

Visual Victories Awards

RECon | Las Vegas, Nevada
Entry Deadline: March 19, 2019
www.icsc.org/visualvictories



CALL FOR ENTRIES

ICSC'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, 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 2018 and January 2019.
- Note: ICSC 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.

Judging Criteria

ICSC 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. 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 2019 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

Entry Fee

\$50 Fee (U.S. Dollars) Member; \$75 (U.S. Dollars) Non-Member. Payment for entries must be received by Tuesday, March 19, 2019. Your entry will not be accepted for judging if payment is not received by **Tuesday, March 19, 2019**.

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.

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

You are required to submit a minimum of five professional quality, well-lighted digital color photos. Types of images required are specified below:

- **Best RMU Merchandising Display:** long shots showing the unit from roof to floor and closer shots of the main merchandise display space
- **Best Overall Kiosk Design:** photos showing a different side of the kiosk
- **Most Creative Promotional Cart or Kiosk:** long shots showing the unit from roof to floor and closer shots of the main promotional display space
- **Most Creative Pop-up Store Design:** exterior shots showing the façade, sign and windows and different interior shots
- **Most Creative Temporary Store Design:** exterior shots showing the façade, sign and windows and different interior shots
- **Most Inspirational Pop-up or Temporary Store Window Display:** close and long shots
- **Most Improved Retail Design (RMU or Kiosk):** “Before” and “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).

Photo File Formats

Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

Make a Payment

You do not have to pay before you start your entry. Payment must be received by **Tuesday, March 19, 2019**. Entries will not be accepted for judging if payment is not received.

Add to Cart

Once you complete your entry, add it to the cart. This will bring you to the Review and Checklist section where you can pay, edit, change, or print your entry.

Entry Deadline

All entries must be submitted by **Tuesday, March 19, 2019**.

Publication

Your entry grants ICSC 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.

Awards Presentation

ICSC Global Awards Ceremony
RECon
May 19, 2019
Wynn Hotel, Las Vegas, Nevada

Contact Information

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