

Contest Q&A

What is the Creative Café Happy Hour Project Contest?

The Creative Café Happy Hour Project Contest is a fun and interactive way to use Creative Café products and maybe earn a little something in return! Plus you get to show us exactly how talented you are!

What do I need to do to participate?

It's simple ... all you need to do is do what you love ... create projects using Creative Café products in one or more of the six (6) Contest Categories and submit them to the Scrapbook Pad before February 5, 2008. The six categories are as follows:

- Card
- Scrapbook Layout
- Invitation
- Party Favor
- Home Décor Item/Project
- Kid's Craft

When and how can I submit project entries?

Entries may be accepted now through February 5, 2008. Simply bring your project to the Scrapbook Pad before the 5th and fill out a project entry sheet which will be attached to your project. Please bring a notecard with products used detailed and credited to the appropriate companies. Instructions are not necessary.

Do I have to submit projects in all categories?

No. We'd love to see how you use Creative Café products in as many ways as possible, but you can submit anywhere from one project in one category to one project in each of the six categories!

What do the Store-level Winners receive?

Store-level winners will be entitled to a \$10 store credit at the Scrapbook Pad towards future Creative Café purchases. Each store winner will also be given the opportunity to 'Host' a Creative Café Happy Hour featuring their projects. These winners will be selected by the Scrapbook Pad owner and staff.

What do the Category Finalists receive?

Category finalists will be chosen from among all submissions made to the Creative Café contest, both at our store and others across the United States. There will be three (3) finalists in each Category (18 total finalists) and these designers will be entitled to a \$25 store credit, at the scrapbook store where they entered the contest, to be used towards future Creative Café purchases. The Creative Café retailers who attend the pre-show Creative Café events at Winter CHA will select these finalist projects.

What do the Category Winners receive?

There will be six Grand Prize Winners, one in each Contest Category, and these winners will each be entitled to a \$100 store credit towards future Creative Café product purchases at the scrapbook store where they entered the contest, a Hampton Arts/Creative Café Gift Basket valued at \$100, AND their project will be published as part of the 2008 Happy Hour Project collection. Creative Café designers Alison Wong and Danelle Johnson will select these winners.

Sounds like a lot of winners. How many winners will there be in all?

Yes there are a lot of winners, and it's not done yet! There will also be a Grand Prize Winner whose project will be used in an upcoming episode of the soon-to-be-launched

ATerriOShow.com! Here's the breakdown.

- Store-level Winners – up to 6 per store
- Category Finalists – up to 3 per category
- Category Winners – one in each of six pre-determined categories for a total of 6 winners
- Grand Prize Winner – the project deemed to be the 'Best of the Best' overall will be used as part of a Creative Café video segment on ATerriOShow.com

Will the projects be returned?

No. Once submitted, all projects become the property of Creative Imaginations. When and if Creative Imaginations uses the submitted projects or project layouts, the designer and the store at which the project was entered will be credited.

What will happen with the projects selected as store winners?

Winning Store-Level projects will be displayed at the Creative Café and Creative Imaginations' pre-show events at Winter CHA. Creative Imaginations staff and Creative Café Designers Alison Wong and Danelle Johnson will vote for the best in each category at these events.

What about the Category Finalist projects?

Creative Café Designers Alison Wong and Danelle Johnson will choose the six Category Winners from these 18 projects. We'll also post these projects to the CI gallery and the Creative Café blog.

When will the Category and Grand Prize Winners be announced?

The Category and Grand Prize Winners will be announced to the retailers at the CHA Show, and to the winners directly by February 20, 2007.

When will the ATerriOShow.com episode be taped and aired?

The taping and airdate for this has not yet been set. Only the project will be featured however. The designer will be given full audio and on-screen credit for designing the project, but will not be a guest on the show.

When will the Happy Hour Project Cards featuring the Winner's projects be distributed?

This will be determined once the winning projects are selected.