


# Official Entry Form

Retailer/Project Name \_\_\_\_\_  
Project Location (shopping center or city/state/country) \_\_\_\_\_  
Project Installation Completed \_\_\_\_\_ Project Square Footage \_\_\_\_\_  
Entry Category \_\_\_\_\_  
Submitted By (Name) \_\_\_\_\_  
Title \_\_\_\_\_  
Company \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Phone \_\_\_\_\_ Fax\* \_\_\_\_\_ E-mail \_\_\_\_\_

I certify that the information on this form and entry materials is correct and that the contributing companies have the right to be credited with this project; that NASFM is authorized to use the contributors' names in the magazine, associated web site, and in connection with advertising and promotion thereof; and warrant that the entrant owns all rights to or has permission to submit the materials enclosed, including photography, and indemnifies NASFM against any and all costs arising in connection with claims of infringement of any copyright, trademark, trade name, and other proprietary rights of any third party, claims of libel, invasion of privacy or publicity of any other rights of any person or corporation; and from any and all claims contained in the entrant's text or illustrative material that may be injurious to the user. In addition, I attest that this project was installed in a functional retail environment during 2007. \*By providing a fax number, I give permission to NASFM to send faxes to my company.

 Signature \_\_\_\_\_ Date \_\_\_\_\_

**REQUIRED. If submitted electronically, please type your name in this field. No entries accepted after Jan. 15, 2008, 4:00 PM EST**

## ENTRY FEES (CHECK ONE):

**If received by NASFM by Dec. 14, 2007**

- Non-Member (\$250 Enclosed)       NASFM Member (\$100 Enclosed)

**If received by NASFM after Dec. 14, 2007**

- Non-Member (\$450 Enclosed)       NASFM Member (\$250 Enclosed)

If entering online, please complete credit card info below or mail your check, with a copy of this page, to NASFM.

## ADDITIONAL STORE FIXTURE/VISUAL PRESENTATION AWARD CONSIDERATION

**In addition to entering this project in a Store/Shop Design Category, please:**

- Consider all store fixtures and all visual elements from this project (\$50 additional fee)

*The additional \$50 fee is not necessary if you are entering your project ONLY in the store fixture or visual presentation categories.*

## PAYMENT INFORMATION

TOTAL ENCLOSED \$ \_\_\_\_\_

PAYMENT TYPE     Check     Visa     MasterCard     American Express

CREDIT CARD NUMBER \_\_\_\_\_ EXPIRATION \_\_\_\_\_

SECURITY CODE \_\_\_\_\_

*For your safety and security, we require that you enter your card's verification number. The verification number is a 3-digit number printed in the signature panel on the back of your card. The American Express verification number is a small 4-digit number printed on the front of your card on the right-hand side.*

BILLING ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_



**THE PREMIER RETAIL DESIGN & MANUFACTURING AWARDS**

# Project Description Form

Excluding questions, word count for combined description responses not to exceed 250 words. Your project will score better if the format is followed exactly as shown. If you are entering the project only in the store fixture or visual presentation categories, a Project Description Form is not required.

1. Name of project:

2. Square footage of project:

3. Approximate cost of the project per square foot:

\$50 or less;     \$51-100;     \$101-150;     \$151-200;     Over \$200

4. Type of merchandise/service sold:

5. Please indicate any materials that comprise 50% or more of your project (i.e. type of wood, laminate, acrylic, wire, etc.).

6. List any green or sustainable initiatives affecting this project:

7. What was the overall marketing message, theme or story of this project and how do the design elements support the message? (bullet points)

8. How does the design enhance the overall customer experience or “shopability”? (bullet points)

9. What makes this design unique? (bullet points)

10. What were the 3 greatest challenges/solutions of this design project? (bullet points)

11. Was the design created for a new store or a remodel?

12. How many stores are using this design? Is this a prototype store?

13. Are you asking for special consideration of the store fixture and/or visual presentations from this project?  
If so, please attach the Store Fixture/Visual Presentation Description Form.

Yes     No



**THE PREMIER RETAIL DESIGN & MANUFACTURING AWARDS**

# Store Fixture/Visual Presentation Description Form

Total word count for combined description responses may not exceed 250. (Questions are not included in word count.)

**PROJECT NAME:** \_\_\_\_\_

1. What was the overall marketing message, theme or story of this project and how does the design of the store fixtures and/or visual elements support the message? (bullet points)
2. How do the store fixtures and visual elements contribute to the store's strategic branding and the customer's experience? (bullet points)
3. What specific elements make this/these store fixture(s) and/or visual presentation(s) unique? (bullet points)
4. What were the manufacturing challenges/solutions? (bullet points)
5. Was the store or area new construction or a remodel? How many stores are using this/these element(s)? Are they prototypes?
6. What materials are used in the featured store fixtures or visual presentation?
7. List any green or sustainable initiatives affecting elements identified below.
8. Which suppliers from the Contributing Companies list worked specifically on the fixtures and visuals you are highlighting? Please indicate lead supplier if more than one.
9. Indicate the type (VP for visual presentation or SF for store fixtures), name, image sequence number, type of merchandise featured, and dimensions of elements you would like considered. List as many as you like, but focus on those that are unique and innovative. You may group items; if you do, approximate square footage will suffice. While the standard limit for photos is six, you may submit up to 12 if needed.

TYPE (SF/VP)	NAME OF FIXTURE(S)/VISUAL(S)	IMAGE NUMBER	MERCHANDISE FEATURED	DIMENSIONS



# Contributing Companies

## ARCHITECT

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## DESIGNER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## FIXTURE SUPPLIER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## FIXTURE SUPPLIER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## FIXTURE SUPPLIER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## VISUAL SUPPLIER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## VISUAL SUPPLIER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## PHOTOGRAPHER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_

## RETAILER

Company \_\_\_\_\_

Address \_\_\_\_\_

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

Contact Title \_\_\_\_\_

Contact Phone \_\_\_\_\_

Contact Fax \_\_\_\_\_

Contact E-mail \_\_\_\_\_



# Copyright Release


I, \_\_\_\_\_  
(Name)

grant permission and release of copyright to the NASFM and its associated press, to reproduce and distribute the

images in print or electronic format for \_\_\_\_\_  
(Number of Images)

photos of the \_\_\_\_\_  
(Project Name)

I warrant that the images submitted will not infringe upon any copyright.

 Signature \_\_\_\_\_

*COPYRIGHT HOLDER'S/PHOTOGRAPHER'S SIGNATURE REQUIRED. If submitted electronically, please type your name in this field.*

Name (printed) \_\_\_\_\_

Copyright holders'/Photographer's contact information:

