



## MERCHANDISING EXCELLENCE AWARDS

You are invited to enter the Merchandising Excellence Award competition at the 2018 Casual Market Chicago, September 25-18. This program is presented by *Hearth & Home* magazine and theMart.

The purpose of these awards is to recognize and honor those exhibitors and showrooms who, through effort and skill, present a highly professional example of visual merchandising in their showroom or booth that serves to both educate and inspire Market attendees.

**There are potential awards to be won by both permanent showrooms and temporary exhibitors.**

- Each showroom/exhibitor can enter only **ONE** category. FREE TO PARTICIPATE. The reservation form must be received **on or before Friday, August 31, 2018**.
- Judging will take place on Tuesday, September 25, at 8:30 a.m. The judging committee will consist of retailers, design professionals and visual merchandisers.
- Awards will be presented to the winning showrooms and booth(s) in the afternoon Sept, 25.
- Images of winning showrooms/booths will appear in the November issue of *Hearth & Home* magazine.

Don't wait! Complete and send your entry form in today.



## 2018 Merchandising Excellence Awards

Merchandising Excellence Categories	
<b>1</b> Furniture / Accessories  Permanent Showroom under 5,000 square feet	<b>2</b> Furniture / Accessories  Permanent Showroom over 5,000 square feet
<b>3</b> Furniture  Temporary Exhibitor	<b>4</b> Accessories  Temporary Exhibitor
<i>The Accessories Category includes: Hearth Products, Tabletop, Decorative Accessories, Umbrellas, Shade Products, Garden Accessories, Statuary, Planters, Pottery, Barbecues, Grills, Outdoor Lighting, Cushions and Hammocks</i>	

### Judging Criteria:

<ul style="list-style-type: none"> <li>• Effective use of materials</li> <li>• Graphics</li> <li>• Lighting</li> <li>• Originality of design</li> </ul>	<ul style="list-style-type: none"> <li>• Use of space <i>(creativity, product accessibility, etc.)</i></li> <li>• Use of color and texture</li> <li>• Visual impact</li> </ul>
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**Judging: Tuesday, September 25, 2018 at 8:30 am.** Upon receipt of the completed entry form, additional information will be sent to the contact person.

**Deadline: Friday, August 31, 2018.**

Please send completed form below to: **Teddi McLaughlin; ATTN.: MERCHANDISING EXCELLENCE AWARD ENTRY • 222 Merchandise Mart Plaza, Suite 470 • Chicago, IL 60654 or [tmclaughlin@themart.com](mailto:tmclaughlin@themart.com)**

## Merchandising Excellence Awards Entry Form

Please print or type the following information

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Showroom/booth #: \_\_\_\_\_ Category #: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip/Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_