



Cake Expo 2020
Reno, Nevada
July 28 – August 2, 2020
“The Art of the Cake”

SUGAR ART DISPLAY REGISTRATION & MEDIA RELEASE FORM

Name: _____ Email Address: _____

Address: _____ City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Phone #: _____ Cell/Mobile #: _____ (Be sure to include Area & Country Codes)

ICES Member? Yes/No _____ Registered Attendee? Yes/ No _____ Youth Entry? Yes/No _____ Age? _____

Are you setting up your own display(s)? Yes/No _____ If no, person setting up display: _____

All entry forms must be received by July 1, 2020.

I have received and read a copy of the Show Rules and Regulations; Please initial:

MEDIA RELEASE: I hereby give permission for my entry(ies) to be photographed/videotaped to the International Cake Exploration Soci  t   to reprint any such photos/videos from the 2020 ICES Cake Expo. I understand that my entry(ies) may be photographed/videotaped and published for the promotion of ICES Cake Expo. Furthermore, I hereby agree to abide by the rules and regulations of this show, including not removing my entry(ies) before the close of the Show on Sunday, August 2, 2020 at 5:30 p.m. I understand that ICES will not assume any responsibility for damage or theft of any display. The ICES Photographer will not photograph any copyrighted displays, as they cannot be selected for publication in the ICES Newsletter. ICES does not encourage, support or approve of copyrighted displays at the Cake Expo.

SIGNATURE: _____ DATE: _____

PHOTOGRAPH AND VIDEO RELEASE: I hereby give permission for my entry(ies) to be photographed and/or videotaped, and for such photographs and/or videos to be published and/or sold by the ICES’ contracted photographer for any purpose, without any compensation to me.

SIGNATURE: _____ DATE: _____

Cake display set up is Thursday, July 30, 2020 8:00 a.m. until 5:00 p.m.

Regular displays: To be organized by S/A/P/C/C

Regular Display #1: Space needed for display in inches: _____

Display description: _____

Regular Display #2: Space needed for display in inches: _____

Display description: _____

Regular Display #3: Space needed for display in inches: _____

Display description: _____

Demo/Hands-on Class Display Pieces

Class Display #1 Space needed for display in inches: _____

Display description: _____

Class Display #2 Space needed for display in inches: _____

Display description: _____

Wedding Cake Competition

Display #1 Space needed for display in inches: _____

Display description: _____

Display #2 Space needed for display in inches: _____

Display description: _____

Art on the Runway Competition

Display #1 Space needed for display in inches: _____

Display description: _____

Display #2 Space needed for display in inches: _____

Display description: _____

Sugar Flowers Competition

Entering this competition Yes No

If entry is not already described above, please fill out the following:

Display #1 Space needed for display in inches: _____

Display description: _____

Display #2 Space needed for display in inches: _____

Display description: _____

SHOW RULES AND REGULATIONS

1. This is a sharing Expo, not a contest. There will be no judging; unless you have entered the competitions. There is no fee to enter a cake or other display in the Cake Expo Sugar Art Gallery.
2. After registration, all entries must be set up for display in the Sugar Art Gallery on Thursday, July 30, 2020 between 8 a.m. and 5 p.m. NO entries will be accepted early. Late entries will be placed on a sharing table.
3. All Sugar Art display numbered stickers will be placed on the back of the Sugar Art display piece before taking to the photo studio. The numbered sticker may be placed on the back of the cake stand, plate, or border of the Sugar Art display if the base board is covered in a sugar medium. You will not be allowed to place the numbered stickers on the front or sides of the Sugar Art displays.
4. Either real cake or dummies may be used. However, dummies must be of a design that can be duplicated in an edible medium excluding accent pieces, such as ribbon and plastic columns and plates.
5. Photographs of cakes will be allowed in cake room only when accompanied by an actual display piece relating to said photograph – no Sugar Art Entrant Drawing tickets will be issued for photographs, only for actual display – photographs must be in self-standing frame, maximum 8” x 10” – Expo has the right to refuse any photograph that does not meet above standards, does not have space available or they deem it not appropriate.
6. Electricity will NOT be provided in the Sugar Art Gallery for cake displays. Anyone requiring electricity will have to personally contact our Sugar Art Gallery Manager. **A fee will be charged for electricity use.**
7. A Media Release form and Display Description must accompany any entry(ies) sent or brought to the Expo, or entry(ies) will not be displayed. Any photographs of the displays at the Cake Expo 2020 may not be reproduced for anything other than personal use without permission of the entrant.
8. The Cake Expo Committee reserves the right to remove any entry it considers to be in poor taste.

9. The Cake Expo is open to all sugar artists who want to share their art with others.
10. The Cake Expo Committee and ICES will assume no responsibility for damage to entries or for personal items of any nature, lost or stolen at the Cake Expo
11. All entries must be picked up after the Cake Expo between 5:30 p.m. and 7 p.m. on Sunday, August 2, 2020. **NO ENTRIES MAY BE PICKED UP PRIOR TO THIS TIME.** Entries left after this time will be disposed of if no other arrangements have been made for them.
12. Only persons who are setting up Sugar Art Displays will be allowed in the Sugar Art Gallery during set-up times. Those not setting up or assisting in the set-up of a Sugar Display will be escorted from the room.
14. No advertising of books, business cards, placards and no additional signage or advertising of any kind will be allowed in the Sugar Art Gallery.
15. Each person bringing a display for the Sugar Art Gallery, meeting the Sugar art display guidelines, will be given a Cake Display pin or Cake Display year bar.
16. To be eligible for the Sugar Art Entrant Drawings, entries must be secured on at least a 6" display board. Each eligible entry will receive one chance for the Sugar Art Entrant Drawing, **UP TO A MAXIMUM OF 10 CHANCES PER PERSON**. A tiered cake will receive one chance for each tier that is on at least a 6" board. Each completed demonstrator's, hands on class and certification display will be eligible for the Sugar Art Entrant Drawing, provided it meets all other requirements. Late entries will not be eligible for the Sugar Art Entrant Drawing. Ticket holders must be present at the time tickets are drawn in order to receive the drawn prize(s). **Late entries will not be eligible for the Sugar Art Entrant Drawing.**

For any questions, contact the Sugar Art Gallery Committee at
EMAIL: sugarartgallery@ices.org

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