

# **2009 EAST LAB Student Digitizing Contest**

A Recognition and Award Program for Students that create embroidery and art designs thru the use of Designer's Gallery MasterWorks Digitizing Software.

## **Baby Lock, USA Student Digitizer Details**

\*EAST LAB Students, thru grade 12, may submit designs that they have digitized using MasterWorks Digitizing Software.

We will provide one 30-day, full version of the MasterWorks2 software, free of cost to any EAST LAB classroom. All requests must be received prior to April 4, 2009. Please allow a reasonable amount of shipping time to your location. You can only install one free trial version per computer. If you previously installed MW2 on a classroom computer you will need to use a different computer to use the free 30 day version.

\*Submissions will be accepted thru April 28, 2009

\*All qualifying entries will be posted to [www.bsewin.com](http://www.bsewin.com) according to our 2009 posting schedule.

\*Voting will begin as soon as we have qualifying entries.

\*Voting will close at 10:00 a.m. on May 9, 2009.

\*Winner will be notified thru his/her school on Monday, May 11, 2009

\*Delivery of award will be arranged with EAST facilitator.

If you are chosen as the Student Digitizer of the Year your school will be awarded the free use of a Baby Lock 6-Needle Professional Machine for the 2009-2010 school year.

Voting will be conducted on-line and by a panel of judges.

Submissions must follow the Student Digitizer Contest Guidelines to be eligible.

**UNDERWRITTEN BY BABY LOCK, USA    A DIVISION OF TACONY CORPORATION**

# Student Digitizer Contest

## **How to enter:**

- Step One -** Find or create a line art image.
- Step Two -** Digitize your image using Designer's Gallery MasterWorks Digitizing Software to create an embroidery design. Final size should be no larger than 5x7. (Check your actual design size, not the viewing size.)
- Step Three -** Save your creation in the .blf and .pes format. **(not .pes v6)**
- Step Four -** Submit your entry via email—Send the completed Submission Form and your .blf and .pes design files to [schools@bsewinn.com](mailto:schools@bsewinn.com)
- Step Five -** You must also fax a copy of your completed Submission Form so that we have official signatures on file. On the faxed copy, be sure that these have been signed by the appropriate party, not just typed in. Fax to 1-800-689-3288

**The Classroom of the Winning Student of the EAST LAB Student Digitizing Contest will be awarded the FREE use of a new Baby Lock 6-Needle Embroidery Professional Machine to use for the 2009-2010 School Year.**

## **Qualifying Entries Need To Include:**

- 1) A computer file of the digitized design in both .blf and .pes format. (not .pes v6)
- 2) Completed EAST LAB Student Digitizer Contest Submission Form—must be emailed and faxed. See above step 4 & 5.

## **Digitizing Software Specifications:**

For the 2009 EAST LAB Student Digitizing Contest all designs must be created using Designer's Gallery MasterWorks Digitizing Software; version1 and version2 are both acceptable. One 30-day, full version of the MW2 software will be provided free of cost to any EAST LAB classroom. All requests must be received prior to April 4, 2009. Please allow a reasonable amount of shipping time to your location. These CDs can only be installed on an individual computer one time. If you installed one previously, you will need to find an different computer to install the 30 day trial.

## **Submission of Entries:**

Multiple Entries, per individual and/or school are allowable. Emailed separately, please. Entries must be emailed to [schools@bsewinn.com](mailto:schools@bsewinn.com)

The subject line should contain the words: EAST2009 digitizing contest

## **Miscellaneous Details:**

Mailed entries, hand deliveries and drop-offs at B•Sew Inn Stores or business locations will not be permitted. We can not be responsible for documentation that does not arrive or post due network, email or attachment errors. A receipt of entry will be sent and a screen shot of the design will be posted for voting to our website. All qualifying entries received by midnight Monday of any given contest week will be posted by Friday of the same week; barring any unforeseen circumstances. Documentation samples become the property of B•Sew Inn and will not be returned.

Creative ownership is retained by the contestant, but B-Sew Inn Education Division and Baby Lock, USA retains the right to publish the entry for promotional and educational purposes.

Submissions must follow the 2009 EAST LAB Student Digitizer Contest Guidelines and General Rules to be eligible.

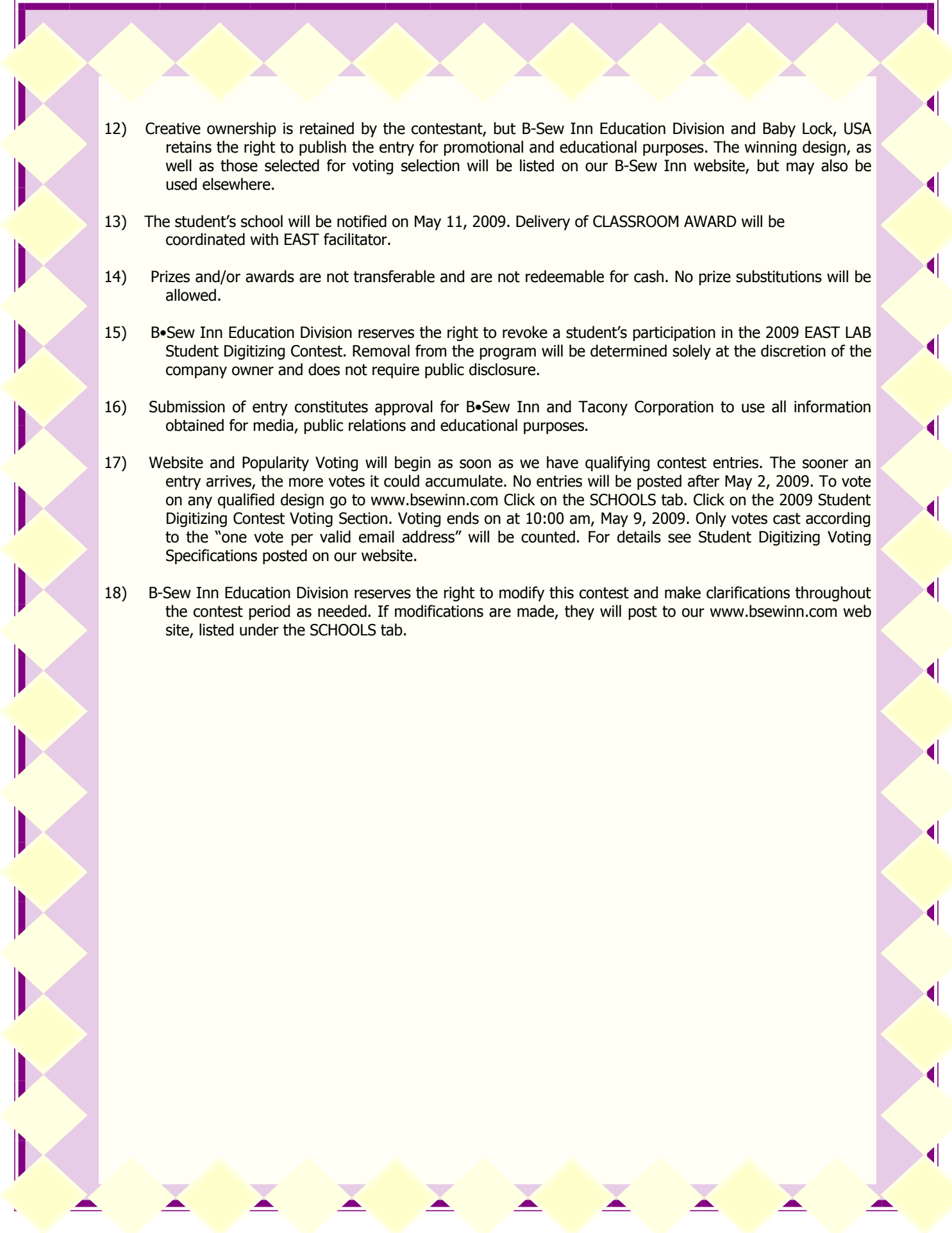
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## **2009 EAST LAB Student Digitizer Contest**

### **Guidelines and General Rules**

- 1) Contest Winner will be chosen based on two judging segments.  
Popularity-200 points for the most email votes received, 125 points for the first runner up, 75 points for the second runner up.  
Panel of 3 judges– Each judge awards a minimum of 225 points; 100 for top entry, 75 for first runner up, 50 points for second runner up, and 35 points for honorable mentions.  
The points from both segments will be totaled and the student with the highest number of points wins for their school. Highest possible points is 500 for any one entry.
- 2) Although there are no set limitations to the subject matter that may be submitted, we advise students to proceed cautiously when submitting morally or ethically questionable subject matters. Don't shock us if you want your design posted to the voting website. We retain full authority to add, or refuse to add, any submitted design to our contest and voting venue. Digitized entries that are not up to baseline "beginner standards" will not be qualified as entries nor posted for voting privileges. We also reserve the right to remove any design, at any point during the contest for reasons that may not be publicly disclosed. This will include but are not limited to issues of fraud, copyright and trademark infringement, recognized gang symbolism, and offensive subject matters.
- 3) Student must have permission to digitize the submitted design. If the student is not the original creator of the artwork, the entry must include written permission of the original artist prior to submission into the Student Digitizer Contest.
- 4) All submissions need to include the 2009 EAST LAB Student Digitizer Contest Submission Form.
- 5) The 2009 EAST LABS Student Digitizer Contest is open only to students, thru Grade 12, enrolled in an EAST LAB during the 2009-2010 school year. For this contest, EAST LAB students compete only against other EAST LAB students. Students will not be separated by state or grade level. B•Sew Inn's Education Division will have complete discretion to settle disputes arising due to student classification.
- 6) Digitized entries must be completed by the student, not by educator. Educators may assist in the learning process. Designs digitized during classroom time qualify provided that the student was wholly involved, not just observing
- 7) For the 2009 EAST LAB Student Digitizing Contest, digitized designs must be created on Designer's Gallery MasterWorks Digitizing Software. One 30-day, full version of the software will be provided free of cost to any EAST LAB classroom. All requests must be received prior to April 4, 2009. Please allow a reasonable amount of shipping time to your location.
- 8) Digitized Designs must be newly created and not submitted in a previous contest year.
- 9) Final design size can not exceed 5x7. Vertical or horizontal placement is acceptable.
- 10) For the 2009 Contest, stitch-outs are not required. We will be posting screen shots for voting purposes, but B-Sew Inn Education Division reserves the right to stitch out any submitted design to assist in the posting/qualifying process if needed, or for other purposes.
- 11) The EAST LABS Student Digitizer Winning Entry will be chosen by the highest total points from the combined voting segments (see Guideline #1 above). The student's school will be notified on May 11, 2009. Delivery of CLASSROOM AWARD will be coordinated with EAST facilitator.

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- 12) Creative ownership is retained by the contestant, but B-Sew Inn Education Division and Baby Lock, USA retains the right to publish the entry for promotional and educational purposes. The winning design, as well as those selected for voting selection will be listed on our B-Sew Inn website, but may also be used elsewhere.
  - 13) The student's school will be notified on May 11, 2009. Delivery of CLASSROOM AWARD will be coordinated with EAST facilitator.
  - 14) Prizes and/or awards are not transferable and are not redeemable for cash. No prize substitutions will be allowed.
  - 15) B•Sew Inn Education Division reserves the right to revoke a student's participation in the 2009 EAST LAB Student Digitizing Contest. Removal from the program will be determined solely at the discretion of the company owner and does not require public disclosure.
  - 16) Submission of entry constitutes approval for B•Sew Inn and Tacony Corporation to use all information obtained for media, public relations and educational purposes.
  - 17) Website and Popularity Voting will begin as soon as we have qualifying contest entries. The sooner an entry arrives, the more votes it could accumulate. No entries will be posted after May 2, 2009. To vote on any qualified design go to [www.bsewinn.com](http://www.bsewinn.com) Click on the SCHOOLS tab. Click on the 2009 Student Digitizing Contest Voting Section. Voting ends on at 10:00 am, May 9, 2009. Only votes cast according to the "one vote per valid email address" will be counted. For details see Student Digitizing Voting Specifications posted on our website.
  - 18) B-Sew Inn Education Division reserves the right to modify this contest and make clarifications throughout the contest period as needed. If modifications are made, they will post to our [www.bsewinn.com](http://www.bsewinn.com) web site, listed under the SCHOOLS tab.

## 2008 EAST LAB Student Digitizer Contest

### Submission Form

IMPORTANT: This Submission Form must be emailed (schools@bsewin.com) **and** FAXED (1-800-689-3288) so that we have actual signatures on file.

Student Name: \_\_\_\_\_

Student's Address: \_\_\_\_\_  
\_\_\_\_\_

Student's Phone Number: \_\_\_\_\_ Student's Grade Level: \_\_\_\_\_

Student's School: \_\_\_\_\_

Student's School Address: \_\_\_\_\_  
\_\_\_\_\_

School Phone Number: \_\_\_\_\_

Students EAST LAB Facilitator: \_\_\_\_\_

Date of Entry Submission: \_\_\_\_\_

### **Certification Section One**

I have personally created this digitized embroidery design. (All students must sign this section to be eligible.)

\_\_\_\_\_  
Name of Student -type

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date

### **Certification Section Two**

All Students must sign one of the two following statements to be eligible:

I have created the original art work that has been submitted now in a digitized embroidery form.

\_\_\_\_\_  
Name of Student -type

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date

### **OR**

I did not create the original art work that has been submitted now in a digitized embroidery form, but I have obtained permission for it's entry into this contest. If further verification is necessary, I agree to complete documentation that verifies this fact. I understand that if further documentation is requested, but I fail to return the required documentation in a timely manner, my entry will automatically be disqualified as a submission and will be pulled from voting, plus I will not be eligible for any Contest Awards.

\_\_\_\_\_  
Name of Student -type

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Person that created artwork

\_\_\_\_\_  
Date

### **Certification Section Three**

We have reviewed this submission and believe the information to be accurate.

\_\_\_\_\_  
Parent or Guardian—type

\_\_\_\_\_  
Signature of Parent or Guardian

\_\_\_\_\_  
Date

\_\_\_\_\_  
EAST LAB Facilitator - type

\_\_\_\_\_  
Signature of EAST LAB Facilitator

\_\_\_\_\_  
Date