHED. You may fine-tune it in your designated display area. You will check in with a Koehler & Dramm staff member. He/she will take your name and assign you a number. You will receive a packet of information with your number. Take your design to the corresponding number in the display area, place it, fine-tune it, place your product allocation worksheet on top of your yellow folder and clean your area. Do NOT list your name or shop name on the design or in the area.

9. The area must be vacated by everyone except the evaluators at 12:00 PM. *NO ONE MAY ENTER AFTER 12:00 PM*

10. There will be five qualified evaluators who are not employed at Koehler & Dramm. There will be one additional cost-product evaluator who will be an employee of Koehler & Dramm.

11. On October 1, check in at the Design Event Registration Table. If you are not checked in for the Design Event, you will not be eligible for the exhibition. The design area will be open for display and photographs after evaluation is completed.

12. Evaluation packets from the evaluators will be available for pickup at the front desk on Sunday, October 2 from 1:00 PM until the close of the design show. Show attendees enjoy casting their ballots, so we are continuing the tradition of the People's Choice recognition with a FREE Advanced Design Workshop, gifted to the exhibit participant with the most votes.

DESIGNS MUST ARRIVE BETWEEN 9:00 AM–12:00 PM ON SATURDAY, OCTOBER 1, 2016. THE DESIGN MUST BE COMPLETED AND SET UP BEFORE 12:00 PM AT THE MARKED DISPLAY AREA. THANK YOU AND GOOD LUCK!