



MIDWEST  
JEWELERS TRADE SHOW

PO BOX 930002 · VERONA, WI 53593-0002  
(608) 513-8160 · WWW.MIDWESTJEWELERSTRADESHOW.COM

## **2010 Professional Jewelry Design Competition**

### **The Competition:**

The Midwest Jeweler's Trade Show invites Professional Jewelers from Wisconsin, Minnesota, Iowa and Illinois, North Dakota, South Dakota, Michigan and Indiana to participate in a jewelry design competition.

### **Eligibility:**

Any Professional Jeweler who is interested in designing and creating a one-of-a-kind piece of jewelry and is a resident of Wisconsin, Minnesota, Iowa, Illinois, North Dakota, South Dakota, Michigan, or Indiana is eligible.

### **Rules of Entry:**

Only precious metals (silver, platinum, gold & titanium) must be primary metal(s) used and all stones must be genuine.

An individual may enter a maximum of two entries, but they must be in two separate categories.

Pieces must be original designs, created and crafted by the person entering them.

All entries must be designed and produced within 12 months of the contest. Pieces must be original designs created and crafted by the person entering them and cannot have been mass produced or previously sold.

Pieces may have been entered in other competitions, but can not have won any award.

A complete description of the entry piece and entry fee must accompany the contest entry.

### **Judging:**

The entries will be judged by qualified people in the fashion and jewelry industry. The criteria for judging the design pieces will be based on : Quality, craftsmanship, degree of difficulty; design , originality, wear-ability, and attention to detail. All entries will be judged against a perfect score of 80 points. Any entry to win a category must receive a minimum score of 60 points. Entries will be judged on Retail Value using the following formula.

Cost of Gemstones	\$ _____
Cost of Diamonds	\$ _____
Cost of Metals	\$ _____
Cost of Labor	\$ _____
Total \$ _____	x Markup Value = Retail Value \$ _____

Markup Value: If the wholesale value in any category is under \$2,000 use a 2.25 markup; \$2,000 - \$6,000 use 2.0; \$6,000 & over use 1.7.

**Awards:**

A Best of Show Piece will be selected and the winner will receive an award. First Place and Second place winners in each category will also receive an award. In addition, there will be a Jeweler's Choice Award selected by the attendees.

**Entry Fee:**

Each designer entering must submit a one time \$25 handling fee per entry. This partially covers the costs of postage and insurance. All checks must be made payable to the Midwest Jewelers Trade Show. If proper fees are not enclosed entry(s) will not be judged.

**Entry Deadline:**

Entries must be received by February 15, 2010. Late entries will be disqualified.

**Ship Entries via Registered Mail to:**

Howard Academy  
 POB 472, 188 W. Main St.  
 Stoughton, WI 53589

Call 800-843-9603 with questions

Award winning entries will be displayed during the Midwest Jewelers Trade Show March, 5, 6 & 7, 2010. Images of all entries may be used for promotional purposes. Entries will be available to pick up, at the trade show, on Sunday March 7, 2009 after 3:00 pm. All entries not picked up, at the show, will be returned via registered mail shortly after the trade show c/o the store address listed on the entry form

**Insurance:**

You are responsible for ensuring your entry piece(s). While the Midwest Jeweler's Trade Show and the Howard Academy, will handle all design pieces with care, neither MJTS, Howard Academy, nor their officers, employees and representatives will not be responsible for the loss, theft, or damage of property submitted for judging. Each design entrant agrees to hold harmless MJTS, and the Howard Academy against any and all actions that may arise out of theft, damage, or destruction of design pieces submitted for judging.



PO BOX 930002 · VERONA, WI 53593-0002  
(608) 513-8160 · WWW.MIDWESTJEWELERSTRADESHOW.COM

**MJTS 2010 Professional Jewelry Design Competition**

**Jewelry Entry Form:** (One form per entry) please print

Name of Jeweler \_\_\_\_\_

Name of Jewelry Store \_\_\_\_\_

Store Address \_\_\_\_\_

Telephone Number Work: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Category:** (Please check one category – one entry per form)

**Rings**

Rings up to \$1,000 \_\_\_\_\_

Rings \$1,000 - \$2,000 \_\_\_\_\_

Rings \$2,000 - \$4,000 \_\_\_\_\_

Rings \$4,000 and up \_\_\_\_\_

Earrings \_\_\_\_\_

Handmade Chains \_\_\_\_\_

Brooches, Enhancers and other miscellaneous jewelry accessories \_\_\_\_\_

Objects of Art (Liturgical Art, Chalice, boxes, hollow ware, vessels, etc.) \_\_\_\_\_

**Pendants**

Pendants up to \$1,000 \_\_\_\_\_

Pendants \$1,000 - \$2,000 \_\_\_\_\_

Pendants \$2,000 - \$4,000 \_\_\_\_\_

Pendants \$4,000 and up \_\_\_\_\_

Bracelets \_\_\_\_\_

Retail Value \$ \_\_\_\_\_

Description \_\_\_\_\_

**Method of Production:** (please check)

Laser Welded \_\_\_\_\_ CNC \_\_\_\_\_ Traditional \_\_\_\_\_

If you would like a press release sent to the paper of your choice, please include the name and address of the newspaper: \_\_\_\_\_

**Jeweler's Signature** \_\_\_\_\_ **Date** \_\_\_\_\_