

AGREEMENT/DISCLOSURE

I agree to abide by the rules of the CREATE YOUR STYLE with SWAROVSKI ELEMENTS Art Quilting Design Contest 2012 and the final decision of the judges. By submitting an entry for consideration in the CREATE YOUR STYLE with SWAROVSKI ELEMENTS Art Quilting Design Contest 2012, I agree to hold Swarovski harmless from any and all claims, litigation or other legal proceeding Swarovski suggests that entrants retain a copy of the entry form and of all photographs for their files. Entries for the Art Quilting Design Contest 2012 must be received no later than June 1st, 2012. Submit as many entries as you wish, each on a separate entry form.

PHOTOGRAPH AND PUBLICATION

Swarovski will secure photography for finalist and winning items. All images will remain the property of Swarovski. Swarovski reserves the right to use the finished pieces in any promotions. Designers may or may not be given credit any time their piece is featured in any promotion by Swarovski.

Signature

Date

PLEASE SEND YOUR APPLICATION TO

Swarovski North America Ltd.
CREATE YOUR STYLE Art Quilting Design Contest 2012
1 Kenney Drive, Cranston, RI 02920

Please note that CREATE YOUR STYLE with SWAROVSKI ELEMENTS is an initiative by Swarovski. Further information under WWW.CREATE-YOUR-STYLE.COM
Email: cys@swarovski.com or phone 1-800-388-8842.
Date contest ends: June 1st, 2012

PROCESS FOR ENTRY

You may submit as many entries as you wish for contest. Completed application, two digital photographs (jpg or gif and not to exceed 2 Mbytes) of the design and a complete list of SWAROVSKI ELEMENTS used must be submitted by registration deadline of June 1st, 2012. **Do not send finished pieces.**

SEMI-FINALISTS

The top 30 designs will be chosen by a panel of jurors and notified on June 25th, 2012. Semi-finalists will be required to send their design piece(s) to Swarovski no later than July 9th, 2012, or Swarovski will assume the semifinalist has chosen not to continue in the contest.

FINALISTS

The panel of jurors will choose 10 finalists. All finalists will be notified by August 10th, 2012. All finalists will be invited to the International Quilt Festival in Houston Texas, where the winners will be announced.

FINISHED PIECES

The top 10 finalists' finished pieces will be held in reserve by Swarovski for a period of two years. All designs may be photographed for a professional book, be displayed nationally and internationally, shown as examples at various events and trade fairs, and utilized in cross-promotions by Swarovski and PFAFF, throughout the two years.

INTELLECTUAL PROPERTY RIGHTS IN GENERAL

By submitting an entry, (i) contestants represent and warrant, and Swarovski acknowledges and agrees that, the contestant shall own all trademark rights, copyrights, patent rights, and other proprietary rights in their submitted design; and (ii) contestants grant Swarovski an irrevocable, perpetual, worldwide, fully paid-up, assignable license to photograph, publish and/or display pieces and images of same with or without the contestant's name. Swarovski reserves the right to develop instructions to reproduce the design. Every effort will be made to ensure that the utmost care is given to each submitted piece; however Swarovski cannot be responsible for damage while in transit. It is the responsibility of each contestant to insure their pieces while they are in transit to Swarovski.

JUDGING CRITERIA

Leading industry experts will serve as a jury and will select semi-finalists, finalists and winners. Participants must create and complete the finished quilt on their own, without assistance from a third party.

Designs will be judged on the following criteria:

- The creativity and uniqueness of the design.
- Successful incorporation of SWAROVSKI ELEMENTS into the quilt.
- The quality of workmanship and presentation.

WINNERS

The winners will be announced during the International Quilt Festival in Houston, Texas. More details of the location, date and time will be provided to each of the finalists.

AWARDS

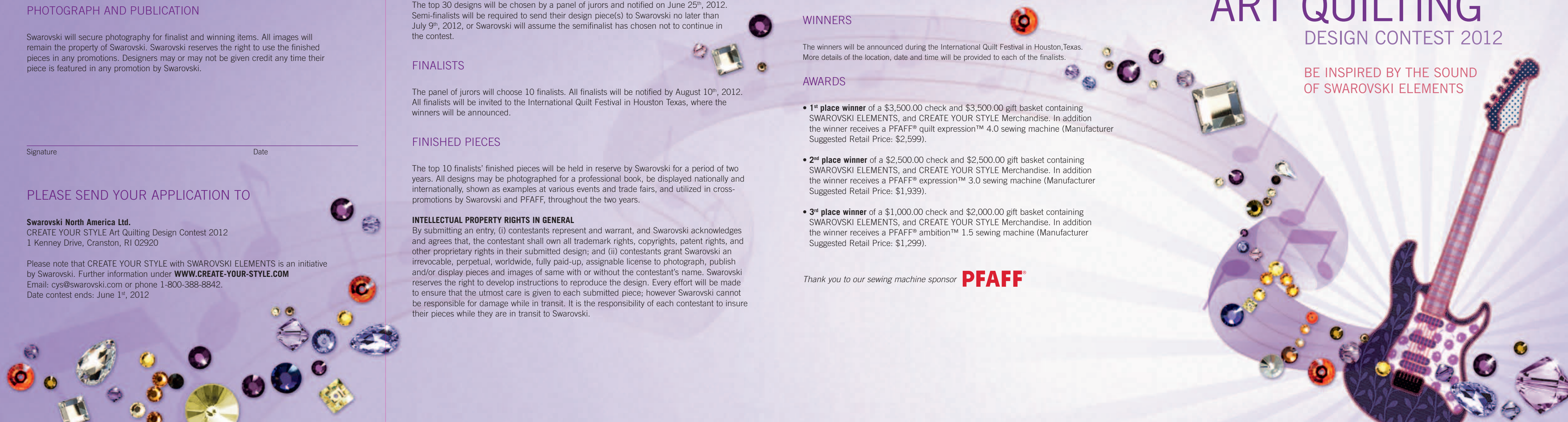
- **1st place winner** of a \$3,500.00 check and \$3,500.00 gift basket containing SWAROVSKI ELEMENTS, and CREATE YOUR STYLE Merchandise. In addition the winner receives a PFAFF® quilt expression™ 4.0 sewing machine (Manufacturer Suggested Retail Price: \$2,599).
- **2nd place winner** of a \$2,500.00 check and \$2,500.00 gift basket containing SWAROVSKI ELEMENTS, and CREATE YOUR STYLE Merchandise. In addition the winner receives a PFAFF® expression™ 3.0 sewing machine (Manufacturer Suggested Retail Price: \$1,939).
- **3rd place winner** of a \$1,000.00 check and \$2,000.00 gift basket containing SWAROVSKI ELEMENTS, and CREATE YOUR STYLE Merchandise. In addition the winner receives a PFAFF® ambition™ 1.5 sewing machine (Manufacturer Suggested Retail Price: \$1,299).

Thank you to our sewing machine sponsor **PFAFF®**

CREATE
YOUR STYLE
with SWAROVSKI ELEMENTS

CREATE YOUR STYLE ART QUILTING DESIGN CONTEST 2012

BE INSPIRED BY THE SOUND
OF SWAROVSKI ELEMENTS



For more than 115 years the name Swarovski has been inextricably linked to precision cut crystal and fashion. Today, Swarovski is still an Austria-based family company that employs 20,000 people and has a presence in more than 120 countries worldwide. Swarovski's impressive brand spectrum also comprises CREATE YOUR STYLE – the global creative initiative promoting boundlessly creative personal design using SWAROVSKI ELEMENTS, Swarovski's varied and versatile line of crystal items in every color, shape, size and style. CREATE YOUR STYLE ignites the inspiration of all those who delight in expressing their own style through crystal creativity.

BE INSPIRED BY THE SOUND OF SWAROVSKI ELEMENTS AND ENTER THE FIRST CREATE YOUR STYLE ART QUILTING DESIGN CONTEST!



TIMELINE

JUNE 1ST, 2012

Swarovski must receive all applications, including two digital photographs of the finished quilt and the list of SWAROVSKI ELEMENTS incorporated for entry.

JUNE 25TH, 2012

All semi-finalists will be notified via phone or email.

JULY 9TH, 2012

All semi-finalists will be required to submit their finished quilts to Swarovski.

AUGUST 10TH, 2012

The 10 finalists will be notified via phone or email.

NOVEMBER 1ST, 2012

Winners will be announced and displayed during the International Quilt Festival in Houston, Texas. More details of the location, date and time will be provided to each of the finalists.

ELIGIBILITY

- All designs must be new, original and not available for sale and must not have won any previous contests.
- All submitted quilts designs must incorporate SWAROVSKI ELEMENTS, no other cut crystals than SWAROVSKI ELEMENTS are allowed.
- Participants must create and complete the finished quilt on their own, without outside professional assistance.
- Participants are encouraged to use various techniques, such as sewing, quilting, ironing, knitting, crocheting, beading, machine embroidery, etc.
- The quilt must be inspired by the theme "Music".
- Participants are required to submit two digital photographs of each design by June 1st, 2012. Included with the photograph, must be a complete list of SWAROVSKI ELEMENTS used to create the quilt, as well as the title of the design and any short story about the design (no more than two hundred words, if applicable).
- Submissions are not to exceed 47 inches wide in dimension.
- Legal residents of the United States, 18 years of age or older are eligible to enter, except employees of Swarovski North America Limited, PFAFF, VSM Sewing, SVP Worldwide, their dealers and affiliates, and any other organizations affiliated with the sponsorship, fulfillment, administration, prize support, advertisement or promotion and/or their respective agents, affiliates, subsidiaries, and members of their immediate families or persons residing at the same address.

Please submit to

cys@swarovski.com
or mail to
CREATE YOUR STYLE Art Quilting Design Contest 2012
Swarovski North America Ltd.
1 Kenney Drive, Cranston, RI 02920

CREATE YOUR STYLE ART QUILTING DESIGN CONTEST 2012 APPLICATION FOR ENTRY

Application for Entry

Name

Address

City

State

Zip code

Cell Phone

Email

HOW DID YOU HEAR ABOUT THE ART QUILTING DESIGN CONTEST 2012?

Magazines Trade Show CYS Website

Local Retail Store Quilting Guilds Other, please specify: _____

TITLE OF THE ART QUILT: _____

TECHNIQUES USED: _____

SWAROVSKI ELEMENTS USED:

Beads Pendants Crystal Pearls

Flat Backs Hotfix Sew-on Stones Others: _____

WHERE DID YOU PURCHASE THE SWAROVSKI ELEMENTS USED TO CREATE THIS QUILT?

BRIEF STORY ABOUT YOUR INSPIRATION TO CREATE YOUR QUILT (NO MORE THAN 200 WORDS).
