

## **Best Catering for a Micro Event - 2020**

In 2020, caterers were presented with unique challenges to help their clients celebrate their milestone occasions. The Best Catering for a Micro Event is defined as a catered event for 25 guests or fewer, that stands out as extraordinary and innovative and adhering to all social distancing requirements. This entry is for an event that is more than just a meal. **This category is not an award for an event planner or event designer.** The caterer should be responsible for the original menu concept, design and management of catering production. Excluding the culinary component, the caterer may utilize sub-contracted services to produce the event and achieve their design, as long as, it is the caterer's vision that is being implemented from concept to completion. If the concept is not TOTALLY yours, do not enter this category. **The Best Catering for a Micro Event must have taken place between Jan. 1 and Dec. 31, 2020.**

Entries should be formatted as follows:

1. Include name of the Category, Name of the Product/Event, 100-word maximum synopsis of the entry.
2. A 1000-word maximum description addressing the following:
  - Describe the menu design and presentation
  - Describe the concept in creating the Event including goals and objectives
  - Describe the characteristics that make this Event unique and outstanding and how it adhered to all social distancing requirements
  - Detail the production of the event
  - Describe any challenges or obstacles and how they were overcome
  - What vendor companies did you use and what were their contributions (include their email address and phone number)?
3. Collateral to include photographs and key recipes. Include photos of the Micro Event in production and during service at the event. Maximum number of photos is 10 and they must be at least 300 dpi at 8x10. A collage may be used and will count as one photo
4. Your entry must be anonymous and without any reference or pictures of your company identifiers. This is a blind judging and judges will score your entry based on your submittal only.

Entry should include copies of the following supporting documents:

- Event Contract (This is required to document your scope of services with the client. Please delete all references to charges and fees for the event in addition to any references to your company.)
- Final Menu and key recipes (minimum 5 recipes)
- All Design Production Documents

## **CATIES Official Rules**

By submitting an entry, each entrant agrees to the official rules and warrants that his or her entry complies with all requirements in the official rules.

By entering the Contest, entrant represents, acknowledges, and warrants that the submitted photographs/images are an original work created solely by the entrant, that the images do not infringe on the copyrights, trademarks, rights of privacy/publicity or intellectual property rights of any person or entity, and that no other party has any right, title, claim, or interest in the images.

If the images contain any material or elements that are not owned by the entrant and/or which are subject to the rights of third parties, and/or if any persons appear in the images, the entrant is responsible for obtaining, prior to submission of the image, any and all releases and consents necessary to permit the exhibition and use of the photograph by ICA without compensation.

Winners will be chosen by ICA or judges selected by ICA, in their sole discretion. Winners will be notified by ICA. All decisions by ICA and/or the judges are final and binding.

By entering the Contest, all entrants grant an irrevocable, perpetual, worldwide non-exclusive, royalty-free license to ICA, to reproduce, distribute, display and otherwise use the images in connection with the Contest and promotion of the Contest, in any media now or hereafter known. Additionally, by entering, each entrant grants to ICA the unrestricted right to use all statements made in connection with the Contest, and the names, personal data, pictures or likenesses of Contest entrants, or choose not to do so, in its sole discretion.

## **Judging Criteria and Scoring Values:**

- The overall catering concept: **15 points**
- Menu design and how it relates to or impacts the event: **15 points**
- Unique and innovative concepts achieved: **25 points**
- Effectiveness of meeting social distancing challenges: **25 points**
- Recipes: **10 points**
- Overall Impression: **10 points**