

(to be completed by *all* categories except those "Not in Competition for PHS Awards")

Exhibitor's name _____

Contact person _____

Phone _____ Fax _____

Please state the objectives for your exhibit, clearly and in as few words as possible. This information will be used solely for the judges, and their decisions will be based on how well you have achieved your stated intent. Here is an example of an intent from a previous Show.

<p>1. Explain the overall design concept of the exhibit.</p> <p>The exhibit has been designed to display the various functions and qualities of woody plant bark. Both the commercial and aesthetic uses will be presented.</p> <p>2. Explain the horticultural concept of the exhibit.</p> <p>A selection of woody plant material in a woodland setting will illustrate bark characteristics, including color and texture, that can add year-round interest to the landscape.</p> <p>3. What impact do you want the exhibit to have on the visitor?</p> <p>The visitor should walk away with a new or renewed respect and appreciation for plant bark and its impact on their daily life.</p>

INTENT OF EXHIBIT (NOTE: Each section must be *no longer* than 25 words. Intents must be TYPED or COMPUTER-PRINTED. You may attach a typed or computer-printed version to this form, but please conform to the requested three-section format. Sections longer than 25 words will be truncated.)

1. Explain the overall design concept of the exhibit.
2. Explain the horticultural concept of the exhibit.
3. What impact do you want the exhibit to have on the visitor?

Please note: If you revise your intent, you must submit a typewritten/computer-printed copy to Betsie Blodgett in Room 300 of the Pennsylvania Convention Center **no later than noon, Friday, February 26.** Intents received after that time will NOT be typed for the judges.

Return by February 1, 2010, to:
Attn.: Kathleen A. Mills
The Pennsylvania Horticultural Society
100 N. 20th St. - 5th Floor
Philadelphia, PA 19103-1495