



Asia-Pacific Shopping Center Awards

Deadline: 1 August 2019



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Introduction

The ICSC Asia-Pacific Shopping Center Awards are the premier recognition of excellence, innovation, and creativity within the region's retail real estate industry, honouring outstanding achievement in marketing, social media, and the design and development of retail properties and stores.

The Awards will be presented at ICSC RECon Asia-Pacific. Gold Winners of the ICSC Asia-Pacific Shopping Center Awards will be automatically submitted for the Global VIVA (Vision, Innovation, Value, Achievement) Awards Programme.

Eligibility & Entry Requirements

The ICSC Asia-Pacific Shopping Center Awards are designed to honour outstanding achievement in marketing, retail, and design development of retail properties. Review this information thoroughly to ensure your entry is eligible and that you understand the entry requirements.

Who Should Enter

Entries can be submitted by shopping center owners, developers, management companies, architects, and designers. 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 recognised shopping center and/or shopping center owner, developer, and/or management company. The Design and Development category is open to developers or their architects. In the Retail Store Design category, entries can be submitted by retailers, or design companies.

How to Submit

All entries for the ICSC 2019 Asia-Pacific Shopping Center Awards must be submitted online at www.icsc.org/asiaawards. Each submission must include a completed entry form along with a detailed entry summary. Supporting materials should be uploaded in the appropriate sections where indicated. Forms with incomplete entries will not be accepted.

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 **Thursday, 1 August 2019**.

Entry Fee

\$495 Fee (U.S. dollars) Member; \$595 Fee (U.S. dollars) Non-Member. Payment for entries must be received by **Thursday, 1 August 2019**. Your entry will not be accepted for judging if payment is not received by **Thursday, 1 August 2019**. All payments are by credit card only.

Eligibility

For entries in the Design and Development and Retail categories

Retail projects and stores opened within the period commencing **1 January 2017 to 31 July 2018**.

For entries in the Marketing category

The majority of the marketing programmes must have been implemented between **1 July 2018 to 31 July 2019**.

Owner/Management Company Authorisation

All entries must have the electronic authorisation of the owner/management company to authorise the submission of the entry and agree to abide by all rules of the ICSC Asia-Pacific Shopping Center Awards Programme. Additionally, as duly authorised, the authorised individual will grant ICSC the rights to publish any information contained in the entry and in any form, including news releases, advertising, books, periodicals, and other publications.

Rulings

The ICSC Asia-Pacific Shopping Center Awards Jury and ICSC officials will determine all the eligibility rulings. Both parties reserve the right to reclassify, recategorise or disqualify entries, as well as delete any ineligible materials. All judges' 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

RECon Asia-Pacific
October 21-23, 2019
Raffles City Convention Centre
Singapore

How to Enter

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.

Register

Submitting an entry is simple and convenient. The ICSC Asia-Pacific Shopping Center Awards website allows you to set up an account and manage all the entries you will be submitting.

- Register for a User Name and Password – You only need to register once and will use your User Name and Password to log on in the future.

Upload Files

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, or loadable after the upload is complete.

Make A Payment

You do not have to pay before you start your entry. Payment must be received by **Thursday, 1 August 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 edit, change, or print your entry.

Deadline

Thursday, 1 August 2019

Marketing

This category is intended to recognise excellence in marketing and programmes that strengthen a shopping center's or company's bottom line.

Categories

Advertising

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, revenue impact, or community relations programme. This category may also showcase innovative strategies that provide in-kind contributions to the marketing budget or that demonstrate effective media planning and buying that augments or maximises a center's marketing budget.

Business-to-Business

Marketing communications initiated by a shopping center and directed to other businesses (not consumers), such as retailers, specialty retailers, trade groups, investors, suppliers, or other targeted commercial interests, using tactics that are designed to improve company profitability, rather than to direct sales. The purpose of the programme or initiative is to support leasing efforts, specialty leasing programmes, sponsorship programmes, environmental or green initiatives, investor/analyst relations, and communications and business association initiatives. Tactics may include exceptional trade show support, sales collateral, direct mail, training and incentive programmes, targeted tenant retention efforts, electronic, broadcast or print advertising, and public relations.

Cause-Related Marketing

A single or ongoing event, programme, 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.

Emerging Digital Technology

The most current and innovative use of website, mobile, interactive, or any other online component that creates a brand experience. This can consist of QR codes, interactive kiosks, GPS technology, or other environmental marketing that prompts the user to interact with the web via a computer or mobile device. Websites should demonstrate advanced practices in web development and unparalleled excellence across content, structure and navigation, visual design, interactivity, functionality, and overall experience. Mobile apps may feature directories, commentary, commerce (gift cards), and advice on shopping and related topics. Are consumers using your website or mobile app to better their overall shopping experience and has it impacted your center?

Grand Opening, Expansion, and Renovation

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.

Integrated Digital Campaigns

Programmes consisting of an integrated online, digital, or social media campaign executed as a significant component of an in-mall event or sales promotion. These efforts are intended to have online, digital, and social media metrics but may also directly impact retail sales and customer traffic. Online campaigns must consist of at least three different measurable components, all of which must have been done online. This includes social media, website, e-mail, banners (or other online advertising), online video, and mobile advertising.

Market Positioning and Brand Awareness

The Marketing Positioning category is for sustained and consistent marketing campaigns that contain multiple integrated elements that are implemented to position an overall center or a merchandise category within a center to its target audience. Entries should contain elements that have been implemented for a minimum of a 12-month period with consistent brand messaging. Entries may include advertising, events, sales promotions, public relations, B2B communications, and other elements that have been implemented over a sustained period to position a center. Evidence of pre and post-campaign qualitative research should be included as part of your submission along with supporting rationale clearly outlining the short- and long term goals of the positioning effort.

Public Relations and Events

A planned public relations programme, event, 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 or 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 programmes, conferences and employee intranets, newsletters, magazines or videos, and also include event marketing designed to generate publicity, market awareness, and customer traffic.

Categories (continued)

NOTE: While paid media advertising may comprise a part of an overall public relations programme, such expenses should not comprise more than one-third of the total programme expenses. Publicity coverage should be itemized and well-documented with print scans, audio and/or video clips, website visuals, etc.

Sales Promotion/Traffic Activation

Programmes 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 programmes. Entries in this category must document specific and measurable results attributable to the programme or effort and should demonstrate return on investment.

NOTE: Multiple Entries You may segment an overall marketing campaign and enter it into multiple categories, providing you write a new entry for each specific category. For example, if you enter your holiday marketing programme into the Advertising, Sales Promotion, and Cause-Related categories, each entry must be written for that category and include only the components that relate to that category. It is not permitted to develop one general entry and submit it multiple times into different categories. Such duplications will be disqualified.

Classifications

- Shopping Center
- Corporate, Company, or Joint Center*

* Companies may choose to enter group or shared programmes in any category. Entries should document how such efforts benefited both the individual centers and the company or group. Additionally, all entries reflecting corporate marketing efforts should use this category.

Judging Procedure

The Asia-Pacific 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. Judges review each entry according to a specific criteria and award points accordingly. Please refer to the specific category.

Each entry can earn a maximum cumulative score (100 for Design and Development and 50 for Marketing and Retail entries). Entries with a total of more than 85 for Design and Development and 40 for Marketing and Retail will receive an Asia Gold Award. Entries with scores of at least 75 points but less than 85 for Design and Development and at least 35 points but less than 40 for Marketing and Retail will receive the Asia Silver Award. 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.

Judging Criteria

Total potential score of 50. All judges use the same guidelines to assess the strength of the programme. Consider this information in your entry preparation. Entries are scored based on the following criteria:

Situation and Marketing Objectives (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 goals. The judges look for the following when assigning a score:

- Were objectives or strategies:
- based on strategic insights and facts, rather than opinion?
 - directly address the situation?
 - identify a clear problem or opportunity that is realistically addressed?
 - appear capable of accomplishing goals?
 - business-based; i.e., owner's interests considered?
 - specific and time-based?
 - able to be measured quantitatively? If not, can qualitative goals be objectively measured?

Action (UP TO 10 POINTS)

This area measures the degree to which the programme supported its original objectives and strategies, and the level of competence and proficiency demonstrated in execution. The judges ask themselves these questions:

- Were the actions appropriate to the strategies?
- Was a high level of competence and professionalism exhibited in the actions?
- Did the entry properly document all the claims made; i.e., was it believable?
- Were materials and documentation appropriate for achieving the desired results? What tangible evidence can be provided?

Judging Criteria (continued)

Creativity (UP TO 10 POINTS)

Creativity relates to developing an original concept or devising an innovative approach to a familiar programme or marketing effort. Judges evaluate creativity by asking the following questions:

- What was the big idea that considerably improved the programme's delivery or message?
- Was it attention-getting or ground-breaking?
- Did the solutions maximise the opportunity to succeed?
- Did the actions enhance the creative message and capitalise on the media selected?
- What obstacles or difficulties were overcome in terms of size, scope, limitations, etc.?

Budgeting and Resulting Cost Effectiveness (UP TO 10 POINTS)

Cost effectiveness evaluates the appropriateness with which center/company funds were spent in achieving stated objectives. Were the right resources invested in the right efforts to

generate the best possible results? Judges ask questions such as:

- Did the amount spent appear to be a wise use of funds?
- Did the results obtained merit the expense?
- Was creativity and resourcefulness shown in budgeting without compromising quality and the ability to get results?
- Did the efforts generate maximum impact for every dollar spent?

Results (UP TO 10 POINTS)

The results and impact reveal how competently the programme's actions were measured, documented and reported, and the degree to which they supported the programme's stated objectives. Questions like these are asked by the judges:

- Was strong detail provided in results documentation?
- Did the results relate to original objectives?
- Are the results credible?
- How was the center/company impacted?
- Were the shopping center owner's interests well served?
- Is this entry worthy of emulation by the rest of the industry?

General Information

Eligibility

The majority of your programme must have been implemented between 1 July 2018 to 31 July 2019. If your programme is ongoing, and extends beyond the eligibility period, you may only include the elements actually used during the eligibility period. Elements from an entry that has previously won an award in the Asia-Pacific Shopping Center Awards Programme are not eligible. All ineligible materials will be deleted from the entry and not considered by the judges.

Description of Entry

The judges will refer to the Description of Entry to compose commentary about the finalist and winning entries (max. 700 characters including spaces).

Summary

The Entry Summary is basically the Marketing Plan for the entry. The Entry Summary is limited to four web sections—one section for each element of the Summary (max. 2,100 characters including spaces per section).

- The Situation and Objectives
- Action
- Budgeting
- Results

We recommend bullet points rather than narrative paragraphs.

Marketing Category

Situation and Marketing Objectives

Background information on what inspired you to create and implement the programme or project. Discuss unique problems or opportunities that influence your goals, strategies, and tactics.

Action

Give a detailed description of the "action" (something performed or done) that took place based on the situation at your shopping center or company.

Results

Results should be specific and quantitative. 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 upon 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 your publicity section, which can be summarised 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 marketing positioning. ROI demonstrates the dollar-to-dollar return that is achieved from your efforts and the resources invested.

Budget and Resulting Cost Effectiveness

A one-page detailed list of dollars spent to implement your plan. All expenses, including primary and secondary expenses, must be included. This should include all production costs, media, and labour 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. Failure to do so may negatively affect the entry's score.

Images for Awards Presentation

Upload up to 12 images related to your entry.

- These images will not be viewed by the judges and if your entry is awarded an Asia Gold Award or an Asia Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC website, and *Shopping Centers Today*.
- Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments. Please include in the Release section.
- Images should include various photos of the programme's implementation and support materials.
- Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

Documentation Section

Include one digital file with up to 15 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 coverage
- All advertising
- Supporting materials—images such as letters, brochures, or advertisements published within the eligibility period, photos of events, proclamations, and publicity.
- File format: Word document or PDF

Online

The Online Section allows you to add up to 5 links for the judges that pertain to your entry. Links should go directly to the relevant page(s)/content host. Do not link to your center's digital program such as the website (or other websites) unless it specifically contains elements that are pertinent to your entry. You are encouraged to use your Print Screen button to copy and paste pages into your Documentation. Please test the hyperlinks. These links will be used for judging. Please do not upload videos to weblinks. For FTP sites, please include user names and passwords if applicable. Only one video is allowed and should be updated on the video link.

Audio and Video

- You may upload or link only one audio file and one video file per entry.
- 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.
- Audio file format: mp3, .wav, .wma, avi, .wmv, aiff.
- 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.

Design and Development

This category is intended to recognise world-class retail properties for their design and development creativity.

Categories

New Developments

Entries must relate to a specific new retail project, completed and opened within the period commencing from 1 January 2017 to 31 July 2018.

Renovations/Expansions

Project involving an entire retail project, such as an enclosure, or a single facet of a retail project, such as an addition. The renovation or expansion must have been completed and the project fully opened for business within the period commencing from 1 January 2017 to 31 July 2018.

Classifications

A classification is determined by the amount of overall retail selling space in your center including vacant space. This includes all square footage included in gross leasable area (GLA), all department stores or other square footage, entertainment components, movie theatres, and all peripheral space engaged in retail enterprises. Do not include office or hotel square footage.

- Centers less than 150,000 sq. ft. (13,935 m²) of total retail space
- Centers of 150,000 to 500,000 sq. ft. (13,935 – 46,451 m²) of total retail space
- Centers over 500,000 sq. ft. (46,451 m²) of total retail space
- Mixed-Use Projects* and well-integrated developments comprising non-retail uses, such as entertainment, office, hotel, residential, sports venues, and/or other uses that mutually support a substantial retail component and have demonstrated success in all of their respective market segments.

** To qualify under the mixed-use classification, the retail portion of the project should be significant and no single store shall be more than 50% of the retail GLA. Recognising that mixed-use projects will take on many different configurations, projects located within dense urban locations need to show more than simple street front retail and neighbour projects with a spread out format needed to supplement the retail by bringing significant additional uses into the development. Generally the retail should be at least 100,000 sq. ft. (9,290 m²) of GLA, but alternatives will be considered. Success of all components must be demonstrated and occupancy of each mixed-use component will be evaluated. Additional uses should demonstrate why they are seen as successful.*

Judging Criteria

Total potential score of 100 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
- Colour Combination
- Lighting
- Interior Materials and Finishes
- Interior Signage
- Storefront
- Exterior Materials and Finishes
- Exterior Signage and Wayfinding
- Landscaping

Development Goals

(UP TO 25 POINTS)

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

Productivity/Financial Performance

(UP TO 10 POINTS)

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

Innovation

(UP TO 15 POINTS)

- Degree of Difficulty
- Innovation
- Community Acceptance

General Information

Description of Entry

The judges will refer to the Description of Entry to compose commentary about the finalist and winning entries
Max. 700 characters (including spaces)

Professional Recognition

(The information will be used in all official listings)

- Development Company
- Owner
- Design Architect
- Production or Executive Architect
- Graphic Designer
- Lighting Designer
- Landscape Architect
- General Contractor
- Management Company
- Leasing Company
- Finance Company

Shopping Center Information

All sizes must be expressed in square feet.

General Information for Both Categories:

Type of Project (check all that apply)

- ☐ Neighbourhood Center
- ☐ Community Center
- ☐ Regional Center
- ☐ Superregional Center
- ☐ Fashion/Specialty Center
- ☐ Theme/Festival Center
- ☐ Lifestyle Center
- ☐ Power Center
- ☐ Outlet Center
- ☐ Mixed-Used Center
- ☐ Other (Specify)

Annualised percentage of shoppers anticipated from outside of trade area (e.g. tourists, conventioners)
_____ % 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 centers. Max. 700 words (including spaces)

Total Number of Retail Stores
(excluding anchors) _____

(including anchors) _____

Physical Characteristics of Project

(Check all that apply)

Mall

- ☐ Open-Air Center
- ☐ Hybrid Center
- ☐ Other (Specify)
- ☐ Number of Levels

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 people _____

Population of Secondary Trade Area people _____

Category: Renovations/Expansions Only

Total Retail Space

Before Renovation/Expansion sq. ft. _____

After Renovation/Expansion sq. ft. _____

Net Difference – plus or minus sq. ft. _____

Gross Leasable Area (GLA)

(Small Shop Space Excluding Anchors)

Before Renovation/Expansion sq. ft. _____

After Renovation/Expansion sq. ft. _____

Net Difference – plus or minus sq. ft. _____

Total Acreage of Site

Before Renovation/Expansion sq. ft. _____

After Renovation/Expansion sq. ft. _____

Net Difference – plus or minus sq. ft. _____

Development Schedule

Center's Original Opening Date _____

Center's Renovation/Expansion _____

Opening Date _____

Category: New Developments Only

Total Retail Space

Total Retail Space sq. ft. _____

Total Acreage of Site sq. ft. _____

Gross Leaseable Area (GLA) _____

Small Shop Space Excluding Anchors sq. ft. _____

Development Schedule

Official Opening Date _____

For Mixed-Use Classification Only

Other Uses (indicate all that apply)

Office sq. ft. _____

Hotel sq. ft. _____ units _____

Residential sq. ft. _____ units _____

Other (specify) sq. ft. _____

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. All financial information must be expressed in U.S. dollar equivalents.

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

NOTE: If you choose not to provide financial information, relate in your own words why you believe this project to be a developmental and financial success.

Category: Renovations and Expansions Only

Average annual minimum rent per sq. ft.

Before Renovation/Expansion (check one)

- ☐ Less than US\$ 26
- ☐ US\$ 26 to US\$ 35
- ☐ US\$ 36 to US\$ 45
- ☐ US\$ 46 to US\$ 55
- ☐ US\$ 56 to US\$ 100
- ☐ US\$ 101 to US\$ 150
- ☐ US\$ 151 to US\$ 200
- ☐ Over US\$ 200

After Renovation/Expansion (check one)

- ☐ Less than US\$ 26
- ☐ US\$ 26 to US\$ 35
- ☐ US\$ 36 to US\$ 45
- ☐ US\$ 46 to US\$ 55
- ☐ US\$ 56 to US\$ 100
- ☐ US\$ 101 to US\$ 150
- ☐ US\$ 151 to US\$ 200
- ☐ Over US\$ 200

Average tenant improvement allowance per sq. ft.

Before Renovation/Expansion (check one)

- ☐ Less than US\$ 11
- ☐ US\$ 11 to US\$ 25
- ☐ US\$ 26 to US\$ 50
- ☐ Over US\$ 50

After Renovation/Expansion (check one)

- ☐ Less than US\$ 11
- ☐ US\$ 11 to US\$ 25
- ☐ US\$ 26 to US\$ 50
- ☐ Over US\$ 50

Is there percentage/turnover rent? ☐ Yes ☐ No

If tenant contributed "key money," average key money per sq. ft.

Before Renovation/Expansion (check one)

- ☐ None
- ☐ US\$ 11 to US\$ 25
- ☐ US\$ 26 to US\$ 50
- ☐ Over US\$ 50

After Renovation/Expansion (check one)

- ☐ None
- ☐ US\$ 11 to US\$ 25
- ☐ US\$ 26 to US\$ 50
- ☐ Over US\$ 50

Total annualised sales per sq. ft. for first year

Before Renovation/Expansion (check one)

- ☐ Less than US\$ 201
- ☐ US\$ 201 to US\$ 250
- ☐ US\$ 251 to US\$ 300
- ☐ US\$ 301 to US\$ 350
- ☐ US\$ 351 to US\$ 400
- ☐ US\$ 401 to US\$ 450
- ☐ US\$ 451 to US\$ 500
- ☐ US\$ 501 to US\$ 550
- ☐ US\$ 551 to US\$ 600
- ☐ US\$ 601 to US\$ 700
- ☐ Over US\$ 700

After Renovation/Expansion (check one)

- ☐ Less than US\$ 201
- ☐ US\$ 201 to US\$ 250
- ☐ US\$ 251 to US\$ 300
- ☐ US\$ 301 to US\$ 350
- ☐ US\$ 351 to US\$ 400
- ☐ US\$ 401 to US\$ 450
- ☐ US\$ 451 to US\$ 500
- ☐ US\$ 501 to US\$ 550
- ☐ US\$ 551 to US\$ 600
- ☐ US\$ 601 to US\$ 700
- ☐ Over US\$ 700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

Before/Renovation Expansion _____%

At date of reopening _____%

At date of submission _____%

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft.

Before Renovation/Expansion: \$ _____ per sq. ft.

After Renovation/Expansion: \$ _____ per sq. ft.

In instances of deck parking, how are taxes and maintenance of parking deck paid for?

(check one)

- ☐ Fee for parking
- ☐ Charged back to non-anchor tenant
- ☐ Other (specify) _____

Category: New Developments Only

Average annual minimum rent per sq. ft.

(check one)

- | | |
|------------------------------------------|--------------------------------------------|
| <input type="radio"/> Less than US\$ 26 | <input type="radio"/> US\$ 56 to US\$ 100 |
| <input type="radio"/> US\$ 26 to US\$ 35 | <input type="radio"/> US\$ 101 to US\$ 150 |
| <input type="radio"/> US\$ 36 to US\$ 45 | <input type="radio"/> US\$ 151 to US\$ 200 |
| <input type="radio"/> US\$ 46 to US\$ 55 | <input type="radio"/> Over US\$ 201 |

Average tenant improvement allowance per sq. ft.

(check one)

- | | |
|------------------------------------------|------------------------------------------|
| <input type="radio"/> Less than US\$ 11 | <input type="radio"/> US\$ 26 to US\$ 50 |
| <input type="radio"/> US\$ 11 to US\$ 25 | <input type="radio"/> Over US\$ 50 |

Is there percentage/turnover rent? ☐ Yes ☐ No

If tenant contributed "key money," average key money per sq. ft.

(check one)

- | | |
|------------------------------------------|------------------------------------------|
| <input type="radio"/> None | <input type="radio"/> US\$ 26 to US\$ 50 |
| <input type="radio"/> US\$ 11 to US\$ 25 | <input type="radio"/> Over US\$ 50 |

Total annualised sales per sq. ft. for first year

(check one)

- ☐ Less than US\$ 201
- ☐ US\$ 201 to US\$ 250
- ☐ US\$ 251 to US\$ 300
- ☐ US\$ 301 to US\$ 350
- ☐ US\$ 351 to US\$ 400
- ☐ US\$ 401 to US\$ 450
- ☐ US\$ 451 to US\$ 500
- ☐ US\$ 501 to US\$ 550
- ☐ US\$ 551 to US\$ 600
- ☐ US\$ 601 to US\$ 700
- ☐ Over US\$ 700

Vacant GLA: Amount of small shop space not open for business shown as a percentage of GLA

At date of reopening _____%

At date of submission _____ %

Annualised average common area maintenance (CAM), insurance and tax charges of small shop GLA per sq. ft.

\$ _____ per sq. ft.

In instances of deck parking, how are taxes and maintenance of parking deck paid for?

(check one)

- ☐ Fee for parking
- ☐ Charged back to non-anchor tenant
- ☐ Other (specify) _____

Entry Summary

The following questions highlight why your project is worthy of an award. Your concise responses will serve as the basis of the judges' evaluation of your project.

Note the maximum word count for each question is 2,100 characters including spaces unless otherwise indicated.

- Describe the architectural characteristics of the project you are submitting for an award.
- Describe your project's approach regarding sustainability (include any Environmental/Sustainability Accreditations received).
- Detail what is innovative about your project? Include any new design and development standards that were achieved?
- Why should your project be recognised by the Awards programme? Include the impact on key performance indicators and business success.
- Why did you decide to renovate or expand the center (physical condition, sales, tenant mix, vacancy)? How did it improve conditions? (renovation/expansion only)

Category: Mixed-Use Only

- Demonstrate the level of success for each component at the time of submittal. Include hotel occupancy, residential percentage occupied/sold, office percentage leased, and any additional uses. Address why the component is considered a success.
- Besides financial viability, explain what additional amenities the project brings to the users and surrounding community.
- Explain the concept of the project, how the different components function, and where they relate to each other. Include how service, security, and parking work for each of the components.

Images

Upload 20 images to include in the photo gallery sections. These images will be used in preparing the presentation.

- These images will not be viewed by the judges and if your entry is awarded a Gold Award or a Silver Award, some of the images will be used to display your entry for the awards presentation, ICSC's website, and in publications.
- Images may be used at the awards presentation, and on ICSC's website and publications.
- Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

List of Tenants

Include one digital file of your list of tenants. Indicate for each tenant the size (GLA) of the space occupied.

- List all major tenants. Describe the type of retail operation, i.e., department store, supermarket, or multiscreen theatres for each tenant.
- File format: Word document or PDF

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, include at least four images (each) of the interior and exterior of the project, before and after.
- File format: Word document or PDF

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

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 utilisation, design themes, and innovative construction techniques.
- Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.

Retail

Categories

- Retail Store Design
- New Retail Concepts

Classifications

1. Kiosks and Carts
2. Food Court Units/Fast Food
3. Restaurants
4. Stores less than 1,000 sq. ft. in area
5. Stores between 1,001 and 2,500 sq. ft. in area
6. Stores between 2,501 and 5,000 sq. ft. in area
7. Stores between 5,001 and 10,000 sq. ft. in area
8. Stores in excess of 10,000 sq. ft. in area

Retail Store Design

This category recognises the ways in which 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 between 1 January 2017 to 31 July 2018. Projects in this category may include services or other non-retail uses. There can be only one entry per store location.

Judging Criteria

Total potential score of 50 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

Retail Graphics and Signage (UP TO 5 POINTS)

Use of Materials (UP TO 15 POINTS)

- Combination of Color, Materials, and Lighting

Degree of Difficulty and Innovation (UP TO 10 POINTS)

Description of Entry

The Description of Entry will be used by the judges to compose commentary about the finalist and winning entries. Max. 700 characters (including spaces).

General Information

Development Schedule

Store Name

Opening Date

Shopping Center Store Location

If Renovation

Address

Store's Original Opening Date

City

Country

Store's Renovated Opening Date

Size of Store: _____sq. ft.

Retailer Information

Company Name:

Architect:

Designer:

General Contractor

Images for Awards Presentation

Upload up to 12 images related to your entry. These images will not be viewed by the judges but may be used in the awards 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 a release from the copyright holder, in addition to any preferred credit acknowledgments.

Images to include:

- Main architectural features
- Visual of the interior and exterior of the project
- For renovated stores, visual of the interior and exterior of the project before and after from the same perspective
- Accepted image file formats include: High Resolution: jpg, jpeg, png, gif.

Type of Merchandise

- General Merchandise
- Apparel
- Home Goods
- Furniture and Furnishing
- Sporting Goods
- Stationery
- Restaurant
- Entertainment
- Mass Merchandise
- Supermarket
- Toys/Hobby

Entry Summary

The following questions highlight those points that explain why your project is worthy of an award. Your concise responses will serve as the basis of the judges' evaluation of your project.

Note the maximum word count for each question is 1,500 characters including spaces unless otherwise indicated.

- 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. 3,000 characters)
- Describe the integration of interior, storefront, and merchandise displays.
- Describe the difference between the new concept and previous designs (if applicable).
- Describe the specific materials used in creating the new concept.
- 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.
- Total cost per square foot including design, leasehold improvements, and fixtures.

Documentation

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

- File format: Word document or PDF

Floor Plan

Include one digital file of your floor plan showing size (GLA) of the space occupied. This file can be in one of two acceptable formats.

- File format: Word document or PDF

Video

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- 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.
- If a renovated store, entries should demonstrate before and after footage of the project.
- Additional coverage may include space utilisation, design themes, and innovative construction techniques.
- Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.

New Retail Concepts

This category recognises innovative and creative new retail concepts throughout the Asia-Pacific region 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 between 1 January 2017 to 31 July 2018. Projects in this category may include services or other non-retail uses.

Judging Criteria

Total potential score of 50 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

Results/Impact

(UP TO 10 POINTS)

- Cost Effectiveness
- Degree of Difficulty and Innovation
- Consumer Awareness/Acceptance

Description of Entry

The Description of Entry is used by the judges to compose commentary about the finalist and winning entries. Max. 700 characters (including spaces).

General Information

Retailer Name

Shopping Center Store Location

Address

City

Country

Size of Store: _____sq. ft.

Retailer Information

Company Name

Architect

Designer

General Contractor

Creativity

(UP TO 15 POINTS)

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

Sustainable Design

(UP TO 5 POINTS)

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
- Other _____

Development Schedule

Opening/Launch Date

Images

Upload up to 12 images related to your entry. These images will not be viewed by the judges but may be used in the awards presentation. They will also be used to display your entry on ICSC's website and publications. Copyrighted photographs must be accompanied by a release from the copyright holder, in addition to any preferred credit acknowledgments.

Images to include

- Main architectural features
- Merchandise – product mix and display
- Visual of the interior and exterior of the project
- Accepted image file formats include: High Resolution: jpg, jpeg, png, gif, tiff

Entry Summary

The following questions highlight 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 count for each question is 1,500 characters including spaces.

- Describe the overall innovative/creative new retail concept and specify the reasons for its development.
- What makes this new retail concept innovative and what differentiates it from the current retail offerings within the marketplace?
- As a new retail concept, comment on what drove it to market: how it was researched, developed, and launched.
- Describe what type of retailer it is (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.
- As a new retail concept, describe any reevaluate performance data, current sales performance versus the planned performance, customer traffic, overall brand awareness and acceptance, turnover, total cost per square foot: any design changes since launch.
- Within your new retail concept, describe what type, if any, of sustainability initiatives you incorporated within the design and development of the overall concept.
- Are any of these initiatives innovative or new to sustainability within the retail industry?

Documentation

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

- File format: Word document or PDF

Floor Plan

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

- File format: Word document or PDF

Video

You may upload or link only one video file per entry. The video is limited to a maximum of five minutes of content.

- Your video should feature the main architectural features inside and out of your store and product mix and display.
- Additional coverage may include product mix and display, space utilisation, design themes and innovative construction techniques.
- Accepted file formats: 3GP, AAC, AVI, FLV, MP4 and MPEG-2.



Global
Awards
Asia-Pacific