

Packaging Competition Rules

Entry Conditions

- All entries to be submitted **on-line or e-mail(cozywood@naver.com)**.
- Each entrant must supply a sample of the packaging for the judging panel to make its decision. It is recommended that all entries be submitted via registered post or courier.
- No metal coins are to be included in the sample packaging submitted. If coins are included in a package submitted to this competition, the package will be not be included in this competition. It will automatically be disqualified.
- If the coin itself is key to understanding a package to be submitted, then a high quality four colour image in actual size of the coin may be placed into the coin well or opening in the packaging being submitted. The coin well, or opening in which the coin image is placed in the package, may not be sealed but rather remain easy to open. These images will be removed by the jury after the initial viewing; enabling the judges to clearly understand the package how it houses the coin while still being able to judge the packaging on its own merits.
- Include with each entry a good quality image of how best to display the package entered and any ancillary items that the package may come with.
- Entry to the packaging competition is open to all official Member Mints and Observer Mints. In other words, this is open to those mints, which produce the circulation coins for a sovereign nation.
- Entries may be from a country submitting the entry or from another government agency, which does not have a minting facility and has contracted an official mint to produce the coins for the packaging entered.
- **Entries must have been officially released or will be released to the public between February 1, 2016 and March 31, 2018.**
- Each mint may enter only one packaging concept per category in each of the four categories here listed.
- Packaging entries from the host conference mint are not eligible for the current contest.

- Previous first place winners, in which the series bridges over from the last contest entry dates (February 1, 2014 to January 31, 2016), and are still to being issued in the current contest period, are not eligible.
- There are four categories in the packaging competition, as follows:

Category 1 – **Most Creative/Innovative and Unique Packaging**

Entries in this category must be able to demonstrate high creativity and uniqueness not seen before in numismatic collectible packaging.

Category 2 – **Best National Set**

Entries in this category shall best convey the identity of the issuing nation. This package usually includes the annual currency of the issuing nation. The package is readily recognizable internationally as being from the issuing country.

Category 3 – **Best Package to Encourage Collecting**

Includes all packaging that can house a multiple coin set in a series that will be collected over time, or an individual package of an annual set or an annual issue of coins, in which the packaging of the series changes each year for several years and the coins remain the same from one year to the next. Only the date of issue changes.

In the first definition the coins along with the package create the story that needs to be completed. While, in the second definition it is the series of packaging that creates the story and not the coins. In either definition the packaging is set-up in such a way that the collectors of the coin sets enjoy the story being created and have strong needs to complete the series. The satisfaction is so strongly felt that the owners of the series are encouraged to continue collecting.

Category 4 – **Marketers' Choice**

These entries includes all of the above entrants as well as all packaging a Mint decides to submit in advance to the organizers at the conference host mint for direct inclusion in this category. A mint may have a super cool package that simply does not fit any of the first three categories and therefore it can be submitted directly for inclusion here.

- There will be one winner per category, one second place and one highly commended entrant.
- Each entry must arrive and be accompanied by a copy of the registration form no later than **February 28, 2018**. Details below.

All packaging must be re-claimed and removed by the submitting Mint's representative at the conclusion of the conference, on Thursday April 26 between 9 ~ 12 o'clock in the

morning; otherwise the packaging will not be returned but considered abandoned and recycled or destroyed.

Judging Panel

Four people from the following industries/backgrounds will judge categories 1, 2 and 3:

- Packaging designer
- Retail and commercial merchandise buyer
- Coin collector
- Coin dealer, distributor or trade representative

The senior marketing person or senior mint representative from the conference host mint will invite national experts in each of the fields provided above to the host mint for a day of reviewing and judging the packaging entries received in each of the first three categories. The panel will have discussions based on the accompanying material submitted by a mint for each package in the review process. Each category will then be voted on in a secret ballot in order to determine the first, second and third place finishers. The senior marketing or mint person present from the host conference mint will have the deciding vote in the case of a tie.

The senior representative from the host mint will take notes during the judging day of the conversations and discussions as well as what specific reasons were key to the judges when voting. These notes will be used as a basis to make the presentation detailing the proceedings of the Jury and their decisions to the delegates during the actual conference and the presentation of the packaging awards. All winners shall remain confidential until the official awards ceremony.

Judging “Marketers’ Choice” category

The judging of this category will be completed during the first and second day(April 23~ 24) of the MDC conference in May 2018.

Voting

- Only one vote per member or observer mint for this category.
- This vote is to be from the senior marketing representative of a national sovereign mint. If there is no senior marketing person present during the conference, then the most senior representative of a respective mint may vote. The senior representative may choose to consult their colleagues prior to voting but only one vote will be accepted per eligible national sovereign mint.

- Criteria: In their opinion and based on their years of experience, which package entry best embodies a successful package for the coin world regardless of its intended target market.
- Based on these votes the Marketers' Choice category will be selected.

The winners will be announced at the Session 9 of the marketing session on April 26, 2018, in the Grand Ball Room of the conference hotel.

For further enquiries please contact the Chair, MDC Marketing Committee

Please write on the box “For the Packaging Competition of the Mint Directors Conference” when you send it to us.

Ms. Jamie LEE(Jee Young , LEE)
Coordinator
KOMSCO(Korea Minting, Security Printing & ID Card Operating Corp.)
MDC Secretariat
KOMSCO Room# 205, 777, Incheonsinhang-daero, Yeonsu-gu,
Incheon Republic of Korea
Tel : +82-2-2152-5002
Fax: +82 504 221 4723
E-mail : cozywood@naver.com, jsw@ioconvex.com

30th Mint Directors Conference

April 22-26, 2018 – Seoul, Korea



Registration Form(for Packaging Competition)

The deadline for competition registration is Feb. 28. Please e-mail the form to:

cozywood@naver.com / jsw@ioconvex.com

1. Information

Category :	<input type="checkbox"/> Most Creative/Innovative and Unique <input type="checkbox"/> Best National Set <input type="checkbox"/> Best Package to Encourage Collecting <input type="checkbox"/> Marketers' Choice
Minted :	<input type="checkbox"/> Coin minted for own country <input type="checkbox"/> Coin minted for other country

•Name of Participating Mint :

•Officially Released Date :

•Description of Packaging :

•Description of Coin :

•Explain how this packaging fulfils the requirements of this category :

2.Contact Person

·Name :
·Address :
·City :
·State :
·Post code :
·Country :
·Telephone :
·Cell Phone :
·E-mail :
·Signature :

3. High definition image

***Must be attached on e-mail.**

PNG is preferred file type. Images Size : 4032pixel × 3024pixel

4. Notice

*** Please print this form, sign and send it with your registered coin and write on the box “For the Packaging Competition of the Mint Directors Conference” when you send it to us.**