



2012 PLACE Student Packaging Design Competition

Poster will be displayed during entire conference in a high traffic area.

Entry Poster will have high quality color graphics to be judged by the conference attendees at the Tabletop Reception on Monday afternoon, May 7th.

Conference attendees are comprised of allied suppliers to converting industry, converters and brand owners.

1st Prize is \$350 2nd Prize is \$150

Requirements:

- Entries must be submitted via [TAPPI's Speaker Management System](#) by **March 4th**. Please complete the form for the **Student PLACE Poster Competition** under the **2012 PLACE Conference**.
- Entry posters are to be a representation of a new flexible package design. This design would be something that would be of interest as a point of sale product for consumers. Categories include CAD Drawings or Prototypes. Examples: Solid/Dry Food Packaging, Liquid Food Packaging, Promotional Packaging, Packaging for Cosmetics & Hygiene, Medical Goods, Medication and Pharmaceutical Goods Packaging, Miscellaneous Packaging Design Categories
- Each poster should include the shape of the package, the target consumer, products contained and materials used to fabricate the package.
- Judging Criteria: The best designs are selected according to form, function, and emotional aspects of the package design; the designs are considered for their degree of innovation, aesthetic qualities, functionality, product protection and usefulness, as well as ergonomics and human interaction.
- **Size requirements:** Posters may be no larger than 2' x 2' (60 cm x 60 cm). 11 x 17 preferred. Please make sure all information fits on one page.
 - All **Final, Accepted Entries** can be mailed to TAPPI for the conference onsite judging. Please make sure your **final, printed poster arrives by April 15th at TAPPI headquarters**. Or an electronic document can be uploaded to the Speaker Management System by April 15th, with enough resolution to print in the poster size specified above. File type must be print ready and in a PDF format. Be sure to include contact information.
 - **Mail Hard copies to:**
TAPPI Headquarters c/o Christine Lemon
15 Technology Pkwy S.
Norcross, GA 30092

The winners will be notified during the conference by email and announced during the conference Award Luncheon.

If you have any questions contact;

Rob Hammond, 2012 PLACE Conference Chair

Email: rhammond@mica-corp.com