20TH ANNUAL VISUAL VICTORIES AWARDS 2017

CALL FOR ENTRIES

Honoring the Best Visual Merchandising Created by Cart, Kiosk, and Temporary Retailers

Winning entries will be honored at SPREE RECon in Las Vegas, May 21 – 24, 2017.

Enter the competition by Friday, January 20, 2017!

www.icsc.org/visualvictories
Specialty Retail Report’s Visual Victories Awards program is a visual merchandising competition specifically created for cart, kiosk and temporary in-line retailers. Our annual competition recognizes the outstanding work done by exceptional visual merchandisers, retailers and specialty leasing agents.

**AWARD CATEGORIES**
- Best RMU Merchandising Display
- Best Overall Kiosk Design
- Most Creative Promotional Cart or Kiosk
- Most Creative Pop-up Store Design
- Most Creative Temporary Store Design
- Most Inspirational Pop-up or Temporary Store Window Display
- Most Improved Retail Design (RMU or Kiosk)

**ELIGIBILITY AND ENTRY REQUIREMENTS**
Review this information thoroughly before visiting www.icsc.org/VisualVictories to upload your entries(s). If you have any questions, contact Patricia Norins at +1 781 709 2411 or email awards@icsc.org.

**Who Should Enter?**
Specialty retailers worldwide are eligible and may enter more than one category. Specialty leasing managers, visual merchandisers and consultants are also encouraged to submit entries on behalf of specialty retailers.

**Eligibility**
- The retail unit must be operating under a lease or license agreement with a term of 12 months or fewer.
- The retail unit must have been open for at least one week between January 2016 and January 2017.
- **Note:** Specialty Retail Report defines a pop-up as any cart, kiosk or store open for 90 days or less. A temporary store is defined as one that was open for four to 12 months.
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Judging Criteria

ICSC/Specialty Retail Report officials will make all eligibility rulings. Both reserve the right to re-classify, re-categorize or disqualify entries, as well as remove any ineligible materials. All decisions are final.

A panel of industry leaders will judge the entries and select the winners. Judges are not eligible to enter as contestants. The decisions of the judges are final.

Three winners will be selected in each category according to the following criteria: creativity, effectiveness and functionality of the display design.

The judges will look for designs that:

• Tell a story or underscore a specific theme
• Focus on best-selling products/product lines
• Use color, texture, signage, props, product groupings and/or lighting to grab a customer's attention

How to Submit an Entry

All entries in the 2017 Visual Victories Awards program must be submitted online at www.icsc.org/VisualVictories.

You may enter as many categories as you wish but you must submit a separate entry for each category you enter. Supporting materials should be uploaded in the appropriate sections where indicated.

YOUR ENTRY MUST BE SUBMITTED online according to a specific format, as outlined herein, Please read this information carefully before you begin your entry preparation so you can resolve any questions in advance.

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 or downloadable after the upload is complete.

Submitting an entry is simple and convenient, as the website allows the option to set up an account and manage all the entries you submit.

Get Started

• Go to www.icsc.org/VisualVictories.
• Register for a user name and password or login using your existing login credentials.
• Before adding an entry, make sure to have the following information on hand:

  Retailer Information
  - Name of Retailer’s Cart, Kiosk or Store
  - Retailer
  - Address
  - Phone Number

  Retail Location
  - Mall/Retailer’s Venue
  - Address
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Contact Information
After registering or logging in, the Contact Information Page will appear. The person listed under Contact Information must be the person representing the award and will be the person contacted should the entry be chosen as a winner.

Authorize
All entries must have the electronic authorization of the owner/management company to authorize the submission of this entry and agree to abide by all rules of the Competition program. Such applicant certifies that there are no persons or organizations responsible for creating or collaborating on the entry project other than those listed. Additionally, as duly authorized, the undersigned grants ICSC/Specialty Retail Report the rights to publish any information contained in the entry in any form including but not limited to, news releases, advertising books, periodicals, galleries and other publication.

An e-mail confirmation will be sent to the Entrant and Owner Representative Managing Agent to confirm this authorization.

Summary Tab
The following question highlights those points that explain why your retail unit is worthy of an award. Your responses will serve as the basis of the judges’ evaluation of your project and should be concise while including details of your project that make it special.

What makes your visual merchandising creative and unique?

Note: If you are entering the Most Improved Retail Design (RMU or Kiosk) category, please describe in detail what was done to improve your retail unit.

Images Tab
Submit professional quality, well-lighted digital color photos. Upload the images as specified below:

- **Best RMU Merchandising Display**: Two photos: one long shot showing the unit from roof to floor and one closer shot of the main merchandise display space
- **Best Overall Kiosk Design**: Two photos: each showing a different side of the kiosk
- **Most Creative Promotional Cart or Kiosk**: Two photos: one long shot showing the unit from roof to floor and one closer shot of the main promotional display space
- **Most Creative Pop-up Store Design**: Three photos: one exterior shot showing the façade, sign and windows; two different interior shots
- **Most Creative Temporary Store Design**: Three photos: one exterior shot showing the façade, sign and windows; two different interior shots
- **Most Inspirational Pop-up or Temporary Store Window Display**: Two photos: one up close and one long shot
- **Most Improved Retail Design (RMU or Kiosk)**: Two “Before” and two “After” photos. Photos must represent the same retailer in the same type of unit (i.e., new display on same cart, or new display on new carts provided by mall management; new display on same kiosk or on new retailer-designed kiosk).
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Photo File Formats
Accepted file formats: Photoshop, .TIFF, .PNG, .EPS, JPEG

Sized minimum: 640x480 at 72dpi or larger, Preferred high resolution, approximately 300dpi with a minimum size of 5” x 7”.

Note: Please test your images by previewing them after they are uploaded.

Entry Deadline
All entries must be submitted by Friday, January 20, 2017.

Publication
Your entry grants ICSC/Specialty Retail Report the right to publish any information contained in the entry in any form, including but not limited to news releases, galleries, advertising, books, periodicals and other publications. Copyrighted photographs, slides, videos, maps or drawings must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgements.

Winners Announcement
Winners will be announced online, displayed prominently at SPREE RECon 2017 and featured in the Spring 2017 issue of Specialty Retail Report.