

CE Contest Fact Sheet

CE Contest II

The aim of CE Design Contest II is to encourage cooperation between Thai and international designers in the creation and development of their designs for lifestyle products, and the challenge for the contestants is to submit 1 set design with 3 products (1. CE Toy, 2. CE Toy Blister Package, and 3. T Shirt Screen) in Illustrate or Photoshop files and other additional required information to the Contest committee (MAFIAfactory@hotmail.com)

Entries are invited for the CE contest II in which 100 designers, picked from all Submissions by Judge Panel, will have the opportunity to bring their set design live with their creative graphic designs. Entries will later be exhibited in the CE Contest Final Battle Pavilion

CE Contest II Submission Requirement:

1. Application Form with additional files
 - a) Attendee's photograph
 - b) Attendee's Reference Design Work
2. Template Design by attendees' concept (all files in AI or PS files in high resolution (200 dpi or up)
 - a) Graphic Design on CE Toy
 - b) Graphic Design on CE Toy Blister Pack
 - c) Graphic Design on **White Blank** T-Shirt
3. Use the same design set as in No.2. paste on Blank Template set in JPG (RGB 100 dpi) with additional as sample
 - a) Attendee's National Flag
 - b) Attendee's Logo or Tag Signature

All Files can download after our Press Release (will update soon) but can earlier ask from mafiafactory@hotmail.com directly.

CE Contest II: Creativity & Business Opportunity

CE Contest II Prize for 100 Final Designs

The 100 Finalists will be presented with a Limited Edition 3" CE figurine (not for sale)

CE Contest II: The Final Battle

The judges' panel will select 10 finalists, five Thai and five international, from the initial 100 entries and invite them to form five teams with two members, one Thai and one international. These five teams will join the CE Final Battle, a live competition to create one product set on the battle day.

The teams will also create one of five lifestyle products and enhance their value by adding their own design. The packaging will contain the chosen product and the CE figurine and will be presented as a Special Edition complete set.

CE Contest II Awards for CE Final Battle

The Awards and Grand Prize for the CLEA IP Design Battle are

1. For the 10 Finalists
 - Thai designers will receive a cash prize of 10,000 Baht with a CE Certificate
 - International designers will receive travel packages include hotel accommodation and round trip flight ticket from their countries based to Bangkok, Thailand around the Battle day for the Final Battle
2. The Grand Prize for the winner team of the CE Design Final Battle is a CE Trophy with a cash value of 100,000 baht

CE Design Contest II Schedule

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| 1. The CE Design Contest start | November 2011 |
| 2. Grand Opening the CE contest II | 15-20 January 2012 |
| 3. Last day for entries to be submitted | 22 January 2012 |
| 4. Judge Panel select 100 designs for CE exhibition | 28 January 2012 |
| 5. Judges announce the 10 finalists | 30 January 2012 |
| 6. CE Design The Final Battle | 23-25 March 2012 |
| 7. Announcement of Grand Prize Winning Team | 26 March 2012 |

(*All Date are tentative, could change with formal notice via www.ceplanet.net , all media partners & direct email to all attendees)

CE Design Contest II Judges Panel

One judge will be drawn from each of the following organizations or groups:

1. Supporting creative associations; Supporting industry associations;
2. Media partners;
3. Additional supporting organization or the other partners
 - All details may change with noticed via www.ceplanet.net or direct email to every participants