



FOR: HD EXPO
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CALLING ALL ENTRIES! IIDA/HD PRODUCT DESIGN COMPETITION UNDERWAY
Winners announced at HD Expo and featured in Hospitality Design and IIDA's Perspective magazine

ATLANTA, GA (February 24, 2010) – Honoring innovation, function, and aesthetic advancements in the hospitality industry, the **International Interior Design Association (IIDA)** in partnership with *Hospitality Design magazine* announces the [14th Annual IIDA/HD Product Design Competition](#). This year's contest recognizes designers and manufacturers for excellence in product design all across the board from flooring and textiles, to seating and lighting. The winners will be announced during the [2010 Hospitality Design Exposition & Conference \(HD Expo\)](#) which takes place at the Sands Expo and Convention Center in Las Vegas on May 19-21, 2010, where the world's most talented and influential hospitality designers unite.

The competition is open to all HD Expo exhibitors, and this year's winning designs will be announced at *Hospitality Design* magazine's **Platinum Circle Gala** during HD Expo on Wednesday, May 19 at the Venetian. The winners in each category will also be prominently featured in *Hospitality Design* magazine and IIDA's *Perspective* magazine. Last year's winners include a list of distinguished companies including Studioart, Brentano, Shaw Hospitality Group, Crossville, JANUS et Cie, Expormim S.A., Santa and Cole Neoseries S.L., Gloster Furniture, Boyd Lighting, Vibia, Sensitile Systems and Quick Drain USA.

Criteria for entry:

- ✓ Entry is available for products designed for the environment of a hospitality installation
- ✓ Participants must request an [entry kit](#) by Friday, April 16, 2010
- ✓ **Deadline to submit completed entries is Thursday, April 29, 2010**
- ✓ You must be an HD Expo exhibitor to request an entry kit for the competition

- ✓ Only products offered for sale or use after June 1, 2009 are eligible for design awards
- ✓ One kit per product
- ✓ All products must be displayed at the manufacturer's booth at HD Expo by Wednesday, May 19 at 8 a.m.
- ✓ Entry fees: \$150 per product (IIDA members), \$250 per product (non-members)

Products will be judged in the following categories:

- ✓ Applied Finishes and Materials (Wall coverings, treatments, paint/coatings)
- ✓ Textiles (Upholstery and bedspread/drapery/casement)
- ✓ Flooring (Carpet/rugs, hard surfaces, resilients)
- ✓ Seating: Individual (Dining, lounge, outdoor)
- ✓ Seating: Group (Dining, lounge, outdoor)
- ✓ Lighting (Individual, group/series)
- ✓ Casegoods and Freestanding Furniture (Individual and series/collections)
- ✓ Accessories or Specialties (Hardware/decorative metals, storage systems and artwork/signage)

Media Registration: To register for HD Expo 2010, please fill out the following online media registration form: <https://www.xpressreg.net/register/hdes050/media/reginfo.asp>.

The **2010 Hospitality Design Exposition & Conference (HD Expo)** is presented by *Hospitality Design* magazine and produced by the Hospitality Design Group, part of Nielsen Expositions, which also produces HD Boutique in Miami Beach on September 13-14, 2010. The event is in association with: International Interior Design Association (IIDA); International Society of Hospitality Purchasers (ISHP), National Council for Interior Design Qualification (NCIDQ); American Society of Interior Designers (ASID) and NEWH, Inc.—The Hospitality Industry Network.

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**FOR MORE INFORMATION, PLEASE CONTACT
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