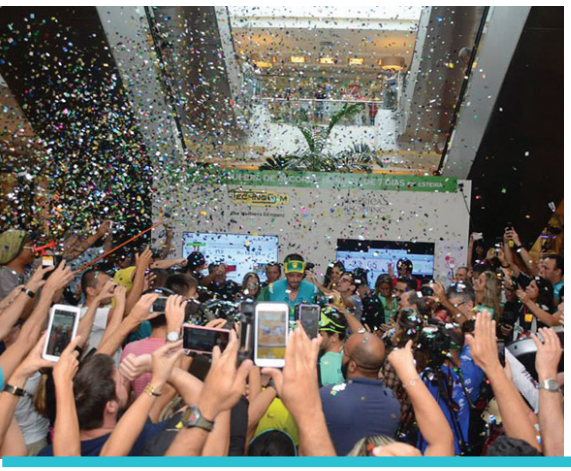
ICSC

ICSC Global Awards
Latin America & Caribbean

RECON
LATIN AMERICA & CARIBBEAN

Latin America & Caribbean Shopping Center Awards

Competition Rules



Entry Deadline: August 1, 2017

www.icsc.org/latinawards

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ELIGIBILITY AND ENTRY REQUIREMENTS

The ICSC Latin America & Caribbean Shopping Center Awards are designed to honor outstanding achievement in marketing, design and development of retail properties and retail stores. Winners of the ICSC Latin America & Caribbean Shopping Center Awards will be automatically submitted to the global VIVA "Best of the Best" Awards Program.

Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

Who Should Enter

Shopping center owners, developers, management companies, architects and designers, and retailers. Although we welcome the work of advertising agencies, consulting firms and other support companies, all Marketing Category entries must be implemented and entered by a recognized shopping center and/or shopping center owner, developer and/or management company. The Design and Development category is open to developers and architects. In the Retail category, entries can be submitted by retailers, architects or design companies.

How to Submit

All entries in the 2017 ICSC Latin America & Caribbean Shopping Center Awards must be submitted online at **www.icsc.org/latinawards**.
Each entry must include a fully completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated.

Acceptable Language

All responses to the questionnaire must be written in English. All reference to costs must be in U.S. dollars.

Deadline

All entries must be submitted for judging by Tuesday, August 1, 2017.

Entry Fee

$495 Fee (U.S. Dollars) for ICSC members.
$595 Fee (U.S. Dollars) for non-members.
Payment for entries must be received by August 1, 2017. Payments must be made by credit card.

Eligibility

Marketing: programs implemented between January 1, 2016 and June 30, 2017.
Design & Development: projects opened between January 1, 2015 and December 31, 2016.
Retail: projects opened between January 1, 2015 and December 31, 2016.

Rulings

The ICSC Latin America & Caribbean Shopping Center Awards Committee and ICSC officials will make all eligibility rulings. Both reserve the right to reclassify, recategorize or disqualify entries, as well as delete any ineligible materials. All decisions are final.

Resources

Do you need additional help or have more questions? You may contact us at +1 646 728 3462 or **awards@icsc.org**.

Awards Presentation

October 15, 2017
RECon Latin America & Caribbean
Puerto Rico Convention Center
San Juan, Puerto Rico

ICSC Foundation Latin America & Caribbean Community Support Award

This special distinction is designed to encourage and recognize outstanding community support executed by a shopping center or company who have made a significant contribution to a deserving community issue, cause, or charity. For details on how to enter, please visit the ICSC Foundation website, **www.icsc.org/foundation**.

JUDGING PROCEDURE

The ICSC Latin America & Caribbean Shopping Center Awards Jury, a group of leading industry experts, will review eligible submissions and score them confidentially. The jury will not review entries from their own companies or any entry that might constitute a conflict of interest.

Design and Development entries can earn a maximum cumulative score of **100 points.**

Marketing and Retail entries can earn a maximum cumulative score of **50 points**.

Gold Awards will be presented to **Design and Development entries** with more than **90 points** and to **Marketing and Retail entries** with more than **40 points**.

Design and Development entries with scores of at least **80 points but less than 90 points** and **Marketing and Retail entries** with at least **35 points but less than 40 points** will receive Silver Awards.

Given this high standard of excellence, there may not be winners in all categories and classifications. **The entries that score within the top 50% are designated finalists.**

GENERAL INFORMATION: How to Enter

Your entry must be submitted online according to a specific format, as outlined herein. Submitting an entry is easy and convenient; simply set up an account on the ICSC Latin American & Caribbean Awards website.

Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

Register for a User Name and Password

You only need register once; use the same User Name and Password to log on in the future.

File Uploads

You will need to upload various files throughout your entry. You are responsible for making sure that the file(s) you are uploading are viewable, playable in the format defined by ICSC, and downloadable after the upload is complete.

Payment

Each entry must be accompanied by a payment of $495 U.S. Dollars for ICSC Members or $595 U.S. Dollars for Non-Members. All payments must be made by credit card. Your entry will not be accepted for judging if payment is not received by **Tuesday, August 1, 2017**.

Submit for Judging

Deadline: Tuesday, August 1, 2017

Owner/Management Company Authorization

All entries must have the electronic authorization of the owner/management company to authorize the submission of the entry and agreed to abide by all rules of the ICSC Latin American Shopping Center Awards Program. Additionally, as duly authorized, the authorized individual will grant ICSC the rights to publish any information contained in the entry, in any form, including news releases, advertising, books, periodicals and other publications. An e-mail confirmation will be sent to the Entrant and Owner Representative/Managing Agent to confirm this authorization.

CATEGORY ONE: Marketing

Marketing Awards are intended to recognize excellence in traditional marketing, innovative use of technology, NOI enhancement programs, and more. Of the seven options below, choose the one that best represents your program.

AWARD CATEGORIES

Advertising

This includes strategic communications that advertise a shopping center or company to its target market(s). This may include efforts in a single medium or those in a multimedia series or campaign. You may also enter the advertising component(s) of a sales promotion or event, grand opening, or cause-related marketing program. This category may also showcase innovative strategies that provide in-kind contributions to the marketing budget or demonstrate effective media planning and buying that augments or maximizes a center's marketing budget.

Cause-Related Marketing

This includes a single or ongoing event, program, or project that primarily benefits a charitable or community need, interest, or cause. The shopping center or company's goals should essentially reflect an altruistic intent and, to a lesser degree, be shown to meet a business need.

Digital/Emerging Technology

This includes strategic programs and plans that use websites, online branding campaigns, social media (blogs, social media sites) and/or mobile marketing (text messaging, mobile websites, mobile directories, etc.) to achieve brand and marketing communication goals for a shopping center or company. Programs may also include e-newsletters, email campaigns or other digital communication. Links to a live website or an FTP site should be provided as part of the entry. For website entries, a home page link and up to three additional pages should be included as part of your entry.

Grand Opening, Expansion & Renovation

This encompasses a comprehensive marketing campaign intended to introduce or reposition a new, expanded, or renovated shopping center. Entries should demonstrate how strategies and tactics were linked to the center's business objectives and may include strategic plans for overall development, leasing and merchandising, revenue generation, advertising, public relations, community relations, events, and promotions.

NOI Enhancement

This includes programs and initiatives intended to generate revenue that directly enhances the net operating income (NOI) of a shopping center or company. It may include sponsorships, alliances, advertising sales, or other supplemental or non-traditional revenue sources. It may include creative or innovative leasing and/or specialty leasing programs, including targeted tenant retention efforts. This category may also include unique examples of operational efficiencies or other cost-saving measures that resulted in expense reduction and/or increased revenue for the shopping center owner. While NOI enhancement is important, successful programs in this category will demonstrate an innovative approach executed within brand standards that include ownership quality expectations and overall strategic decision-making.

Public Relations

This includes a planned public relations program or initiative intended to primarily benefit the commercial interests of a shopping center or company. Such efforts should promote an understanding of or goodwill toward a shopping center or company or be designed to influence public opinion in ways serving a commercial interest. Examples may include efforts to obtain positive publicity, the handling of negative publicity, crisis management or crisis prevention, government relations, and initiatives directed to key external or internal groups or persons such as clients, tenants, shareholders, or analysts. Entries may also include internally directed initiatives such as professional development, incentive or recognition programs, conferences and employee intranets, newsletters, magazines, or videos.

Sales Promotion and Events

This includes programs or events intended to directly impact retail sales and customer traffic. This may include efforts that target buyer conversion, shopping frequency, relative draw, or market share. It may also include more comprehensive initiatives such as tourism marketing and customer loyalty programs. Entries may also include event marketing designed to generate publicity, market awareness, and customer traffic. Entries in this category must document specific and measurable results attributable to the program or effort and should demonstrate return on investment.

AWARD CLASSIFICATIONS

- Shopping Center
- Company
- Joint Center*

* Companies may choose to enter group or shared programs in any category. Entries should document how such efforts benefited both the individual center and the company or group. All entries reflecting corporate marketing efforts should use this category.

JUDGING CRITERIA

Entries may receive a total potential score of up to fifty points. All judges use the same guidelines to assess the strength of the program; please consider this information while preparing your submission. Entries are scored based on the following criteria:

GOALS (UP TO 10 POINTS)

This fundamental area addresses the appropriate use of research, formulation of overall marketing rationale, and the ability to realistically achieve stated measurable objectives.

ACTION (UP TO 10 POINTS)

This area measures the degree to which the program supported its original objectives and the level of competence and proficiency demonstrated in execution.

INNOVATION (UP TO 10 POINTS)

Innovation relates to developing an original concept or devising a creative approach to a familiar program, marketing effort or business need.

RESULTS (UP TO 10 POINTS)

The results reveal how competently the program actions were measured, documented and reported, and the degree to which they supported the program's stated objectives.

BUDGET (UP TO 10 POINTS)

Budget evaluation is essential for proper allocation of resources within the overall marketing plan. Cost effectiveness evaluates the appropriateness with which center/company funds were spent in achieving stated objectives. Essentially, this assesses if the right resources were invested in the right efforts to generate the best possible results.

SUPPORTING MATERIALS

Description of Entry

The Description of Entry is used to compose commentary about the finalists and winning Entries. The Description of Entry will be available for viewing by the judges and should not exceed one hundred words.

Images for Awards Presentation

You must upload up to 12 images related to your entry.

- These images will not be viewed by the judges. These images will be used in preparing the award presentation. They will also be used to display your entry on ICSC's website and in *Shopping Centers Today*.
- Copyrighted photographs must be accompanied by preferred credit acknowledgements and a release from the copyright holder.
- Accepted image file formats: JPG, JPEG, PNG, GIF, TIFF. All files must be high resolution.

Summary

The Entry Summary is basically the Marketing Plan for the entry.

- The Summary is limited to four one-page sections for each category element: goals, action, results, budget. Please limit your response to approximately 300 words.
- Your Summary facilitates the judges' review by providing an easy-to-read entry; we recommend using bullet points rather than narrative paragraphs.

GOALS

Provide background information on what inspired you to create and implement the program or project. Discuss unique problems or opportunities that influenced your goals, strategies, and tactics. Highlight key points.

ACTION

Give a detailed description of the "action" (something performed or done) that occurred due to the campaign/efforts of your shopping center or company. Highlight key points.

RESULTS

Results should be specific and quantitative and relate to your specific goals, strategies, and tactics. Show documented facts resulting from the implementation. Post sales gains as percentages, defined as either comparable sales or total sales, and include the period of measurement (where possible, show actual numbers on which percentages are based). You may also include traffic counts. Publicity results should be shown in actual time and space received only and not as estimated or explained using any formula-derived values. Entrants are required to provide a publicity summary in their documentation section, which can be summarized in your results page if publicity samples are provided. Your results should reflect the integrity intended in the ethics statement on your Entrant Form. Providing return on investment (ROI) data is suggested for entries submitted in sales promotion and business-to-business. ROI demonstrates the dollar-to-dollar return that is achieved from your efforts and the resources invested. NOI enhancement results should be stated as a percent improvement over prior reporting time frame.

BUDGET

A one-page detailed list (in an Adobe PDF or Microsoft Word document) of dollars spent to implement your plan. Itemize all expenses, including primary and secondary expenses. This should include all production, media and labor costs, fees, services, and incidentals. List donated expenses separately and do not include with actual expense totals. Explanation should accompany any unusual cost savings or efficiencies. For joint campaigns, indicate costs for each participant. Sponsorship funds received should not be subtracted from total expenses when calculating the percentage of budget allocated. Please include all creative fees and agency retainers in your expense summary.

NOTE: *You must show expenses as a percentage of your total annual marketing budget in the field provided. Failure to do so may negatively affect the entry's score. For NOI enhancement entries, show expenses as a percent to total budget impacted. If no dollars were spent, please indicate it on this page.*

Documentation Section

Include one digital file (Word document or PDF) with up to 25 pages of information related to your entry. The first page of the file must be a table of contents that indicates each section's beginning page number. The file should contain summaries of:

- Publicity
- Advertising
- Supporting materials: images such as letters, brochures, or advertisements published within the eligibility period, photos of events, proclamations, and publicity.

New Media

The New Media Section allows you to add up to five entry-pertinent links for judges to view. Links should go directly to the relevant page(s). Do not link your center's website (or other websites) unless it specifically contains elements that are pertinent to your entry. If your entry is a Web-based program, you are encouraged to use your Print Screen button to copy and paste Web pages into your Documentation Section.

Audio or Visual

- You may upload or link only one audio file and only one video file per entry.
- For Traditional Marketing entries, your audio or video should relate to either the advertising or the publicity of your entry. For NOI Enhancement entries, where appropriate, provide video or audio as it relates to actual activities associated with the program or initiative.
- All advertising and publicity examples must appear in the same audio or video files.
- Each file is limited to a maximum of five minutes of content. Judges will view or listen only to the first five minutes of each file.
- Acceptable audio file formats: mp3, wav, wma, avi, wmv and aiff.
- Acceptable video formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.
- You may provide raw footage or edited and narrated footage of actual events, publicity and advertising, as long as the video clip does not exceed the five-minute limit.

CATEGORY TWO: Design and Development

This category is intended to recognize world-class retail properties for outstanding creativity in design and development.

AWARD CATEGORIES

Renovations/Expansions

This includes entries that involve an entire retail project, such as an enclosure, or a single facet of a retail project, such as in an addition. The renovation or expansion must have been completed and the project fully opened for business between January 1, 2015 and December 31, 2016.

New Developments

Entries must relate to a specific new retail project, completed and opened between January 1, 2015 and December 31, 2016.

Sustainable Design Award

An award will be given if the jury agrees that a project has achieved a significant level of sustainability in the design and construction of the project.

JUDGING CRITERIA

Entries may receive a total potential score of up to one hundred points. The economic success of the project as well as the quality of design are among the judging criteria.

PRESENTATION OF ENTRY MATERIAL (UP TO 5 POINTS)

- Overall Global Design Concept
- Quality
- Completeness
- Conciseness and Factualness

LAND USE (UP TO 10 POINTS)

- Master Site Plan
- Configuration and Layout
- Circulation and Parking, Accessibility
- Contextual Response

DESIGN (UP TO 35 POINTS)

- Entrances
- Color Combination
- Lightning
- Interior Materials and Finishes
- Interior Signage
- Storefront
- Exterior Materials and Finishes
- Exterior Signage and Wayfinding
- Landscaping

DEVELOPMENT GOALS (UP TO 20 POINTS)

- Market Compatibility
- Merchandise Mix
- Occupancy Level
- Average Rent
- Tenant Allowance/Key Money
- Budget vs. Actual
- Schedule vs. Actual

PRODUCTIVITY/FINANCIAL PERFORMANCE (UP TO 10 POINTS)

- Sales Productivity
- CAM Costs
- Occupancy at Time of Submission

INNOVATION (UP TO 20 POINTS)

- Degree of Difficulty
- Innovation
- Community Acceptance

SUSTAINABLE DESIGN (UP TO 5 BONUS POINTS)

- Sustainable Sites
- Water Efficiency
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality (IEQ)
- Innovation in Design

SUPPORTING MATERIALS

Description of Entry

The Description of Entry is used to compose commentary about the finalists and winning Entries. The Description of Entry will be available for viewing by the judges and should not exceed one hundred words.

Type of Project *(Check All That Apply)*

❒ Neighborhood Center
❒ Community Center
❒ Lifestyle Center
❒ Regional Center
❒ Superregional Center
❒ Theme Center
❒ Outlet Center

Physical Characteristics of Project *(Check All That Apply)*

- ❒ Mall
- ❒ Open-Air Center
- ❒ Hybrid Center
- ❒ Other (Specify) _____

Number of levels _____

Project's Trade Area *(Select One)*

- ❒ Suburban
- ❒ Urban Central Business
- ❒ District Urban but Not Central Business
- ❒ District Rural
- ❒ Middle Market
- ❒ Other (specify) _____

Population of Primary Trade Area:

Size (radius) _____

Number of people _____

Population of Secondary Trade Area:

Size (radius) _____

Number of people _____

If applicable, annualized percentage of shoppers anticipated being from outside of trade area (e.g. tourists, conventioneers) _____% of shoppers

Number of Parking Spaces Provided

If deck parking, list vehicle capacity and number of levels of parking structure and briefly describe how structure connects to center (Max. 100 words)

Total Number of Retail Stores

(Excluding Anchors) _____

(Including Anchors) _____

Major tenants

(List major tenants and GLA of space occupied and describe types of retail operations, i.e., department store, mass merchandisers, multiscreen theater, supermarket, etc.)

SHOPPING CENTER INFORMATION

All sizes must be expressed in square metres.

Renovations/Expansions

Total Retail Space

Before Renovation/Expansion _____ sq. m.
After Renovation/Expansion _____ sq. m.
Net Difference—plus or minus _____ sq. m.

Gross Leasable Area (GLA) (small shop space excluding anchors)

Before Renovation/Expansion _____ sq. m.
After Renovation/Expansion _____ sq. m.
Net Difference—plus or minus _____ sq. m.

Total Acreage of Site

Before Renovation/Expansion _____ sq. m.
After Renovation/Expansion _____ sq. m.
Net Difference—plus or minus _____ sq. m.

Development Schedule

Center's Original Opening Date _____
Center's Renovation/Expansion Opening Date _____

New Developments

Total Retail Space _____ sq. m.

Total Acreage of Site _____ sq. m.

Gross Leasable Area (GLA) (small shop space excluding anchors) _____ sq. m.

Development Schedule

Opening Date _____

Financial Information Confidentiality

The committee will use the financial information supplied only for the purpose of evaluating the submission. The financial information will not be published in any form.

Tenant Rent and Sales of Small Shop GLA (Excluded: department stores and other non-retail, non-entertainment uses such as office, hotel, residential, etc.)

Renovations/Expansions

Percentage of increase of the average annual minimum rent per sq. m. from before renovation/expansion to after renovation/expansion:

- ❒ Less than 5%
- ❒ 5% to 10%
- ❒ 10% to 15%
- ❒ 15% to 20%
- ❒ 20% to 25%
- ❒ Over 25%

Sales increase per sq. m. after the first year of renovation/expansion completion:

- ❒ Less than 5%
- ❒ 5% to 10%
- ❒ 10% to 15%
- ❒ 15% to 20%
- ❒ 20% to 25%
- ❒ Over 25%

Vacant GLA: Amount of Small Shop Space Not Open for Business Shown as a Percentage of GLA:

Before Renovation/Expansion _____ %
At Date of Re-Opening _____ %
At Date of Submission _____ %

Annualized Average Common Area Maintenance (CAM), Insurance and Tax Charges of Small Shop GLA per sq. m. per Month Before Renovation/Expansion:
$ _____ per sq. m.

Annualized Average Common Area Maintenance (CAM), Insurance and Tax Charges of Small Shop GLA per sq. m. per Month After Renovation/Expansion:
$ _____ per sq. m.

New Developments

Average Annual Minimum Rent per sq. m. per Month:

- ❒ Less than $25
- ❒ $26 to $35
- ❒ $36 to $45
- ❒ $46 to $55
- ❒ $56 to $100
- ❒ Over $101

What is the Annualized Sales Increase per sq. m after the First Year:

- ❒ Less than 5%
- ❒ 5% to 10%
- ❒ 10% to 15%
- ❒ 15% to 20%
- ❒ 20% to 25%
- ❒ Over 25%

Vacant GLA: Amount of Small Shop Space Not Open for Business Shown As a Percentage of GLA:
At Date of Opening _____%
At Date of Submission _____%

Annualized Average Common Area Maintenance (CAM), Insurance and Tax Charges of Small Shop GLA per sq. m. per Month:
$ _____ per sq. m.

Summary

The following questions highlight the points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

- Describe the characteristics of the project you are submitting for an award. (Max. 500 words)
- In what ways do you feel that other developers can benefit from your experience? (Max. 250 words)
- Was the developer required to make an investment in the community? If so, explain what had to be done and what the impact was on the community. (Max. 250 words)
- What investment sources were used to finance the project? (Max. 250 words)
- Why do you feel the project deserves an award? (Max. 250 words)

Renovations/Expansions Only

- Explain why the owner decided to renovate or expand the center. Include a description of the existing conditions prior to renovation or expansion (physical condition, sales, tenant mix, vacancy factor and the like). (Max. 250 words)
- Describe how the renovation or expansion altered those conditions. (Max. 250 words)
- What do you believe to be the key reasons for the success of the project? Why? (Max. 250 words)
- How did you determine the business success of the project? (Cite "before" and "after" statistics to back up the claim.) (Max. 250 words)
- If the center was kept open during construction, explain what measures were taken to ensure shopper safety and maintain shopper traffic, and what impact the work had on business. (Max. 250 words)
- In addition to the physical improvements, what ancillary measures were taken to enhance the center? (Max. 250 words)
- Describe any new marketing and/or re-leasing approaches successfully implemented during the period. (Max. 250 words)

New Developments Only

- Explain what specific design and construction problems were solved or how new standards in the areas of design and construction were established. (Max. 250 words)
- Describe what you feel to be the key reasons for the success of the project (environmental enhancements, space utilization, construction costs, and the like). (Max. 250 words)
- In what ways do you feel your efforts benefit your center? The community? (Max. 250 words)

Sustainability

A Sustainable Design Award will be given if the jury agrees that a project has achieved a significant level of sustainability in the design and construction of the project. Consideration will be given to retail developers that employ innovative design techniques and achieve exceptional environmental performance.

- Is your project ISO, LEED, ARUP or BREEAM certified?
  ❒ Yes ❒ No If yes, at what level _____ (Max. 250 words)
- Describe the center's approach to sustainability such as energy and water use, the internal environment, pollution, transport, materials, waste, ecology, and management processes. (Max. 500 words).

Photo Gallery

Include one digital file containing at least 20 images related to your project. Images to include:

- An aerial shot showing where the center is situated
- Shots of key stores and brands
- Main architectural features
- Shots of food court area
- Shots of parking area
- Development plans/renderings
- Visual of the interior and exterior of the project
- For renovation projects, you must show before and after images from the same perspective for all images included

Accepted file formats: Word document or PDF.

Note: You will be required to upload several of these images in the Image Section for use by ICSC.

Images for Awards Presentation

Upload the 20 images that you included in the Photo Gallery section. These images will be used to display your entry for the awards presentation, ICSC website and *Shopping Centers Today*.

Copyrighted photographs, videos, maps, or drawings must include any preferred credit acknowledgments and be accompanied by a release from the copyright holder. Please include in the Release section.

Accepted image file formats: JPG, JPEG, PNG, GIF, TIFF. All files must be high resolution.

Documentation

This section allows you to include one digital file (20 pages maximum) of other relevant information on your project not included in the other sections, such as your company's brochure on the project, marketing material, press releases, etc.

Accepted file formats: Word document or PDF.

Tenant Roster

Include one digital file containing the current tenant roster. List all major tenants. Describe type of retail operation, i.e., department store, supermarket, multiscreen theatres for each tenant, along with the size (GLA) of the space occupied.

Accepted file formats: Word document or PDF.

Maps/Plans

Include one digital file containing an area map showing the site and a site plan showing parking and street access.

Accepted file formats: Word document or PDF.

Video

You may upload or link only one video file per entry.

- The file is limited to a maximum of five minutes of content. Judges will view only to the first five minutes of the file.
- Your video should feature the main architectural features inside and out of your project. If submitting a renovated project, entries should demonstrate before and after footage.
- Additional coverage may include space utilization, design themes, innovative construction techniques and leasing and/or re-leasing approaches.

Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.

CATEGORY THREE: Retail

AWARD CATEGORIES

Retail Store Design

This category is to recognize how professional store design contributes to the success of the retail industry. Entries may be from retailers, architects or design companies for new or renovated stores in a shopping center completed and opened within the period between January 1, 2015 and December 31, 2016. Projects in this category may include services or other non-retail uses.

New Retail Concepts

This category recognizes innovative and creative new retail concepts throughout Latin America and is open to all retailers who have developed and launched a new retail concept within a shopping center or built a freestanding location. The new retail concept must have been completed and launched within the period between January 1, 2015 and December 31, 2016. Projects in this category may include services or other non-retail uses.

Sustainability

A Sustainable Award will be given if the jury agrees that the retailer has achieved a significant level of sustainability for their new retail concept.

AWARD CLASSIFICATIONS

- Kiosks
- Food Court
- Restaurants
- Cafes
- Stores less than 470 sq. m. in area
- Stores greater than 470 sq. m. in area

JUDGING CRITERIA

Retail Store Design

Entries may receive a total potential score of up to fifty points. Entries are scored based on the following criteria:

OVERALL DESIGN CONCEPT (UP TO 20 POINTS)

- Overall Interior and Exterior Design
- Finishes
- Storefront Design
- Display and Fixturing
- Merchandising

- Front of the House
- Back of the House

RETAIL GRAPHICS AND SIGNAGE (UP TO 5 POINTS)

USE OF MATERIALS (UP TO 15 POINTS)

- Combination of color, material and lighting

DEGREE OF DIFFICULTY AND INNOVATION (UP TO 10 POINTS)

New Retail Concepts

Entries may receive a total potential score of up to fifty points. Entries are scored based on the following criteria:

OVERALL DESIGN CONCEPT (UP TO 20 POINTS)

- Overall Design (interior and exterior layout)
- Store Layout (merchandise displays, finishes and fixtures, and lighting)
- Retail Graphics and Signage Materials

CREATIVITY (UP TO 20 POINTS)

- Uniqueness of Overall Concept
- Creativity of Merchandise Offerings
- Market Uniqueness
- Type of Retailer (International, Local or Partnership)

RESULTS/IMPACT (UP TO 10 POINTS)

- Cost Effectiveness
- Degree of Difficulty and Innovation
- Consumer Awareness/Acceptance
- Type of Retailer (International, Local or Partnership)

SUSTAINABILITY (UP TO 5 POINTS)

SUPPORTING MATERIALS

Retailer Name_____
Address _____
City_____
Country _____
Size of Store _____ sq. m.
Website: _____

Professional Recognition:

Retailer's Company Name:_____
Architect: _____
Designer: _____
General Contractor: _____

Description of Entry

The Description of Entry is used to compose commentary about the finalists and winning Entries. The Description of Entry will be available for viewing by the judges and should not exceed one hundred words.

Type of Format:

❒ In-line
❒ Stand Alone/Out Parcel
❒ Other _____

Type of Merchandise:
❒ General Merchandise
❒ Apparel
❒ Home Goods
❒ Furniture and Furnishing
❒ Sporting Goods
❒ Stationery
❒ Restaurant
❒ Entertainment
❒ Mass Merchandise
❒ Supermarket
❒ Toys/Hobby

Development Schedule:

Opening Date _____

If a renovation: _____
Store's original opening date _____
Store's renovated opening date _____

Images for Presentation

Upload up to 12 images related to your entry. These images will be used in preparing the award presentation. They will also be used to display your entry on ICSC's website and in *Shopping Centers Today*. Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- For new retail concepts: Merchandise – product mix and display
- For renovated stores: Visual of the project's interior/exterior before and after

Copyrighted photographs must be accompanied by preferred credit acknowledgements and a release from the copyright holder.

Accepted file formats: jpg, jpeg, png, gif, and tif. Files must be high resolution.

Summary

The following questions highlight the points that explain why your project is worthy of an award. Your responses will serve as the basis of the judges' evaluation of your project and should be concise. Note the maximum word counts for each question.

Retail Store Design

- Provide detailed information on the design concept, including background on the reasons for the concept, its development and impact on store image and sales performance. (Max. 500 words)
- Describe the integration of interior, storefront and merchandise displays. (Max. 250 words)
- Describe difference between the new concept and previous designs (if applicable). (Max. 250 words)
- Describe the specific materials used in creating the new concept. (Max. 250 words)
- If this is a renovation, describe the impact on sales. If this is a new store, comment on sales performance to date versus the planned performance. (Max. 250 words)
- Total cost per square metres including design, lease hold improvements, and fixtures. (Max. 250 words)

New Retail Concept

- Describe the overall innovative/creative new retail concept and specify the reasons for its development. (Max. 250 words)
- What makes this new retail concept innovative and what differentiates it from the current retail offerings within the marketplace. (Max. 250 words)
- As a new retail concept, comment on what drove it to market, how it was researched, developed, and launched. (Max. 250 words)
- Describe the type of retailer (i.e., international retailer new to market, local development, partnership between government agency and local retailer, completely new store concept, etc.), current number of stores and if there are any expansion plans. (Max. 250 words)

- As a new retail concept, describe any revaluate performance data, current sales performance versus the planned performance, customer traffic, overall brand awareness and acceptance, turnover, total cost per square metres, and any design changes since launch. (Max. 250 words)
- Within your new retail concept, what, if any, sustainability initiatives have you incorporated within the design and development of the overall concept? (Max. 250 words)
- Are any of these initiatives innovative or new to sustainability within the retail industry? (Max. 250 words)
- Is the product offered within this new retail concept a sustainable product? If so, list lines and offerings. (Max. 250 words)
- What type of sustainability initiatives do you offer your consumers within this retail concept? (Max. 250 words)

Documentation

Include one digital file, up to 15 pages of information and images, to document and illustrate your entry. These pages should feature photos and samples that show your retail store design concept, product mix and display.

Accepted file formats: Word document or PDF.

Floor Plan

Include one digital file (Word document or PDF) of your floor plan showing size (GLA) of the space occupied.

Video

You may upload or link only one video file per entry.

- The file is limited to a maximum of five minutes of content. Judges will view only the first five minutes of the file.
- Your video should feature the main architectural features inside and out of your store and product mix, and display. If a renovated store, entries should demonstrate before and after footage of the project.
- Additional coverage may include space utilization, design themes, and innovative construction techniques.

Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.

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CONTACT INFORMATION

ICSC
1221 Avenue of the Americas, 41st Floor
New York, NY 10020-1099

Tel: +1 646 728 3800
Email: awards@icsc.org

www.icsc.org/maxiawards