



Pennsylvania Delaware
Chapter, American Society
of Landscape Architects

908 North Second Street
Harrisburg, PA 17102

(717) 441-6041

2018 ASLA HOST CHAPTER BOOTH GRAPHIC DESIGN COMPETITION

This year's National Annual Meeting of The American Society of Landscape Architects is being held in Philadelphia from October 19 thru 22. As the Host Chapter, we are provided with a special booth to welcome our out-of-town visitors. This is where we get to show off what's great about our Chapter and Philadelphia. It might be spotlighting our Members' award-winning work, Chapter initiatives, and our schools. We will greet visitors and make recommendations for things to do and see while in the City of Brotherly Love. We will also sell promotional items and meeting souvenirs, such as mugs, hats or books, to raise money for other Chapter events.

This design competition is for the Host Chapter Booth's graphics. There is no specific theme or colors. The content would ideally showcase what makes our Chapter unique and fabulous! It might include images of favorite public spaces, our bucolic countryside, and/or historic landscapes. It might be graphic representations of iconic Pennsylvania and Delaware figures or goods. Or it might be an abstract graphic. Let your imagination flow! The final design should be eye-catching, inviting and creative. The winning design graphics may also be used on the souvenir items (pins, t-shirts, etc.).

The competition is open to all Pennsylvania-Delaware Chapter ASLA Members, Associate Members and Student Members.

COMPETITION OPENS: February 19, 2018

DESIGNS DUE: ~~April 9, 2018, 5:00 pm~~ **EXTENDED TO APRIL 23, 2018, 5:00 PM!**

WINNER ANNOUNCED: ~~April 16, 2018~~ April 27, 2018

PRIZE: Registration for the full ASLA National Meeting, October 19-22, 2018.*

DESIGN SPECIFICATION PACKAGE: Available at: <https://www.padeasla.org/boothcontest/>

**2018 ASLA HOST CHAPTER BOOTH
GRAPHIC DESIGN COMPETITION – DESIGN SPECIFICATIONS
RULES AND REQUIREMENTS:**

1. The design must include all visible panels on the main backdrop, as well as the counter, as shown on the attached schematic. Panels BB may be omitted. The surfaces are solid. No accent lighting or backlighting will be provided. Drape color is black.
2. The words “Pennsylvania-Delaware Chapter ASLA” must appear somewhere in the design. The Chapter logo and the acronym “PA-DE ASLA” may also be included in the design. **Note: ASLA just changed all chapter logos.** High resolution images of the logo, along with contest documents are available on the Contest page of the Chapter website: <https://www.padeasla.org/boothcontest/>.
3. While the artwork may be developed in low resolution graphics, if it is selected, it **MUST** be able to be reproduced in high resolution for printing.
4. The preferred software is Adobe Creative Suite: Illustrator, InDesign, Photoshop, Acrobat. Artwork should be CMYK.
5. Questions should be submitted via e-mail to: pade.asla.contest@gmail.com no later than 5:00 pm, Monday, ~~April 2, 2018~~ **April 16, 2018**. Contestant will receive an e-mail response. A list of all questions and responses will be posted on the Contest page of the chapter website.
6. PDFs of the entry form and designs (under 10 megabytes) are to be ~~uploaded~~ sent to: <https://www.padeasla.org/boothcontest> pade.asla.contest@gmail.com no later than 5:00 pm Eastern Daylight Savings Time on Monday, ~~April 9, 2018~~ **April 23, 2018**. Late entries will not be accepted. PA-DE ASLA will judge the contest. Decisions are final.
7. The designer may be asked to refine/modify their design, or include additional content at the request of the PA-DE Chapter, ASLA National, or the printer. The latest timeframe for the Chapter to request and designer to make modifications is mid-May. The latest timeframe for ASLA National to request and the designer to make modifications is early August. The printer may request additional edits during August relative to printing concerns.
8. The designer must provide native files with fonts and links (zipped) and high-resolution PDF-X/4 exports of files for printing in August.

* Prize Details: Members and Associate Members will be awarded Full Early Bird registration to the 2018 ASLA Annual Meeting. Travel, hotel and meal expenses are not included. Student Members will receive Early Bird registration and a \$200 stipend. Members may work as a team, however, only one prize will be awarded.

**2018 ASLA HOST CHAPTER BOOTH
GRAPHIC DESIGN COMPETITION – DESIGN SPECIFICATIONS
DIMENSIONAL REQUIREMENTS:**

Contestants should refer to the booth drawings and descriptions provided in the Design Specification Package. Questions may be directed to: pade.asla.contest@gmail.com before Monday, ~~April 2, 2018~~ April 16, 2018.

MAIN BACKDROP DISPLAY PANELS:

AA (4) Graphic Panel	vertical	38.125" x 87" @ 100 dpi	3813 x 8700 pixels
BB (2) Header Panel	horizontal	77.4375" x 11.875" @ 100 dpi	7744 x 1188 pixels
CC (2) Graphic Panel	vertical	18.4375" x 87.125" @ 100 dpi	1844 x 8713 pixels

COUNTER DISPLAY PANELS:

A (2) Wall Panel – end top	horizontal	26.5" x 11.5" @ 100 dpi	2650 x 1150 pixels
B (2) Wall Panel – end bottom	horizontal	26.5" x 20.375" @ 100 dpi	2650 x 2038 pixels
C (1) Wall Panel – front	horizontal	77.4375" x 33" @ 100 dpi	7744 x 3300 pixels

Panels are in metal frames. Metal frames will hide 0.25" (1/4") on all sides. If design is continuous across panels, add 1.25" between panels to account for gaps and natural flow of graphics.



2017 ASLA Annual Meeting Host Chapter Booth Design

**2018 ASLA HOST CHAPTER BOOTH
GRAPHIC DESIGN COMPETITION – ENTRY FORM**

Please fill out this form and upload to <https://www.padeasla.org/boothcontest> send to pade.asla.contest@gmail.com with PDF(s) of your design for the Host Chapter Booth graphics. Members may work as a team, however, only one prize will be awarded. List the contact information of one team member.

NAME: _____

ADDRESS: _____

EMAIL ADDRESS: _____

PREFERRED PHONE CONTACT: _____

ASLA MEMBER OR STUDENT MEMBER NUMBER: _____

IF STUDENT, NAME OF SCHOOL: _____