

# THE CREATIVE MOONCAKE DISPLAY COMPETITION 2014

## 创意月饼装饰比赛

held in conjunction with

The 3<sup>rd</sup> Mid-Autumn FestoRama @ The Pearl of The Orient 2014

第三届金碧辉煌庆中秋之紫在今宵,我等着你回来..

Date : 7<sup>th</sup> September , 2014 ( Sunday )

Venue : Beach Street, Penang 檳城土庫街

### ENTRY FORM 参加表格

#### A. CONTESTANT'S DETAILS 参赛者资料

NAME 姓名 (FULL NAME 全名):			
NRIC No.(NEW)新身份证号码:			
DATE OF BIRTH 出生日期:		GENDER 性别:	MALE 男 / FEMALE 女
ADDRESS 地址:			
COMPANY 所属公司:			
COMPANY ADDRESS 公司地址:			
POST CODE 邮区编号:		OCCUPATION 职业:	
HOME TEL 住家电话号码:		MOBILE 手机电话:	
OFFICE TEL 办事处号码:		FAX 传真号码:	
EMAIL 电邮:			

#### B. QUESTIONS 问题:

1. How do you define Mid-Autumn Festival? (not more than 20 words)

请诠释中秋节 (文字不超过二十字)

2. What theme are you using for your work in this competition? (not more than 20 words)

您选用的作品主题是: (文字不超过二十字)

I read, understand and agree to be bound by the terms and conditions governing the competition which may be amended from time to time. I declare that the information provided in this form is true and correct.  
我已审阅, 同意及了解以下比赛的条规可随时更改。我证实在此表格提供的资料正确无误。

Signature 签名

Name 姓名:

Date 日期:

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Organizer 主办当局 : CREATIVISION D.C. SDN.BHD.

Co- Organizer 协办 : Kwong Wah Yit Poh 光华日报

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### The Entry:

1. Entry is only open to Malaysians and Permanent Residents. Applicants under 18 years old must have parental/legal guardian approval to enter the competition. The parents/legal guardians of the applicants are required to sign the Consent Form.
2. Every Entry Form is limited to one application only.
3. The theme for the competition is **“Flowers Blossom in Mid-Autumn”** “百花齐放迎中秋” .
4. Applicants can download the Entry Form from [www.9-creativision.com](http://www.9-creativision.com) / [www.facebook.com/creativision](http://www.facebook.com/creativision) or collect it from Kwong Wah Yit Poh.
5. Entry to the competition is free of charge. However, every applicant has to submit two copies of coupons published by Kwong Wah Yit Poh together with the Entry Form. The coupons will be published on the newspapers any day from 8<sup>th</sup> August to 29<sup>th</sup> August, 2014.
6. Applicants are requested to submit the Entry Forms together with the coupons no later than 29<sup>th</sup> August, 2014 to Kwong Wah Yit Poh’s Headquarter.
7. The applications will be shortlisted based on applicant’s personal profile, the concept of works, experience in baking and the enthusiasm in joining this competition. Telephone interviews will be carried out. The Organizer will shortlist 30 applicants.

### The Competition:

1. The entry must be the work of the person listed on the Entry Form.
2. The entry must be new and has not been submitted to any other competition.
3. The entry Mooncake can be in any shape, design, stuffing and flavours. The size of the Mooncake is limited to 2 feet x 2 feet.
4. All entries will be displayed on long tables. Each contestant will be given a space of 3ft x 3ft to display their works.
5. Contestants are requested to bring their own decorating tools, extension cord, equipment and other supplies.
6. Contestants should be prepared for possible high temperatures and high humidity within the competition area.
7. Each entry must have the name, address, phone number of the contestant on the underside of the display board. No advertisements, special backdrops, photos, etc, will be allowed to be displayed along with the entry. Contestants must supply their own display board, not to exceed 2 feet x 2 feet. The display board can be included as part of the decoration.
8. All entries must be completely edible except for items such as columns, toppers, supports, wires and stamens. Ribbons, etc. may be used to carry out a design. Don’t use non-edible items in place of sugar mediums. “Edible Images” are allowed and will be judged in context with the entire entry. Use of other substances may cause the entry to be disqualified.
9. The contestants are allowed to bring assistants and helpers on the event day. The names of the helpers (not more than 3) should be submitted to the Organizer on 29<sup>th</sup> August, 2014.
10. All the contestants are requested to put on the Chinese costumes.
11. Contestants are requested to set up the display from **4.30pm to 6pm** on **7th September, 2014**. Judging starts from **6pm**. Public voting starts from **6.30pm** till **9pm**.

Organizer 主办当局 : **CREATIVISION D.C. SDN.BHD.**

Co- Organizer 协办 : **Kwong Wah Yit Poh 光华日报**

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12. During judging, contestants are requested to standby and explain their works to the judges. The Mooncake will be cut for judging.

13. The entries will be judged on the following criteria:

- |  |     |
|--|-----|
| • Creativity and skill   | 40% |
| • Theme  | 20% |
| • Overall eye appeal and presentation                          | 20% |
| • Taste including flavor, texture and density of the Mooncakes | 10% |
| • Public voting  | 10% |

Prizes will be provided by the Organizer.

The judging mechanism: 90 % by Judges, 10% by public voting.

Judging of the entries will be completed by a team of qualified judges selected by the Organizer. The decisions of judges are final. The judges and The Organizer shall enforce policy and procedures. Any entry deemed in poor taste will be disqualified and removed. Judges and/or The Organizer have the right to re-classify an entry if necessary.

14. Prizes:

- **1<sup>st</sup> place – RM 2,500 plus Trophy**
- **2<sup>nd</sup> place – RM 1,500 plus Trophy**
- **3<sup>rd</sup> place – RM 1,000 plus Trophy**
- **Three consolation prize winners will each take home RM200 cash.**
- **One Special prize for The Best Vegetable Fruit Carving RM300**
- Every contestant will receive a special gift from the sponsor.

15. The Prizes will be presented to the winners at **10pm on 7<sup>th</sup> September, 2014.**

### Disclaimer:

1. The organizer of this competition is CreatiVision D. C. Sdn. Bhd. (the 'Organizer').
2. Any entry received without complete information will not be entertained. The Organizer reserves the right, at any time, to invalidate any application which carries false, incorrect, fraudulent or misleading information.
3. If there is a dispute as to the identity of an contestant, the Organizer reserves the right, in its sole discretion, to determine the identity of the contestant.
4. Unless otherwise stated, the competition is open to all residents of Malaysia aged 18 or over except employees of the organizer or its subsidiary companies or anyone connected with this competition.
5. Completion of the Entry Form and sign-up procedure will be deemed acceptance of these terms and conditions. By entering, all eligible contestants agree to abide by these terms and conditions. The Organizer reserves the right, with or without cause, to exclude contestants and withhold prizes for violating any of these terms and conditions. The Organizer reserves the right to amend these terms and conditions. Any amendments will be published on the website ([www.9-creativision.com](http://www.9-creativision.com)).

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6. The Organizer reserves the right to publish all or parts of entries other than the finalists and/or winning entries, and publication does not necessarily mean that the applicant has won a prize. Contestants will retain copyright in their submitted entries; however, by entering, all contestants give the Organizer a royalty-free perpetual licence to edit, publish and use all or segments of each entry in any and all media (including print and online) for publicity and marketing purposes. In particular, all contestants licence the Organizer the right to print their entry on [www.9-creativision.com](http://www.9-creativision.com) and in other printed materials.
7. By entering this competition, any subsequent prize winners agree to allow the use of their names, and photographs for publicity and news purposes during this and future promotions by the Organizer.
8. The Organizer reserves the right at any time to cancel, modify or supersede the competition (including altering prizes) if, in their sole discretion, a competition is not capable for being conducted as specified on this website ([www.9-creativision.com](http://www.9-creativision.com)). The Organizer reserves the right to substitute a prize of equal value in the event that circumstances beyond their control make this unavoidable.
9. The judging panel's decision is final.
10. Without limiting any other terms in these Terms and Conditions, the contestant agrees to indemnify the Organizer against all claims, losses, damages and costs for not showing up in the competition on the event day.
11. If this event is interfered with in any way or is not capable of being conducted as reasonably anticipated due to any reason beyond the reasonable control of the Organizer, including but not limited to technical difficulties, unauthorised intervention or fraud, the Organizer reserves the right, in its sole discretion, to the fullest extent permitted by law: (a) to disqualify any entry; or (b) subject to any written directions from a regulatory authority, to modify, suspend, terminate or cancel the event, as appropriate.
12. Except for any liability that cannot by law be excluded, the Organizer (including its respective officers, employees and agents) is not responsible for and excludes all liability (including negligence), for any personal injury; or any loss or damage (including loss of opportunity); whether direct, indirect, special or consequential, arising in any way out of: (a) any technical difficulties or equipment malfunction (whether or not under the Organizer's control); (b) any theft, unauthorised access or third party interference; (c) any entry, vote or Prize claim that is late, lost, altered, damaged or misdirected (whether or not after their receipt by the Organizer) due to any reason beyond the reasonable control of the Organizer; (d) any variation in Prize value to that stated in these Terms and Conditions; (e) if a Stand is cancelled or delayed for any reason beyond the reasonable control of the Organizer; (f) any tax liability incurred by a winner, voter or entrant; or (g) use of a Prize.

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### 参赛规则：

1. 凡马来西亚公民和永久居民皆可参加，年龄未满 18 岁的参赛者须有家长或监护人签署同意书。
2. 每份参赛表格只限一人申请。
3. 比赛的主题：“白花齐放迎中秋”
4. 参赛表格可下载自 [www.9-creativision.com/](http://www.9-creativision.com/) [www.facebook.com/creativision](http://www.facebook.com/creativision) 或向光华日报索取。
5. 报名免费，唯提呈表格之际需附上两张日期 8/8 至 29/8 之光华日报的表格。
6. 所有参赛表格须在 29-8-2014，下午 5 点之前提交檳城光华日报总社。  
询问电话：**04-2612312 ext 111/328/329/330.**
7. 主办当局将根据申请人的个人资料、作品概念、烘焙经验和参赛热忱作为参加这次比赛入围的审核标准，并进行电话面试，从中选出 30 人参与创意月饼比赛。

### 比赛细节：

1. 参赛作品必须是报名者的作品。
2. 参赛作品必须是新制作，且未曾参加过任何比赛。
3. 参赛者可以以任何形状设计的月饼参赛，也可选用烘月饼/冰皮和任何传统/综合口味的馅料制做参赛月饼。参赛者允许以现成的月饼参赛，不过须以创意的方式呈现，唯其高度与大小须限于 2 尺 x 2 尺。
4. 所有参赛作品将摆设在本主办单位安排的桌子上。每名参赛者将获提供 3 尺 x 3 尺的空位，展示自己的作品。
5. 如有需要，参赛者请携带自己的装饰工具/设备，延长线插头和其他等用品。
6. 参赛者须作好准备应对因环境或气候因素对参赛作品带来的影响。
7. 每位参赛者必须在参赛作品旁展示名字，参赛编号和电话号码，但是有关品牌或商业广告和照片等一律禁止。参赛作品展示的面积不可超过比赛指定的尺寸 (2 尺 x 2 尺)。

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8. 所有参赛作品必需用可食用性的材料制作，不过一些设计用途的装饰品如非毒性塑料或金属是允许的。参赛者请勿使用非食品替代糖类，“食用图像”是允许的。如果使用不合格的食料制作参赛作品，将被取消参赛资格。
9. 活动当日，参赛者可携带不超过3名助手，不过，参赛者必须在**8月29日**前把助手的名单提交给主办单位。
10. 参赛者受鼓励当天身穿唐山装。
11. 参赛者必须在**2014年9月7日**（星期日），下午**4时30分**至下午**6时**的时段，在现场布置和展示参赛作品，下午**6时**开始评审团将进行评审而同时公众可以为自己喜爱的参赛作品投票，时间是傍晚**6时30分**至晚上**9时**。
12. 评审团在进行评审之际，参赛者须在旁为作品介绍和解说。评审团有权品尝参赛作品以作评审标准评分。
13. 评审将按照以下的标准评分：

• 创意和技艺	40%
• 主题诠释	20%
• 整体外观呈现	20%
• 月饼味道，颜色和外观	10%
• 公众投票	10%

参赛者总分： 90% 来自评审团，10%由公众投票。

主办当局将邀请有资格和经验的评审团进行评审，主办当局和评审团的决定乃最终的决定，任何投诉恕不受理。 评审团将依据评审标准评分。若有必要，评审团及主办单位有权更改评审的标准。

14. 参赛者不允许利用比赛作为政治的宣传。
15. 参赛者须传达正确的讯息。严格禁止通过作品传达歧视性的标语、口号或讯息。

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### 16. 优胜奖励:

冠军 : 奖金 2500 令吉及奖杯一座

亚军 : 奖金 1500 令吉及奖杯一座

季军 : 奖金 1000 令吉及奖杯一座

入围奖 (三份) : 奖金 200 令吉

特别奖之最有创意蔬果雕刻 : 奖金 300 令吉

- 所有参赛者将获赞助商赠送一份礼品.

### 17. 得奖名单将于比赛当天晚上 10 时宣布。

### 特别声明：(以英文版本为准)

- 1) 主办单位保留更改及修正的基本条例而无需要给予任何事先通知之权利：
  - a) 拒绝任何参赛作品。
  - b) 暂停或取消此活动。
- 2) 不完整的参赛表格恕不受理。在任何时候若发现虚假，错误，欺诈或误导性信息，主办单位保留权利取消任何一位参赛者资格。
- 3) 对于有任何参赛者的身份争议，主办单位自行确定参赛者的身份。
- 4) 参赛者在报名和登记完成后，将被视为接受和同意这些条款和规则。如果参赛者违反比赛规则，主办单位保留权利取消参赛者的资格或扣留奖品。主办单位将在官方网站 [www.9-creativision.com](http://www.9-creativision.com) 公布任何修改的条款和规则。
- 5) 主办单位将有权陈列，使用及处理参赛作品。参赛者同意让主办单位在任何的宣传活动和新闻上使用他们的名字、照片或作品作为宣传。
- 6) 主办单位将保留随时取消或修改比赛规则（包括更改奖品）的权利。
- 7) 如果缺席当天的比赛，参赛者将同意承担主办单位所承受的损失，损害和费用。
- 8) 如有任何询问，请联络主办单位：

CREATIVISION D.C.SDN.BHD.

电话：603-62500999 或 019 -2720999 电邮：[enquiries@9-creativision.com](mailto:enquiries@9-creativision.com)

光华日报负责人：Ms. Looi - 04-2612312 ext 111/328/329/330.