



## 7.5 Foot Tree Information and Guidelines

**REGISTERING YOUR 7.5 Foot Tree-** Registration opens on Tuesday July 6, 2021 at 9:00 AM at [www.PHestivalOfTrees.com](http://www.PHestivalOfTrees.com)

- There is a nonrefundable \$100 designer registration fee for each 7.5 Foot Tree.
- **There is a limit of one (1) 7.5 Foot Tree per registration.**
- 7.5 Foot Trees are given out on a first come, first served basis. If you are placed on the waitlist, the fee will not be charged until we are able to secure a tree for you to decorate.
- Registrations will close on Monday October 31, 2021 (Expect 7.5 Foot Trees to sell out prior to this date)

**CONFIRMATION-** You will be sent an email confirmation form after you register

- If you do not receive a confirmation email within 24 hours, please email [brendan@marketingbytk.com](mailto:brendan@marketingbytk.com)
- If a tree title/Organization is not indicated on your registration form, "Happy Holidays" will be used for your tree identification sign and you will be unable to change it on site.
- If you are interested in buying your tree back you must indicate so on your registration form or in an email to Brendan at [brendan@marketingbytk.com](mailto:brendan@marketingbytk.com), otherwise, we cannot guarantee the opportunity to buy back the designed item.

**REQUIRED MATERIALS-** PHestival of Trees will provide a 7.5 feet artificial tree

- Designers provide all decorating and display materials for the tree. Any items placed on or under the tree will be considered a donation and will be given to whomever purchases the tree.
- **All trees must have electric lights on them.**
- **Everyone must provide an extension cord** (Approximately 8'). If you will need to use more than one outlet, please also bring power strip. Extension cords and power strips are considered a donation and will not be returned.

**DECORATING DAYS & TIMES** at The Greater Philadelphia Expo Center, 100 Station Ave., Oaks, PA 19456

- Monday, November 8th
  - 3:00 PM-7:00 PM
- Tuesday November 9th
  - 10:00 AM-7:00 PM
- Wednesday November 10<sup>th</sup>
  - 9:00 AM-5:00 PM
- Thursday November 11<sup>th</sup>
  - 9:00 AM-5:00PM
- Check-In will take place at the front door of Hall A of the Greater Philadelphia Expo Center at your designated check-in time. Please arrive on time for your check in time.
- Upon Check-In, you will receive:
  - An identification tag that **MUST** be tied to the stand of your tree in a concealed spot
  - A designer identification sign and a sign stand
- Plan on allowing 1 hour for setup
- Please bring the following:
  - Ornaments or decorative items for your trees
  - Hooks to apply ornaments or decorations
  - Electric lights for your trees
  - Extension cord (8 feet)



- Step stool or ladder, if needed.

**DECORATING YOUR TREE- PHestivaL of Trees reserves the right to remove or request changes to any design item that is not in keeping with these guidelines.**

- Use your best creativity when coming up with a design but please avoid themes that:
  - Feature violence or violent games, books, movies, or weapons
  - Use profanity or anything that could be perceived as not for a child-friendly audience
  - Portray social or political commentary or controversial or morbid messages
- While we understand that businesses are a large part of the support for our event, we ask that you keep the branding to a minimum on decorated trees as in the end our goal is to sell the trees to benefit the rescues.
- When decorating your tree, keep these tips in mind:
  - Choose a PHestivaL of Trees friendly theme that people will want to purchase your tree!
  - Bring plenty of lights and plenty of decorations as it is 7.5' tall and 5' wide tree
    - A minimum of 2 strands of 100 count lights
    - A minimum of 75 ornaments or decorations
  - Keep the branding to a minimum
  - Be as creative as you want within your theme and be sure to make your tree stand out among the rest
  - Remember, the goal of all our trees is to be sold after the event to benefit our animal rescues!

**GUIDELINES- Please read carefully for several reminders for decorating your tree!**

- Your tree will be moved at least once, therefore **all decorations, lights, replacement lights (if needed), and trim, must be wired to the tree.**
- The display you create will be transported after the event. Please ensure that your entire design:
  - Can be moved/transported
  - Can be lifted in to and out of vehicle by two people of average strength/build
  - Can stand up to being wrapped, strapped down, and transported
  - Can fit through a regular size door
- To ensure that your tree stays lit through the PHestivaL of Trees, please use only new UL approved lights with cords. **NO BATTERY-OPERATED LIGHTS.**
- **No perishable items, wrapped or unwrapped, are allowed on or around the tree.**
- Be mindful that the display will be visible from all angles, including the back. Be considerate of neighboring tree displays.
- Backdrops are NOT permitted
- You must decorate within the space of your tree, no additional space can be used or purchased
- If your tree has any additional items that will be given away with it (gift cards, toys, girl scout cookies, etc.), please provide us with the actual items when you check in on designer day in an envelope or box clearly labeled with tree title and designer name. You should place copies or empty boxes with the tree.
- Please do not plan on leaving anything behind. PHestivaL of Trees and the Expo Center will not be held responsible for any lost or stolen items.



**JUDGING OF YOUR TREE-** Awards will be given for several categories

- **Please keep in mind judging is subjective and cannot be changed once winners are determined**
- Ribbons will be displayed near the winnings during the PHestival of Trees event
- The ribbons will be mailed to winners after the PHestival; please DO NOT take your ribbon with you
- First, second and third prizes will be awarded
- All winners selected will be put into a drawing for special prizes
- Judges include the PHestival of Trees committee members, media partners and special guests

**TREE DECORATING CONTEST** – Categories for awards include:

- **Santa's Workshop Award**-Recognizes the best use of physical movement or the illusion of physical movement
- **Light up the Town Award**-Recognizes the best and most creative use of lights
- **Rockin' around the Christmas Tree Award**-Recognizes the best use of music and technology
- **Classic Christmas Award**-Recognizes the best use of traditional décor
- **Overall Winner Award**- Recognizes the best tree overall

**SALE OF YOUR TREE-** Your decorated tree is a donation to the PHestival of Trees and will be sold at the event

- **All proceeds from the sale of your tree will benefit local animal shelters & rescues**
- The designed items are priced using a set pricing structure and are priced at the sole discretion of the PHestival of Trees committee. The determined price may not reflect your actual cost.
- Any tree that is not sold will be used to decorate local animal shelters/rescues or donated to other non-profits.
- While we love creative ideas, we ask you keep in mind that our end goal is to sell each tree to increase the donations to the animal shelters and rescues.
- If you are interested in buying your tree back you must indicate so on your registration form or in an email to Brendan at [brendan@marketingbytk.com](mailto:brendan@marketingbytk.com) by October 31<sup>st</sup>. You will be informed by November 1st of the set cost and you will be sent a form to pay by credit card if you are still interested. Payment must be received by November 9<sup>th</sup>, 2021 so we can have a sold sign on it.

**In appreciation of your support, you will receive (2) complimentary tickets to this year's PHestival of Trees, and the confidence that you help animals in need.**

**Thank you for donating your time and effort to raise funds for local animal shelters and rescues through the PHestival of Trees!**