

Create a Great Holiday Entry!



How did these winners take home a PIA Award?

They did the following:

- Documented their installation process with **quality photos**. **Distance** showing the overall concept and how it relates to the environment. **Close up** to reveal the detail of the theme. **Using a tripod for slow shutter speed shots, catches the “holiday ambiance.”**
- Some entrants hired a professional photographer - specifying the photos they needed.
- Spoke of the design and installation challenges & requirements.
- Showed creative use of props, displays, & materials.
- Spoke of the client's vision and how it was expressed in the project.
- Submitted a well written narrative using notes written while the concepts and details of the project were fresh in their minds.

Remember

- Start working on your Entry early.
- New revised 2012 entry forms will be online in January.
- Save \$50 by sending your Entry in by the Early Bird Deadline!

Note: Early Deadlines again this year! Early Bird entries must be postmarked on or before **Monday, April 9, 2012**. Regular entries must be postmarked by the final deadline **Wednesday, May 9, 2012**. Plan ahead! Save \$50 per entry by making the Early Bird deadline. If you have any questions please call 707-462-2276 or email pia@piagrows.org.

Thank you! *Cheri Ratay* and *Elliott Bennett*
PIA Awards Program

PIA



**Plantscape
Industry Expo**
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Las Vegas, NV

