

Salex SW 3D Online Configurator Social Contest: #SalexSW3DContest

Eligibility

- All design firm clients (“Company”) of the Salex SW agency are eligible to participate.
- To qualify, entry must follow submission guidelines outlined below and post on Company’s social platform(s) during the contest period from September 7 through to October 1, 2021.

Submission Guidelines

1. Design a custom 3D Printed luminaire using the online configurator found here: <https://www.tailored.lighting.philips.com/en/us/Series.aspx>
2. Save the image of your custom luminaire design.
3. Using the provided social post template (png file), create an image of your design to post on Instagram or LinkedIn (or both).
 - i. 4 different social post template backgrounds to choose from will be provided by Salex as png files. It is mandatory to use these templates for social post image.
 - ii. Social post image within template can include just the picture of the 3D printed luminaire that was designed. Or the custom designed luminaire can be superimposed into an application image of Company’s choosing for design context. Refer to the attached [contest entry guide](#) for some examples of social post images.
 - iii. Mandatory copy for post to include:
 - **Required text:** I/We just designed this fully recycled 3D Printed Luminaire for the #SalexSW3DContest. Interested in designing your own? Check it out at [tailored.lighting.philips.com](https://www.tailored.lighting.philips.com)
 - **Company’s copy:** Tell us **a)** what space this luminaire was designed for (eg. open plan office); and **b)** why this luminaire is well suited to the space
 - **Hashtags:** #3Dprinting #3DprintingbySignify #sustainability #SalexLUC #SalexSW
 - iv. Post must tag @SalexSW and @SignifyCanada

How to Win

- All eligible entries (“Entrant”) submitted during the contest period will be judged by a Salex SW committee based on creativity and functionality. Defining the what and the why for luminaire in addition to the design itself will form the judging criteria.
- Based on judging criteria, the Salex SW judging committee will short list the submissions to a final 4.
- The Top 4 entrants will be posted on the Salex SW social channels for public voting (social poll) from Oct 4 - 8, 2021. Entrants will be tagged in social posts. (Entrants can share post to encourage people to vote for their entry).
- The Top 3 entrants receiving the most votes will win 1st, 2nd and 3rd prizes as outlined.
- Winning entrants will be contacted week of October 11, 2021 and published on Salex SW social channels and website.

Prizing

First place (up to \$1k value)

- a) Qty 1 fully functional sample of winning design*
- b) Signify 3D Printing Sample Bag
 - Qty 2 RD Series Decorative Pendants (red twist and white bell with Signify logo)
 - Qty 2 Phillips LED 60w bulb
 - Qty 1 cord
 - Qty 1 Sample cone kit with different shade colours (x8)

Second Place (\$300 value)

- a) Signify 3D Printing Sample Bag
 - Qty 2 RD Series Decorative Pendants (red twist and white bell with Signify logo)
 - Qty 2 Phillips LED 60w bulb
 - Qty 1 cord
 - Qty 1 Sample cone kit with different shade colours (x8)

Third Place (\$200 value)

- a) Qty 2 RD Series Decorative Pendants (shade only)

*Excludes custom logo if applicable; excludes “coming soon” series such as double series pendants.