

# 2022 Shop! Outstanding Merchandising Achievement

## ENTRY KIT



**The Shop! Outstanding Merchandising Achievement (OMA) Awards 2022**, now in their 64th 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 Dec. 1, 2020 and Dec. 31, 2021. Minimum runs for each division are listed below.

- Permanent — 25 displays
- Temporary — 50 displays

### 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. entries may not enter a display in more than one category
- A display that is already entered by another company, i.e. entries may not be entered by different companies at the same time

If, for any reason, such entries exist, 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 collaborations 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 its entry wins. Additional fee per display for a co-entry is \$200.

To receive the discounted Shop! member pricing, your membership must be up to date and paid, or the non-member rates will be invoiced. If you're interested in becoming a member or need to check your status contact [info@shopassociation.org](mailto:info@shopassociation.org).

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[shopawards.org/oma-awards](http://shopawards.org/oma-awards)



### IMPORTANT DATES

#### Contest Entry Site Opens

Wednesday, Feb. 16, 2022

#### Entry Deadline

Friday, March 25, 2022

11:59 P.M. EDT

#### Awards Celebration

At Shop! MarketPlace, Austin, TX, May 26, 2022

([shop-marketplace.com](http://shop-marketplace.com))

### WHAT ARE THE FEES?

Fees help cover the costs of contest software, publicity, awards statuettes and more. Entry fees will not be refunded if displays are disqualified at any stage of the judging process. All fees must be paid before April 1, 2022

#### Regular Entry

Shop! Member (and an exhibitor at Shop! MarketPlace) .....	<b>\$599</b>
Shop! Member .....	<b>\$799</b>
Non-member .....	<b>\$1,299</b>

#### Other Fees

Co-Entry Fee .....	<b>\$200/entry</b>
110V Electrical at Shop! MarketPlace.....	<b>\$240</b>
208V Electrical at Shop! MarketPlace.....	<b>\$320</b>
Extra 8 square feet of exhibit space at MarketPlace (above 16 square feet).....	<b>\$440</b>
Extra 16 square feet of exhibit space at MarketPlace (above 16 square feet).....	<b>\$880</b>

### REFUND POLICIES

- After March 25, 2022, no entry fees will be refunded.
- Entry fees will not be refunded if display is disqualified at any stage of the judging process.

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### GROUNDINGS FOR IMMEDIATE DISQUALIFICATION

- Entrant and/or co-entrant company name mentioned in the write up, or in submitted photos/video for judges to see during the judging processes.
- Persuading judges in any way
- Entry not paid for by April 1, 2022

### TERMINOLOGY

- Division — Signifies whether an entry is permanent or temporary.
- Permanent — displays intended length of use is more than six months
- Temporary — displays intended length of use is six months or less

### WHEN CAN YOU SUBMIT YOUR ENTRY?

Wednesday, Feb. 16, 2022 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 11:59 p.m. EDT Friday, March 25, 2022 and paid in full by Friday, April 1, 2022.

### INFORMATION NEEDED TO ENTER?

A complete entry includes the following:

- Full payment by credit card or PayPal only
- Completed entry form via online (accessed through [shopawards.org/oma-awards](http://shopawards.org/oma-awards))
- Answers to the case history questions (see page 5)
- Entry footprint
- Three required images (see page 5 for requirements)
- Entries must fit within a floor area 4 feet wide by 4 feet deep (16 square feet). Additional space up to a maximum total of 32 square feet may be purchased on the entry form at time of entry. (see page 2)

After your entries are completed and submitted, changes cannot be made after the submission deadline unless Shop!, the OMA committee and/or judges see fit.

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### THE CATEGORIES

#### Product-Based Categories:

Athletic

Beverages — Beer

Beverages — Wine and Liquor

Books, Stationery and Office

Carbonated Drinks

Cosmetics and Fragrances

Entertainment

Food

Games and Toys

General Merchandise

Hair Care and Skin Care

Health Care

Home and Garden

Personal Electronics and Software

Snack Products

### ENTRY FORM

#### Basic information including:

1. Company Name
2. Company Address
3. Contact Name
4. Contact Phone Number
5. Contact Email
6. Display Name
7. Display Category
8. Country of Production
9. Co-Entrant Company Name
10. Co-entrant Address
11. Co-entrant Contact
12. Co-entrant Phone Number
13. Co-entrant Email
14. Client Company
15. Client Address
16. Client Contact Name
17. Client Contact Title
18. Client Contact Phone Number
19. Client Contact Email
20. Production Run
21. Placement for Display
22. Electrical Needs
23. Unit Cost
24. Display Size
25. Fact Card Objective
26. Sales Contact Name
27. Sales Contact Phone
28. Sales Contact Email
29. Judging Questions
30. Project Goal
31. Project Execution
32. Project Results

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### CASE HISTORY INFORMATION

The 2022 OMA competition Case History questions allow the entrant to focus on what they feel are the most unique and informative for the judges. Each question has a 250-word limit.

**1. Project Goal:** What was the objective?

The judges want to understand the assignment, the objective and the target for the display.

**2. Project Execution:** What did you do?

The judges want to understand the strategic thinking, the creative process, the engineering and the manufacturing processes.

**3. Project Results:** How did it do?

The judges want to understand compliance, sales results and overall success for the display.

### PHOTO REQUIREMENTS

Three (3) images are required; however, you may submit up to five (5). The images should depict the entire entry. Since images are used during the judging of Shop!'s OMA contest, it is advantageous to use high-quality color digital images: 300 dpi and 4" x 6" minimum in dimensions. Acceptable file types: .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Do not include the producer name in the naming of the images or in the images themselves.

The use of photo-realistic renderings is allowable, provided that they are produced with professional-quality 3D rendering software. Note: 3D renderings are acceptable as supplemental photos but cannot replace the three required photos.

The first 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 and all other promotional activities.

The second image should represent the unit in the retail environment where it may generally be placed. This is a mandatory requirement.

The third and additional images should depict the display's versatility, multiple uses in various environments, or highlight special features should be submitted.

Entries will be considered incomplete if they do not contain three images.

Shop! reserves the right to reject any image that does not meet acceptable standards.

### VIDEO REQUIREMENTS

See next page for requirements on an optional video portion of the entry.

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### VIDEO REQUIREMENTS

You are strongly encouraged to submit a 45-second video showing a unique 360-degree of your display. Videos should have no sound. Please adhere to the following video guidelines:

- The video should be a **360-degree recording** of the display so judges can see all aspects of the entry in a 3D simulation.
- Pay attention to the **lighting** so all aspects of the display are easily seen by the judges.
- The video should have **no audio** as we will be adding music to those winning submissions for the awards presentation.
- The video should be no shorter than 30 secs, and **no longer than 45 seconds**.
- **Keep the camera steady** during the entire recording.
- Pay attention to the **environment around the display**: a clean submission free of environmental clutter and distraction.
- Pay attention to the **distance** between the camera and the display, so the viewer is not too close or too far away for best viewing
- If you have any questions or need further direction, contact Shop! staff at **[omaawards@shopassociation.org](mailto:omaawards@shopassociation.org)**.

### JUDGING STRUCTURE

To streamline the judging and award process, a new judging structure is being introduced for 2022. The judges will review the answers to the case history questions, then view the entries on-site, to choose their final score. The Case History questions are as follows:

**1. Project Goal:** What was the objective?

The judges want to understand the assignment, the objective, and the target for the display.

**2. Project Execution:** What did you do?

The judges want to understand the strategic thinking, creative process, engineering and manufacturing processes.

**3. Project Results:** How did it do?

The judges want to understand compliance, sales results and overall success of the display.

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### WHAT IS THE AWARDS STRUCTURE?

Gold, silver and bronze winners are awarded in each category according to each division (permanent and temporary) based on the following requirements:

**Gold:** Minimum score of 85

**Silver:** Minimum score of 75

**Bronze:** Minimum Score of 65

There will be a maximum of one of each award in each category/division. 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.

### CAN I SEE MY SCORE?

Shop! does not make the individual scores available.

### WHEN ARE WINNERS ANNOUNCED?

All winners are announced at Shop! MarketPlace 2022 May 26, 2022 in Austin, TX. A list of winners will be published on the Shop! website following the celebration. Winners receive one trophy, with the option to order duplicates from the trophy supplier.

The Display of the Year is shipped directly to the winners following the show. Tracking information for all awards will be emailed to winners when awards are shipped.

### WHAT IS THE DISPLAY OF THE YEAR AWARD?

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

### OTHER QUESTIONS?

Visit [shopawards.org/oma-awards](http://shopawards.org/oma-awards) for more information and the latest on OMA and Shop! Awards. For specific questions, contact [omaawards@shopassociation.org](mailto:omaawards@shopassociation.org).