



March 21st - 23rd, 2010
Atlantic City Convention Center
Atlantic City, New Jersey
www.abe2010.com

**Cake Decorating
Extravaganza**

sponsored by



OFFICIAL ENTRY FORM

REGISTRANT INFORMATION

Name: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Fax: _____

Email: _____

Bakery Distributors used: _____

CATEGORIES

Tiered Cakes

Novelty Cakes

Sculptured Cakes

3 Cash Prizes in each category:
\$500, \$250 & \$150

Plus \$500 Best in Show Prize

Fax Completed Form To:

732-577-8445

Attention: Patty Spitzfaden

Mail Completed Form To:

PO Box 459

Colts Neck, NJ 07722

Questions:

pspitzfaden@foodscene.com

CATEGORIES

Tiered Cakes

Wedding Cakes with two or more tiers. Any sugar medium or technique may be used on both categories.

Novelty Cakes

Any non-tiered cake with a theme such as a Birthday, Anniversary, Christmas, Easter, etc. Any sugar medium or technique may be used.

Sculptured Cakes

A three-dimensional or shaped cake. Can be done any theme or category and be covered with buttercreme, chocolate or fondant.

RULES:

1. You must register for the competition with the Atlantic Bakery Expo no later than March 1, 2010. Anyone who does not register will not be judged or eligible for cash prizes. Entries must be the exclusive work of entrant.
2. Cake entries should be Styrofoam but such that the design can be duplicated in cake. Brill our sponsor will provide 1 free sample of their product to all applicants to their shop.
3. No business identifying marks, advertisements, or photos will be allowed until the completion of the judging. After judging business cards may be placed on the cakes.
4. Bring completed cakes to Drop Off Area (Rear Loading Dock) on Sunday March 21st between 3:00 and 5:00pm or Monday March 22nd 8AM to Noon. Any cakes delivered after Noon on Monday will not be judged, but placed for display purposes only. Please note you cannot decorate your cake on site. All cakes must be brought through the rear entrance of the convention center; no entries may be brought through convention center lobby.
5. Judging will begin promptly at 1pm on Monday March 22nd. Each cake will be judged independently by a team of expert judges. Award announcement will be done at the display area after the scores are received from the judges and calculated. Please note the decisions made by the panel of judges are final.
6. Cakes are judged by appearance; points will be given for neatness, originality, creativity, colors and degree of difficulty. All items will be judged according to criteria on a point system. Each cake will receive a medal based on the number of points awarded.
7. Each of the 3 categories will have a 1st, 2nd, and 3rd cash prize, with the amounts being 500.00, 250.00, and 150.00. In addition to the prize money, these winners will receive a token medal. All entries will receive a ribbon for participating.
8. One best of show winner will be chosen by the judges and will receive a trophy and cash prize of \$500.00.