



# QUICK GUIDE

**ICFA Design Excellence Awards**  
are the premier design recognition  
for home furnishings and accessories  
produced for outdoor living.

## ELIGIBILITY

- Open to ICFA Manufacturer and Solution Partner members.
- Also open to non-members exhibiting at Casual Market Atlanta (July and/or September 2025).

## SUBMISSION REQUIREMENTS

For each entry, complete all fields and submit the following:

- Submit forms as PDF documents
- Entry/Description Form (separate for each entry)
- Contact Sheet (submit a copy with each entry and attach a copy to each product)
- Suggested Retail Price
- Up to 4 high-resolution images (300 dpi, at least 4"x 6" in size)
- Entry fee

## ENTRY FEES

- Members: \$100 per product
- Non-Members: \$500 per product

Pay online at [www.ICFAnet.org/payments](http://www.ICFAnet.org/payments)  
Please note "Design Excellence" in the payment field. Fees are non-refundable.

**ENTRY DEADLINE**  
**Friday, July 11, 2025,**  
**by 5:00 p.m. EST**

## Naming Forms and Images

Use the following formula:

- COMPANY NAME - NAME of PRODUCT - Entry Identification
- COMPANY NAME - NAME of PRODUCT - Image Detail
- COMPANY NAME - NAME of PRODUCT - Contact Sheet

## Example for Reference:

- ABC Inc - Big Blue Umbrella - Entry Identification
- ABC Inc - Big Blue Umbrella - Side View
- ABC Inc - Big Blue Umbrella - Contact Sheet

## JUDGING & CRITERIA

Products will be judged in-person and anonymously based on:

- ◆ **Material use**
- ◆ **Innovation**
- ◆ **Color**
- ◆ **Construction**
- ◆ **Design**
- ◆ **Marketability**

## AWARDS

**Design Excellence winners will be announced at the 2025 ICFA Awards Gala on September 17, 2025.**

- One winner will be selected in each category (minimum 3 entries required per category).
- The Lillian B. Winchester Award for Best of Show will be chosen from all winning products.
- Category winners will be displayed during Fall Casual Market Atlanta in the lobby of AmericasMart, Building 1

## CATEGORIES (12 Total)

1. Dining/Bar Tables – Outdoor-use tables. Accessory tables belong in category 12.
2. Dining/Bar Chairs – Outdoor-use chairs.
3. Chaise Lounges – May include shade components.
4. Lounge Seating – Cushion – With cushions.
5. Lounge Seating – Non-Cushion – Without cushions.
6. Shade Products – Umbrellas, pavilions, and other sun protection.
7. Outdoor Lighting – UL-listed or 12V portable lighting.
8. Heating/Firepits – Outdoor heating products.
9. Outdoor Carpeting, Rugs & Flooring – Max 6' x 8'.
10. Fabric – Mounted on a 24" x 36" board. Must include one 13" x 13" finished swatch. Up to 4 coordinates or trims may be included.
11. Complementary Casual Products – Accents – Pillows, throws, decor, small lighting, small rugs.
12. Complementary Casual Products – Furnishings – Benches, swings, hammocks, small tables, etc.

## Important Notes

- Products must be new introductions after July 2024.
- If your product has unique features, you may include a short video and describe these in the Product Description form.
- The ICFA may reassign entries to more suitable categories.
- Entries will be promoted online in a portfolio hosted on the ICFA website and shared via industry media.
- You may opt out of the online showcase – note this on your Entry Form.
- **NO LATE ENTRIES WILL BE ACCEPTED.**