

# **Logo Contest Rules for the 2019 Annual Conference and General Meeting (ACGM) of the American Society for the Alexander Technique (AmSAT)**

## **About AmSAT**

AmSAT is the largest professional organization of teachers of the Alexander Technique in the United States. AmSAT is affiliated with eighteen international societies of teachers of the Alexander Technique, committed to supporting the highest standards of teaching, professional training and conduct worldwide.

## **Mission Statement of AmSAT's ACGM 2019:**

To provide a conference that inspires, educates and supports exploration and action through skill-building workshops, opportunities for networking, socializing and initiatives to increase AmSAT membership and build membership participation.

To support the theme of this year's conference, the 2019 ACGM Planning Committee will inspire our members' outreach to new populations, particularly into under-served and/or historically disadvantaged communities. Our goal is to consciously increase diversity of all forms within the AmSAT community with the aim to foster vibrancy and uphold our commitment to ensure the Technique benefits all people.

The ACGM will be held at Columbia University in New York City on June 26 - 30, 2019.

## **CONTEST RULES**

The purpose of the contest is to design a logo for the ACGM 2019. The logo may be used in all media – including online, print, on merchandise and other visual collateral. Following are the official contest rules:

- To be eligible, each entrant must be a currently registered member of AmSAT or be sponsored by a member of AmSAT.
- Individuals or teams may submit as many entries as they would like
- All submitted work must be the original work of the entrant(s) and must not include, be based on, or derived from any pre-existing or third-party designs, trademarks, or copyrighted images.
- All entries will become the property of the American Society of the Alexander Technique (AmSAT). By submitting an entry, each entrant agrees that any and all intellectual property rights in the logo design are deemed assigned to AmSAT.

- Except where prohibited by law, an entry submission into this contest constitutes permission to use the winner's name, likeness, prize information, and information provided on the entry form for publicity purposes, without further permission or compensation.
- AmSAT reserves the right to modify the winning logo to better fit the needs of the Conference.
- It is important that the selected winner can submit a scalable vector version of the winning design so that it is adaptable to electronic and print media, to reproduction on small and large surfaces, and to use in color or in grayscale.

### **How to Enter**

To enter the ACGM 2019 Logo Design Contest, eligible participants must:

- Complete this Official Entry Form
- Create a logo design in .jpeg or PDF formats (if you are chosen as a winner, you must be able to work with the ACGM Planning Committee to provide a file that can be high resolution vector file (e.g., in Adobe Illustrator, Photoshop, or InDesign).
- Submit your completed Entry Form and logo design to **renee@amsatonline.org** by **Thursday, January 31, 2019**.

### **Selection Criteria**

A Selection Committee comprised of members of the AmSAT Board, ACGM Planning Committee, MEI and ACGM volunteers will evaluate all entries based on the following criteria (though other criteria may be considered):

- Relevance** – Does the entry align with the theme and goals of the ACGM 2019?
- Originality** – Does the composition exhibit original design, creativity, and imagination?
- Aesthetic Quality** – Does the submission command attention? Does it display visual balance and color coordination? Do all the elements work together to create a unified and appealing design?

**The winner will receive a \$100 award.** If the winning design is produced by a team, one prize of \$100 will be divided equally among the team members. The 2019 ACGM Planning Committee reserves the right not to select a winner, if in its sole discretion, no suitable entries are received.

## **OFFICIAL ENTRY FORM**

### **Contact Details – Artist #1**

Name:

Address:

City:

State:

Zip Code:

Phone:

E-mail:

### **Contact Details – Artist #2**

Name:

Address:

City:

State:

Zip Code:

Phone:

E-mail:

### **Logo Description**

Please describe the symbolism behind your logo design:

### **Required Signatures**

By participating in the ACGM 2019 Logo Design Contest, each entrant represents and warrants that s/he has read and agrees to be bound by the contest's official rules. Each entrant further understands that if her/his logo design is selected as the winner, s/he will relinquish all claims, rights (including any moral rights), and benefits related to the display, modification, reproduction, publication, distribution, use, and other exploitations of the work. This form must accompany all contest submissions.

Signature – Artist #1:

Date:

Signature – Artist #2:

Date: