



Gingerbread House Information and Guidelines

REGISTERING YOUR GINGERBREAD HOUSE- Registration opens on Tuesday July 6, 2021 at 9am at www.PHestivalOfTrees.com

- There is a non-refundable \$20 designer registration fee for each gingerbread house.
- Registrations will close on Monday October 31, 2021

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@marketingbytke.com
- If you are interested in buying your gingerbread house back you must indicate so on your registration form or in an email to Brendan (above), otherwise, we cannot guarantee the opportunity to buy it back.

REQUIRED MATERIALS- All materials for the gingerbread house must be provided by the designer

- Any items placed on or around the gingerbread house will be considered a donation and will be given to whoever purchases the gingerbread structure.
- The designer must provide an extension cord (approximately 8') if their design needs electricity. Extension cords and power strips cannot be returned.

DROP-OFF DAYS & TIMES- Gingerbread houses are to be decorated at home and delivered to the PHestival of Trees on Tuesday, November 23 (10am-6pm) and Wednesday November 24 (10am-2pm)

- The Greater Philadelphia Expo Center, 100 Station Ave., Oaks, PA 19456 will be open from 10am until 6pm on Tuesday November 23 and 10am-2pm on Wednesday November 24.
- Check-In will take place in the front door of Hall D of the Expo Center promptly at 8am. You will not be allowed to enter the building or check in before this time.
- Since you are just dropping your item off, it is suggested to come by later in the day on Tuesday
- Upon Check-In, you will receive:
 - Complimentary event tickets
 - A label that **MUST** be stuck to the back or bottom (underneath) base of your gingerbread house
 - A designer identification sign
- Gingerbread houses will not be placed in the final display until all have been received. Do not plan to help place your structure in the display when you drop it off.

DECORATING YOUR GINGERBREAD HOUSE- Please read carefully for several necessary rules for decorating your gingerbread house! **PHestival of Trees reserves the right to remove or request changes to any design item that is in conflict with these guidelines.**

- Use your best creativity when coming up with a design but please avoids 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
- The base of all gingerbread structures can be no longer than 2 feet by 1.5 feet (24" by 18"). If you do not comply, we will not be able to display your gingerbread house.



- Your gingerbread house must be placed on a sturdy base such as plywood or other solid material (poster board bases will not be accepted).
- All decorations must be securely adhered to the structure. Remember, all items displayed will be included in the sale of your house.
- If you use lights, please use only new UL approved lights with cords. No battery operated lights.
- 85% of your gingerbread house MUST be edible.
- A sealant should be used on the finished product to help prevent critters from enjoying your creation.
- If your gingerbread design has any special needs or is unusually large in size or weight, you must let us know by October 31 via email.

JUDGING OF YOUR GINGERBREAD HOUSE- 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 mailed to winners after the PHestival; please DO NOT take your ribbon with you
- Judges include PHestival of Trees committee members, media partners and special guests.

SALE OF YOUR GINGERBREAD HOUSE- Your decorated gingerbread house 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**
- 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 gingerbread house that is not sold will be used to decorate local animal shelters or donated.
- While we love creative ideas, we ask you keep in mind that our end goal is to sell each house.
- If you are interested in buying your gingerbread house back you must indicate so on your registration form or in an email to Brendan at brendan@marketingbytke.com by October 31st. You will be informed by November 15th 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 24th, 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 make the
PHestival of Trees a huge success!**