

2019 Shop! Outstanding Merchandising Achievement Awards

ENTRY KIT



The Shop! Outstanding Merchandising Achievement (OMA) Award 2019, now in its 61st year, are the Marketing at Retail Industry's most prestigious, largest and longest-running awards contest. It recognizes and honors excellent displays that set the merchandising and design precedents of today to become the standards of tomorrow.

Entries vie for Gold, Silver, and Bronze honors in their respective Categories and Divisions. In addition, all Gold winners are eligible for the "Display of the Year," which represents the highest recognition the Industry can bestow upon an at-retail display.

WHAT CAN BE ENTERED?

Any form of marketing at retail may be entered. Entries need to have been placed in an at-retail location between November 1, 2018 and March 1, 2019. Minimum runs for each division are listed below.

- Permanent – 25 displays
- Semi-Permanent – 50 displays
- Temporary – 100 displays
- Family of Displays – Families of displays can be entered. A family of displays is defined as no more than three displays for the same product. The oversize fee will apply for the total square footage.

WHAT CANNOT BE ENTERED?

- Bronze, Silver or Gold winners from any previous OMA contests
- A display with a minimum run less than allowed by division
- Samples, models, or test units
- A display that is already entered in another category i.e. companies may not enter a display in more than one category
- A display that is already entered by another company i.e. companies may not be entered by different companies at the same time

If, for any reason, such entries exist and make it to the OMA floor, these entries will be disqualified and no refunds will be given.

WHO CAN ENTER?

The OMA Contest is open to all producers, suppliers and purchasers of point-of-purchase materials, consumer products and services companies and retailers. This includes Shop! members and non-members in North America and overseas.

Some entries are collaboration between two companies. Those entries are entered as Co-Entries. Each of the two companies will be listed on the entry form. Each company will receive an award if their entry wins. Additional fee per display for a co-entry is \$200.

To receive the discounted SHOP! Member pricing, all membership dues for 2018 must be paid by January 1, 2019 or the non-member rates will be invoiced. If you're interested in becoming a member, contact membership@shopassociation.org or call the office at 954 893-7300.

NEW CASE HISTORY QUESTIONS

The goal of the revisions is to allow the entrant to focus on what they feel are the most unique and informative for the judges. Each question has a 250 word count limit.

- 1. Project Goal:** (25% of total score). What was the objective?
The judges want to understand the assignment, the objective, and the target for the display.
- 2. Project Execution:** (50% of the total score). What did you do?
The judges want to understand the strategic thinking, the creative process, the engineering, and the manufacturing processes.
- 3. Results:** (25% of the total score). How did it do?
The judges want to understand compliance, sales results, and overall success for the display.

ENTRY KIT



IMPORTANT DATES

CONTEST ENTRY SITE OPENS

Saturday, Dec. 1, 2018

Early Entry Deadline

Friday, February 15, 2019
11:59 PM EST

Final Entry Deadline

Friday, March 15, 2019
11:59 PM EST

Onsite Entry Set-Up

Sunday, June 23, 2019
9:00 AM – 5:00 PM

Onsite Judging

Monday, June 24, 2019
8:00 AM – 12:00 PM

Awards Celebration

Wednesday, June 26, 2019

Entry Breakdown

Thursday, June 27, 2019
4:00PM - 8:00PM

WHAT ARE THE FEES?

Fees help cover the costs of contest software, publicity, awards statuettes (two per win), and more. Entry fees will not be refunded if displays are disqualified at any stage of the judging or set-up process.

All fees must be paid before April 15, 2019

If you are interested in exhibiting at GlobalShop, please visit www.globalshop.org.

Early Entry (12/1/18 - 2/15/19)

Shop! Member Exhibiting	\$499 per entry
Shop! Member	\$699 per entry
Nonmember	\$1,199 per entry

Regular Entry (12/1/18 - 3/15/19)

Shop! Member Exhibiting	\$599 per entry
Shop! Member	\$799 per entry
Nonmember	\$1,299 per entry
Co-Entry Fee	\$200 per entry
Electrical – 110	\$125 per entry
Electrical – 111+	Charged at cost
Entries exceeding 16 square feet	\$20 per additional foot

Hanging signs from ceiling

Due to ceiling height at McCormick Place, no entries will be allowed to be over 18 feet tall or allowed to hang from the ceiling.

Trash Fee

\$75 per entry

(This will be applied if you are not shipping your entry back to your company and/or not donating the product on your display)

Requests made onsite during set-up

\$200 per request

(If you do not note electrical, trash, space in your entry form and need the aforementioned, you will be charged per request).

WHERE IS EVERYTHING?

OMA Awards Area – McCormick Place South Convention Center, Chicago, IL.

Shop! Awards Celebration – McCormick Place South Convention Center, Chicago, IL

ENTRY KIT

REFUND POLICIES

After February 15, 2019, no entry fees will be refunded.

Entry fees will not be refunded if display is disqualified at any stage of the judging or set-up process.

No refunds will be given for displays that do not make it to the show floor due to issues beyond Shop!'s control.

OTHER FEES TO CONSIDER

These fees are not paid to Shop!, but must be considered and paid by the entrant.

- Cost of freight handling on the show floor
- Warehousing freight with Freeman
- Drayage (moving freight from loading dock to OMA area)
- Installation and dismantling of an entry
- Shipping entry to/from GlobalShop

GROUNDINGS FOR IMMEDIATE DISQUALIFICATION

- Entrant and/or co-entrant company name mentioned in the write up, on the display, or submitted photos for judges to see during the judging processes.
- Persuading judges in any way
- Performing business in the OMA area during GlobalShop hours
- Entry not paid for by April 15, 2019
- Display not set-up at GlobalShop prior to judging
- Any violation of the OMA Code of Conduct



TERMINOLOGY

- **Division** – Signifies whether an entry is permanent or temporary.
 - **Permanent (P)** – displays intended length of use is more than six months
 - **Semi-Permanent (SP)** – displays intended length of use is two to six months
 - **Temporary (T)** – displays intended length of use is less than two months
- **Marshals** – Persons responsible for one to three category areas on the OMA Awards Area for set-up day.
- **Exhibitor** – A company that purchases booth space within the GlobalShop show.

WHEN CAN YOU SUBMIT YOUR ENTRY?

Saturday, December 1, 2018 is the first day you may submit your entries. It is not necessary to wait until all your submissions are ready though, you may enter complete entries or submit in batches. All entries must be completed by Friday, March 15, 2019 and paid in full by April 15, 2019 to be shown on the GlobalShop floor.

INFORMATION NEEDED TO ENTER?

A complete entry includes the following:

- Full payment by check, credit card, or money order
- Completed Entry Form via online
- Answers to the case history questions (see pg. 5)
- Entry footprint
- Two required images (one used for promotions, the other must be an in-store environment)
- Fact card information (see pg. 5)

After your entries are completed and submitted, changes can not be made unless Shop!, the OMA Committee and/or Judges see fit.

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ENTRY KIT



THE CATEGORIES

Product-Based Categories:

Athletic
Beverages - Beer
Beverages – Wine and Liquor
Books, Stationery and Office
Carbonated Drinks
Cosmetics and Fragrances
Entertainment, Games and Toys
Food
General Merchandise

Hair Care and Skin Care
Health Care
Home and Garden
Personal Electronics and Software
Snack Products

Special Categories:

Digital Interactive
Signage & Window Displays

Retail-Based Categories:

Convenience Store – Retailer
Club Store – Retailer
Drug Store – Retailer
Mass Merchandise – Retailer
Specialty Retailers and Services
Supermarket – Retailer

ENTRY FORM

Basic information including:

1. Display Name
2. Category
3. Entrant Company Name
4. Entrant Company Address (where awards will be shipped)
5. Entrant Company Contact Name (for any questions regarding the entry)
6. Entrant Company Phone Number
7. Entrant Company Contact Email
8. Country of Production
9. Country of Placement
10. Co-Entry Company Name
11. Co-Entrant Company Address
12. Co-Entry Company Contact Name
13. Co-Entrant Company Contact Phone Number
14. Co-Entrant Company Email
15. Client Contact Name
16. Client Company Address
17. Client Company Name
18. Client Company Contact Title
19. Client Company Phone Number
20. Client Company Contact Email
21. Set-up Day Contact Name
22. Set-up Day Contact Email
23. Set-up Day Contact Number
24. Production Run Quantity
25. Electricity Need
26. Placement (floor or table)
27. Unit cost (labor and material cost to produce)
28. Width (in feet)
29. Depth (in feet)
30. Height (in feet)
31. Footprint (is it larger than 16 square feet?)
32. Disposal Fee (yes or no)
33. Fact Card - Objective (250 word limit)
34. Sales Contact Name (for Fact Card)
35. Sales Contact Phone Number (for Fact card)
36. Sales Contact Email (for Fact Card)

ENTRY KIT



CASE HISTORY INFORMATION

The 2019 OMA Competition Case History questions have been revised. The goal of the revisions is to allow the entrant to focus on what they feel are the most unique and informative for the judges. Each question has a 250 word count limit.

- 1. Project Goal:** (25% of total score). What was the objective?
The judges want to understand the assignment, the objective, and the target for the display.
- 2. Project Execution:** (50% of the total score). What did you do?
The judges want to understand the strategic thinking, the creative process, the engineering, and the manufacturing processes.
- 3. Project Results:** (25% of the total score). How did it do?
The judges want to understand compliance, sales results, and overall success for the display.

FACTCARD INFORMATION

This is the information shown by your display on the OMA floor at GlobalShop. The objective has a 250 word limit. All factcard holders will have a slot for entrants to put business cards.

1. Objective – may not include company name or your display will be disqualified
2. Sales Contact Name, Address, Phone Number, and Email Address

PHOTO REQUIREMENTS

You may submit up to three (3) different images, however the submission of two (2) images is required. The images should depict the entire entry/program. Since images are used exclusively with Case History forms during the first phase of judging of Shop!'s OMA Contest, it is advantageous to use high-quality color electronic images.

Do not include the producer name in the naming of the images

* The use of photo-realistic renderings, while discouraged, is allowable, provided that they are produced with professional quality 3-D rendering software. Shop! reserves the right to reject any image that does not meet acceptable standards.

Images should not include the producer name.

The first image ("1 Image") should represent the display only and showcase the display in its best most typical fashion. This will be the image used at the Awards Celebration, in the OMA Awards Annual, and all other promotional activities.

The second image ("2 Image") should represent the unit in the retail environment where it may generally be placed. **This is a mandatory requirement.**

As an option, one additional image ("3 Image") should depict the display's versatility, multiple uses in various environments, or highlight special features should be submitted. A short video showing unique aspects of your display may be shown instead of a third image. Videos are limited to 30 seconds and should have no sound.

Entries will be considered incomplete if they do not contain both the "1" and "2" images.

ENTRY KIT



HOW DOES SET-UP & TEAR-DOWN WORK?

Displays cannot be set-up on the show floor unless an entrant has paid in full. Set-up and teardown are the full responsibility of the entrant, not Shop!. You must comply with safety, fire and health ordinances regarding installation and operation of equipment.

If an entrant is unavailable for setup and teardown they may contact Freeman Decorating at (702) 579-1700 for these services.

Shop! wire grids will accommodate most hanging entries, but the use of them must be recorded during entry submission. Freeman does have gondola available for renting at a cost if needed.

Set-up: Sunday, June 23, 2019 from 9:00 AM - 5:00 PM

- Displays will be set-up in their specific category area, instructions given by Shop! staff, Marshals and Freeman. Each category area will have designated marshals who will help determine the specific location. There may be minor changes made at the discretion of the Area Marshal due to space considerations.
- Set-up of all entries must be completed by 5:00 PM on Sunday, June 23, 2019 for the display to be judged. Any displays not set-up by this time will be disqualified and no refund will be given.

Tear down: Thursday, June 27, 2019 from 4:00 PM - 8:00 PM

- Tear down can start as soon as the GlobalShop floor closes. Please make sure you accurately report if you are trashing your display, donating product, etc. There are additional fees if you fail to report inaccurately and need additional services the day of.
- Empty crates, boxes and pallets will be brought in as quickly as possible, however this process can take a few hours. Please make your travel plans accordingly. Freeman Decorating is available to breakdown your entry if needed.

HOW IS SHIPPING COORDINATED?

You may ship your entry or entries to McCormick Place Convention Center a number of different ways, including advance warehouse shipping (Freeman) or direct-to-dock delivery. Detailed shipping instructions will be posted on shopawards.org/oma closer to the show.

Do not pack or ship entries until you receive your Shop! Shipping Kit, which will contain complete shipping information. Shipping Kits will be available in mid-April. Preliminary floor plans will be available in mid-April.

AWARDS AREA RESTRICTIONS

The Awards area is designed for the purpose of judging and displaying the contest entries. The area is NOT to be used by employees or representatives of contest entrants for solicitation or promotion. Any entrant whose company, employees, or representatives are observed using Shop!'s awards area for promotional or solicitation activities are in violation of contest rules and regulations. The entrant's display(s) will be removed from the show floor and disqualified from the contest without refund.

Individualized entrant-supplied corporate identifying labels, signs, emblems and stickers are not to be affixed to any entry while on display in the awards area. Entries with such identifying marks will be removed and disqualified, and fees will not be refunded. Shop! will provide you, however, a uniform identifying card during set-up.

ENTRY KIT

LIABILITY

All entrants are responsible for the security of their entries and products. Plan to protect your property throughout the show, especially through the tear down period of the entry's outbound shipment from the exhibit hall. Do not give or 'trade' displays or products unless you first procure and sign a release form from the security desk at the show to sign over the displays or products.

All property shipped to or from the exhibit is at the sole risk of the entrant. Each entrant shall obtain insurance on their own behalf, as they deem necessary, to protect against loss or damage. You must agree to indemnify Shop! against, and hold it harmless from any liability whatsoever resulting from participation in the exhibit by the entrant or any person thereon with the consent of the entrant, whether or not caused by the negligence or fault of SHOP! or any of its agents. **Shop! urges contest entrants to use 'dummy' product on displays.**

While guards will be on the premises and every reasonable precaution will be taken to protect persons and property during installation, exhibit period, and removal, neither the association, management, service contractors, the management of the exhibit facility, nor any of the officers, staff, members, or directors of any of the same, are responsible for loss or damage to an entrant's property through theft, fire, accident, or any other cause or for any injury that might occur to show visitors, entrants or their agents, employees, or others.

REGISTRATION & ADMISSION

All competition entries are set-up and displayed at GlobalShop in the At-Retail Marketplace. Having an entry in the competition permits access to the tradeshow floor during set-up and tear-down days of the tradeshow. Access to the tradeshow floor, however, during show days is regulated by GlobalShop admission policies and procedures. To register for admission into GlobalShop, visit www.globalshop.org. **Participation in the OMA contest does not include admission to GlobalShop during show days.**



JUDGING STRUCTURE?

There are two judging phases; one online reviewing written entries and photos, and one in person in the GlobalShop OMA area. The latter will be used to confirm scores, notes and that the display resembles the electronic submissions.

Shop! employs a 10-point category scoring scale with a total of 100 possible points.

WHAT JUDGES LOOK FOR?

JUDGING PREMISE:

- To gain **Credibility**
- To ensure **Fairness**
- To show **Vision**

Judges Charge:

Judges are asked to consider the clarity and veracity of the written information for each of these ten (10) scoring criteria.

This, along with the resulting display unit will provide the basis for the judging process.

Judges will be evaluating the entry on how well the observed display unit adheres to these criteria and provides "proof" of the presented information.

FOR INTERNATIONAL ENTRANTS:

Entrants requiring a VISA to attend GlobalShop and the OMA Awards need to submit their request in writing at least two weeks prior to their consulate appointment. Please contact the office for further assistance and have the following information available.

- Full Name
- Visa/Passport Number
- Date of Birth
- Company Name
- Company Address
- Home Address
- Nationality

ENTRY KIT



WHAT IS THE AWARDS STRUCTURE?

Gold, Silver, and Bronze winners are awarded in each category according to each division (permanent, semi-permanent, and temporary) based on the following requirements:

- They must meet the minimum average score requirement for Gold, Silver, Bronze
 - 60 points minimum for bronze
 - 70 points minimum for silver
 - 80 points minimum for gold
- Each Category/Division can award up to 1 Gold, 1 Silver and 2 Bronze. In cases where there are multiple entries scoring above the minimum the highest score will receive the award and the next highest score will receive the next highest award available. For example, if three displays score 92, 88 and 82, the 92 will receive a Gold, the 88 a Silver and the 82 a Bronze, even though all were eligible for Gold.

While the composite scoring system can award up to 1 Gold, 1 Silver and 2 Bronze, that does not guarantee that all categories/divisions will have the maximum number of award winners. **In some cases, there may not be a Gold, or even any awards in a category, if the scoring does not meet the minimum standards.**

In 2018, OMA Judges awarded 36 Gold, 54 Silver, 93 Bronze.

WHAT ARE THE OMA "SPECIAL" AWARDS?

THE DISPLAY OF THE YEAR AWARD (DOY)

This award is the most prestigious award of the OMAs and the highest recognition in the in-store marketing industry. One DOY Award is awarded in each division (permanent, semi-permanent, and temporary) and they are chosen from the Gold Award winners.

THE CREATIVE AWARD

This award was established to recognize and celebrate creativity and execution of at-retail merchandising design based solely on the creative merits of the submission. Entries eligible for this award are Gold, Silver and Bronze Award winners from all categories (Non-OMA winners will not be considered). The displays are then judged against the special criteria established for "The Creative Award." Active Creative Directors from various industry backgrounds form a panel of judges to choose the winning displays, and one award will be given in each division (Permanent, Semi Permanent, and Temporary).

THE BUDGET AWARD

This award recognizes displays that had the greatest effectiveness while being budget conscious. To be eligible for the Budget Award, entries must be Gold, Silver or Bronze Award winners. In the Temporary Division the entry must cost under \$25, Semi-Permanent under \$50, and Permanent under \$100.

WHEN ARE WINNERS ANNOUNCED?

All winners are announced at the Shop! Awards Celebration on Wednesday, June 26, 2019. A list of winners will be published on shopassociation.org and shopawards.org the following day. The OMA Annual, showcasing all winning displays, will be shipped to entrants and Shop! members in late July 2019.

WHEN ARE AWARDS AVAILABLE?

Display of the Year, the Creative Award, the Budget Award and are all shipped directly to the entrant following the show. Tracking information for all awards will be emailed to entrant when awards are shipped.

CAN I SEE MY SCORE?

Shop! does not make the individual scores available. However, judges are encouraged to write comments about the entry/write up and those comments (without judge identifying information) will be emailed to all entrants in July 2019.

QUESTIONS?

Please visit shopawards.org for more information and the latest on OMA and Shop! Awards. For specific questions, please contact omaawards@shopassociation.org.

ENTRY KIT



Code of Conduct for the OMA (Outstanding Merchandising Achievement) Area

The Shop! Outstanding Merchandising Achievement (OMA) Awards Competition is the premier awards program recognizing the most innovative and effective in-store and point of purchase display that lift sales, make products memorable, and entice consumers to purchase products.

OMA represent the best in our industry by allowing retailers, brands, agencies and producers to compete on a fair playing field for recognition in categories of signage, temporary, semi-permanent and permanent displays and fixtures.

The Shop! goal for the OMA area is to provide a welcoming space to allow the industry to come and see the very best in merchandising, learn new methods, discover new materials and be energized by the best of the best in merchandising.

Companies participating in the OMA competition are not to identify their OMA entries in advertising, social media, or other public information areas until all judging is complete.

In order to maintain this quality of standard all attendees are asked to adhere to the following:

DO'S:

- Do take photos; you are welcome to do so!
- Do interact with the interactive displays.
- Do become inspired to push the envelope on your merchandising efforts.
- Do visit the OMA area as many times as you like, there are no limits.

DO NOT'S:

- Do Not take product from the displays.
- Do not engage in active solicitation within the OMA area. The OMA area is designated for education and inspiration in a welcoming and non-pressured environment.
- Do not attempt to dismantle a display that is not yours.

For people who are found to be in violation of the Code of Conduct, Shop! reserves the right to penalize those individuals and companies.

- For those who are not entrants in the OMA contest, there will be a verbal warning. After the warning, they will be removed from the OMA area and not allowed to return.
- For those who are entrants in the OMA contest, at the first complaint or violation seen by Shop! staff, the entrant will get a verbal warning and an email will be sent to the email address associated with the entry. If there is an additional violation, the entrants' displays will be removed from the show floor, when reasonably possibly. Repeated violations will result addition penalties, up to or including in the entrant being stripped of OMA wins or even being barred from the contest the following year.
- To report violations at GlobalShop, please contact omaawards@shopassociation.org