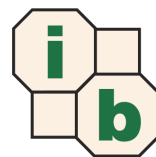


# CONTEST EXTENDED - NOVEMBER 1, 2021

## 2021 Photo Contest



**Pavers by  
Ideal®**

45 Power Road  
Westford, MA 01886  
781.894.3200  
info@IdealConcreteBlock.com

### 3 Contest Categories

Professional Contractors  
Homeowners / DIY  
Before & After

### SCAN TO ENTER



Homeowner



Contractor

*We respect your privacy. If your project is selected for marketing materials, we will not reveal the name or location of the property.*

## Contest Rules

- Pavers, walls, elements and steps must be manufactured exclusively by Ideal Concrete Block Co. Natural Stone used in combination with these products is acceptable.
- Quality and caliber of the project and photography submitted must be suitable for use in our marketing materials.
- Project Owners' must give permission to use photographs and be willing to sign a photo release. By submitting, you grant Ideal royalty free use of your images for our advertising and commercial purposes.
- Photographs must be high-resolution digital images and must not be edited/Photoshopped.
- Winners are chosen at the sole discretion of Ideal. All selections are final.
- All entries must be submitted online and must be received by November 1, 2021.
- You can enter more than one project and a project may be entered in more than one category, however, it can only win in one category.

**Entry Deadline Extended - November 1, 2021**

# Prizes

## Professional Contractor

### 1st Place: \$5,500 Value

- Weber VPR 450 Roller Compactor
- Full page picture in our *Come Home to Style* catalog with product showcased on adjacent page
- Contention for catalog cover
- Free passes to attend the Northeast Hardscape Expo and two hotel rooms for Wednesday night of the Hardscape Expo
- Sponsored entry into the Hardscape Expo Installer Competition
- Wood print picture



### 2nd Place

- Pave Tool BL980 Wall Block Clamp
- Full page picture within our *Come Home to Style* catalog
- Free passes to attend the Northeast Hardscape Expo and one hotel room for Wednesday night of the Hardscape Expo
- Wood print picture



### 3rd Place

- Grabo Vacuum Lifter
- Picture within our *Come Home to Style* catalog
- Free passes to attend the Northeast Hardscape Expo
- Wood print picture



## Homeowner/DIY and Before & After

### 1st Place:

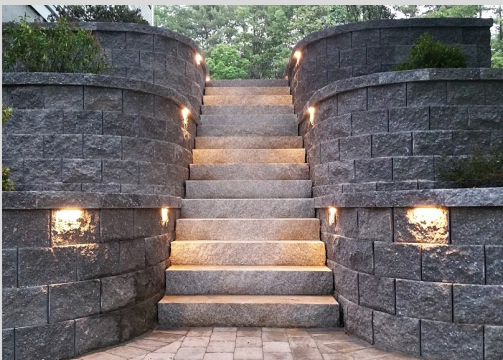
- \$1,000
- Wood print picture

### 2nd Place

- \$500
- Wood print picture

### 3rd Place

- \$250
- Wood print picture



# Photo Guidelines

## Do...

- Take high-resolution photos. If using a phone camera, set it to HDR (highest resolution setting)
- Try staging your projects with bowls of fruit, potted plants, patio furniture, colorful pillows, and dishes or glassware
- Take a variety of shots—from up high, low to the ground, full project and closeup at various angles and different times of the day to capture your project at its very best
- Trim grass and landscaping and shut off irrigation the day prior to photographing
- Uncover pools, hot tubs, grills, etc.

## Don't...

- Forget to open patio umbrellas
- Show dead plants, grass, or dirt areas
- Show a hose, pool cleaning equipment or trash bins
- Forget to sweep/clean your project



**Enter at**  
[www.IdealConcreteBlock.com](http://www.IdealConcreteBlock.com)  
 (www.IdealConcreteBlock.com/photo-contest)