

2008 GARDEN CENTRE PROGRAM



Awards of Excellence

Recognizing the best our industry has to offer

Enter online at www.loawards.com



ELIGIBILITY

- Only Active and Interim members of Landscape Ontario (LOHTA) can enter.
- Past projects that have won may not be entered again for two years.

JUDGING

- Jury of professionals from various areas in the field of horticulture will evaluate projects.
- Decision based on sales appeal, originality, creativity, cleanliness, use of signage, quality of plant material and overall impact.
- Judging based on the images and descriptions submitted.
- All decisions are final.



PHOTOGRAPHS

- May be taken any time throughout the year.
- Company name and logo must be removed from photos and descriptions.
- You must submit at least 6 picture, but no more than 15. Photos must be in .jpg format. Recommended min. photo size is 1600 x 1200 pixels (larger is better). Filesize should be a min. of 500 Kb and a maximum of 5 Mb per image.
- This is not a photography contest, but here are some helpful tips:
 - Dark or out of focus pictures will not be accepted and could cause project to be disqualified.
 - Distracting objects should be removed (eg: debris, tools, automobiles, etc.).
 - Photographers will not be credited.

ENTRANT RESPONSIBILITY

- Photographic fees.
- Client permission for any use of the images and project information.

Note: LOHTA is not responsible for the pictures selected or any edited copy use from the press package accessed by the media. Entries become the property of LOHTA and may be used for any purposes the association deems appropriate.

WINNER ANNOUNCEMENT

Will be held on Monday, October 20, 2008 at the Toronto Congress Centre in conjunction with the Garden Centre Symposium luncheon at Garden & Florist Expo. Awards of Excellence plaques will be presented at this time.

Winners will not be notified prior to the ceremony.

SEE REVERSE FOR
AWARD ENTRY CATEGORIES

Enter online at www.loawards.com — **DEADLINE AUGUST 22, 2008**

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AWARD CATEGORIES:

Outstanding Display of Plant Material:

1. Deciduous Shrubs and/or Trees
2. Annuals and/or Perennials
3. Evergreens and/or Broadleaf
4. Your Specialty: Plant material your business is noted for
5. New Varieties: Annuals and/or Perennials

Outstanding Display of Goods:

6. Outstanding Display of Giftware
7. Outstanding Display of Hardgoods
8. Outstanding Display of Seasonal Goods

Other Merchandising Techniques:

9. Creative P.O.P. Area
(Cash register or immediate surrounding area).
10. Outstanding Promotional Event
11. Outstanding Print Advertising (Company ID may be displayed. Please include three copies of print ad)
12. Outstanding Web Site Development. Please use your web address as the title of your submission.
(Please include one to three images featuring art from your web site for use on a plaque, or in a presentation)

Permanent Display Gardens:

13. Under 500 sq. ft.
14. Over 500 sq. ft.



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Deadline - Aug. 22



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Deadline: 4 p.m. August 22, 2008

Contact awards@landscapeontario.com or call Kathy McLean (ext. 306) or Kathleen Pugliese (ext. 309) at 1-800-265-5656