ENTRY KIT

DEADLINES

Early Bird: Feb. 15, 2019
Final: March 15, 2019

■ Entry Fees

Early Bird Rate for Shop! Members: $175 per submission
Early Bird Rate for Non-members: $325 per submission
Regular Rate for Shop! Members: $375
Regular Rate for Non-member: $525
Special Element Consideration: $50 per element
To verify your membership status, go to the Shop! member search, Supplier Connect. For more information on becoming a member, contact join@shopassociation.org or 954-241-4831.

■ Eligibility

Entries may be submitted by retailers, designers, architects or suppliers of projects installed in operating retail environments between Jan. 1 and Dec. 31, 2018. A project may only be entered by one company. Once it is entered, it is eligible for additional consideration for additional fees. Entries not complying with competition rules will be disqualified.

■ Judging Process

An independent panel of judges determines a Gold Award and up to two Silver Awards in each category. One overall store entry is also awarded Store of the Year. In addition, several projects will win special awards for individual elements: flooring, in-store communications, lighting, store fixtures, sustainability, visual presentations, and wall treatments. One of the special awards in appropriate categories will also receive a Fixture of the Year or a Visual Presentation of the Year. All awards are determined at the judges' discretion; decisions are final.

Principal criteria for judging:
• excellence in design
• originality in the use of space and materials
• quality in executing the total concept
• in some cases, the highest return for dollars spent

■ Shop! Sustainability Awards

Shop!'s focus on sustainable design has helped drive market adoption of green building in retail. To make it easier to enter your project's most innovative sustainable element(s), we've simplified entry with just a couple of questions and a lower fee by adding Sustainability as an Individual Element Category.

■ Awards Presentation

Awards for the winning entries will be presented at the Shop! Awards Celebration at the end of the second day of GlobalShop, the Shop!-sponsored trade show that takes place in Chicago in 2019. Join us for a reception and presentation Wednesday, June 26, 2019, from 5:00 to 7:30 p.m. Tickets will be available for sale through the Shop! website.

■ Awards Acceptance

All companies that contributed to projects receiving Gold Awards, Store of the Year, Fixture of the Year, and Visual Presentation of the Year will be recognized during the awards ceremony. Designated recipients of all projects, generally the lead designer or supplier, will receive beautiful crystal awards and the opportunity to take a group photo with the entire team in the Winners Circle.

■ Press Coverage

All winners receive project coverage online, in print, and throughout GlobalShop. Shop! provides full coverage in its annual *Winners Book* distributed to the retail community, and on shopassociation.org for years to come. In addition, other industry publications such as *VMSD, design:retail magazine*, and *Chain Store Age* cover Shop!'s award winners.

Categories

One Gold Award winner from qualifying categories(*) will be selected as the Store of the Year:

Restaurant/Casual Dining
Any store that sells meals for immediate con-sump-tion at moderate prices, including casual and family restaurants, delis and cafes.

Restaurant/Fast Food
Any store that serves meals prepared for onsite, drive-through or take-out consumption that can be prepared in 3-5 minutes or less while the customer waits. Must be classified as a Fast Food Chain.

Restaurant/Fine Dining
Any store that serves meals prepared on-site for immediate consumption and creates a fine dining experience that features a high level of service, comfort, and décor.

Convenience Store
Small grocery stores predominantly selling conve-nience items, including snack foods and sandwiches. Gas station c-stores are encouraged to submit.

*Supermarket/Grocery Store
Any store that merchandises and sells a variety of food and beverage types. May include some pre-pared food sections as one of many departments.

*Specialty Food and Consumables Retailer
Any store that merchandises and sells as its main product specialty foods, beverages, or products that are consumable such as tobacco and cannibis. This category differs from the Restaurant categories in that the food product sold is not generally for immediate consumption, with the exception of some food retailers that offer food and drink bars as an added service.

*Service Retailer
Any establishment that sells a service rather than a product, such as banks, brokerages, financial services, hair salons, spas, business service centers, and travel agencies.

Pop-Up Store
Any retail environment that sells merchandise/services or offers a brand experience in a temporary installation of one year or less. This category may include tented spaces, moving vehicles, barges and other mobile retail, as well as seasonal and special promotional events held in retail or non-retail build-ings. This category may be further segmented at the judges' discretion.

Department Within a Store
A single specialty department within a department store, e.g., menswear, shoe department, etc.

Branded Shop Within a Store
A single branded shop or department within a department store, e.g., Chanel Cosmetics within Saks Fifth Avenue or Timberland PRO within Ritz Safety.

Brand Activation
A campaign, event, or experience that drives consumer interaction with a brand.

*Department Store
(New or Remodeled)
A traditional department store with several distinc-tive areas devoted to various product classifications or brands, which might include apparel, cosmetics, home goods, linens, elec-tronics, etc.

*Hardline Specialty Store
(New or Remodeled)
Stores, including themed environments, where at least 50 percent of the merchandise is hardlines, such as toys, electronics, audio visuals, hardware, eyewear, cosmetics, jewelry, appliances, equipment, furniture, or variations thereof. Additionally, floral, bath and body products, and books are defined as hardlines. Stores in this category are further divided by square footage.

*Softline Specialty Store
(New or Remodeled)
Stores, including themed environments, where at least 50 percent of the merchandise is softlines, such as apparel, shoes, textiles, and linens. Stores in this category are further divided by square footage.

*Specialty Store Over 25,000 sf
(New or Remodeled)
A store specializing in one or more product lines, generally but not necessarily incorporating both hardline and softline goods. Shop! reserves the right to further subdivide this category as neces-sary in order to ensure accurate, equitable store comparisons.

Outlet store
Stores in which manufactureres sell new, one-of-a-kind, out-of-carton, discontinued, obsolete, used, reconditioned, overstocked, and scratched and dented products across a broad assortment of merchandise categories.

Common Area (New Category!)
Any part of a shopping venue that is outside of individual stores for use by all tenants and shoppers such as access points, mall corridors, stairways and elevators, restrooms, parking areas, courtyards and landscaping.

Store Fixture/Vending Machine/Kiosk
A stand-alone store fixture, vending machine or kiosk where customers can purchase merchandise, a service, and/or where product knowledge can be accessed. Typically found in a non-retail environment or in the middle of a mall.

Window Display
A store or shop window displaying items for sale or otherwise designed to attract customers into the store.

ADD-ON INDIVIDUAL ELEMENT CATEGORIES
Add one or more element categories to increase your chances of winning an award for only **$50 more each!**

Flooring
Any aesthetic or functional enhancement to flooring within a retail environment

Lighting
Any aesthetic or functional enhancement to lighting within a retail environment

Signage/Graphics
Static signage/graphics including brand and lifestyle graphics as well as wayfinding, exterior/storefront, and retail brand messaging signage.

Storefront/Exterior
Retail exterior/facade that reinforces the store as a destina-tion, exemplifies branding, creatively solves an architectural challenge, or adds aesthetic beauty while meeting functional needs.

Store Fixture
Any unit, units, or kiosk used to hold or display merchandise in a store, shop, or as a freestanding center

Sustainability
Any sustainable element or innovative sustainable aspect of your project

Use of Technology
Application of technology in-store or on the storefront to enhance the in-store experience, engage consumers, reinforce brand positioning, increase dwell time, attract attention, in-crease sales, assist with product selection, provide customized products or services, etc.

In-Store Visual Display
Any visual or thematic element or elements, including Cosmetic Presentation (seasonal or other); Graphic Communication; Mannequin displays or groupings; Seasonal Presentation; Themed Prop or Environment; and Window Display

Wall Treatment
A decorative process or art form used to enhance a wall within a retail environment

How to Enter

Shop! Enhancing Retail Environments & Experiences

1 **Enter online here.** You can save your forms and revisit them at any point in the process. Your payment will not be processed and your entry will not be submitted until you complete the entire form and select SUBMIT. Please note: Entries are only accepted online.

2 **Register and provide your email address** to update previously provided contact information or to establish a new account. You will only need to provide this information once, no matter how many entries you have. To edit it at any time, simply click on the MY PROFILE tab in the menu on the left of the home screen. In order to access states and provinces outside of the U.S., select COUNTRY first and allow the State field to refresh before choosing your State or Province. SAVE changes.

3 **Select ADD ENTRY and complete one official entry form per project.** Asterisked fields are required. SAVE.

4 **Select GENERAL PROJECT INFORMATION tab** across the top of the page. Complete all fields. SAVE.

5 **Select ELEMENT DETAILS** tab across the top of the page. To help describe the strengths of your project, you can add details about project elements at no additional charge here. If you would like your project considered for awards for individual elements, please check appropriate boxes at the top of the page. Be sure to SAVE.

6 **Select the IMAGES tab to upload from 4-10 images per project.** One exception: up to 16 images are allowed for projects entered into the Element categories. Images exceeding the limit will be deleted in no particular order. All images must be at least 300 dpi (or pixels per inch) at a size of eight inches wide, provided in JPG or JPEG file format. Higher resolution is preferred. Videos can also be uploaded as images in .mov and .mp4 file formats. One 45 second video can be uploaded and counts as one image. PDFs will not be accepted. Images and videos can not contain any vendor name(s). Only the retailer name is allowable.

Name each electronic image with the first six characters of the project name followed by the number of the preferred viewing sequence. EX: BEST-BU04 or BESTBU_NY04 etc. For Element entries, be sure to indicate which images should be reviewed for special consideration in each category by selecting codes provided.

7 **Select the CREDITS tab across the top of the page to review and add the names and contact information** for all companies contributing to the project. You MUST add your own company under CREDITS to receive credit for the project. And, don't forget to include the retailer in the list of credited companies! Note that all credit lists must be final at the time of submission. SAVE. Entries without credits will be disqualified!!!

8 **Select the SIGNATURE tab across the top of the page to complete** your entry. Date and signature are required fields. SAVE.

9 **Select SUBMIT ENTRY tab on the top of the page. Place a checkmark in the box and select SAVE AND RETURN TO CART**. You can always edit entries before submiting payment.

10 **Select MY APPLICATIONS tab on the left sidebar. This enables you to see all of your entries and their statuses.** Return to this tab if you have to leave a submission in the middle of the process; then click IN CART, and MAKE CHANGES to edit when you return. When you are ready to Submit click CHECKOUT. If you want delete an entry, click on the red REMOVE in the ACTION STATUS column.

11 **Select the CHECKOUT button at the bottom of the In Cart topay for your entries.** You will see a list of all of your entries with a grand total. Complete all blank fields. You can overwrite all fields except for the Amount Payable field. Click the PROCESS button (ONLY ONCE) in the bottom left of the form. You will receive a confirmation of your payment within 24 hours. Note that you must submit and pay for all of your submitted entries at one time. To receive early entry pricing, entry MUST be paid before the early entry deadline (Feb. 15, 2019).

If you are paying by check, submit everything online but the payment. Entries submitted solely in print will be disqualified. Checks should be made out to Shop! (see below). The cancelled check will serve as proof of receipt. Please indicate the names of the projects associated with the check as a reference.

MAIL CHECKS TO:
Shop!
2018 Shop! Design Awards
4651 Sheridan St., Suite 470
Hollywood, FL 33021
954-893-7300, ext. 4819 (if overnighting)

12 **Entry materials become the property of Shop!** and will not bereturned. Entrants grant Shop! permission to use all images by checking and digitally signing the release, required in the entry.

13 **Information submitted should be approved for press and web coverage.** Entrant is responsible for the collection and accurate reporting of all project information. Information should be publication-ready at the time of submission.

14 **Questions?** Contact Debra Dean at 954-241-4819 or via email at ddean@shopassociation.org.

15 **For a list of winners,** visit our awards site online after April 26, 2019. Link to: www.shopawards.com

Entry Preparation Tips

shop! **Enhancing Retail**
Environments & Experiences

1 **Follow the rules and formats provided.** Your entries will fare better.

2 **Make sure to include all key vendors in the credits list.** Including company and the Retailer!

3 **Despite its many positive qualities, your project will be critiqued primarily on the images submitted.** When possible, contract with a professional photographer. A list of photographers used by previous award winners is available on our website at: http:awards.shopawards.org/photographers.cfm

4 **If taking your own pictures, make sure that they are high resolution.** Use a digital camera of at least 5 megapixels. Make sure that the camera is set for the highest possible resolution AND highest possible image quality (with least image compression).

5 **Make sure you have good lighting when photographing the store or fixture.** Use additional lighting or adjust the room lighting as necessary.

6 **Clear unnecessary items from the area before you photograph** so the judges can concentrate on the design.

7 **If your store element has a unique function that can be demonstrated, take a picture showing that**, or replace one image with a 45 second video. Again, make sure the picture is well lit and organized.

8 **If your store element has a special component, include a close-up of the element** so the judges can better understand its uniqueness.

9 **Send enough visuals to adequately tell your project's story.** If 4-10 images are requested, send 10 whenever possible. Include one 45-second video and/or a floor plan in place of an image. The judges need ample visual information to judge your project.

10 **Be concise and provide specifics in your project descriptions.** Use bullet points as much as possible. Judges have a limited amount of time to review the descriptions, so help them identify important points at a glance.

11 **If possible, number the images in a proper sequence** thatwill help walk the judges logically through the store or project so they can better understand it.

12 **Make sure you have copyright permission** from thephotographer and/or the retailer and that you have provided an accurate list of contributors to the project. If your photographer wants a credit, they must be added to the Credit list.