

MERCHANDISING EXCELLENCE AWARDS

FREE TO PARTICIPATE

You are invited to enter the Merchandising Excellence Award competition at the 2017 Casual Market Chicago, September 12-15. 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 Monday, August 28, 2017**.
- Judging will take place on Tuesday, September 12, 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, 12.
- 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.

2017 Merchandising Excellence Awards

Merchandising Excellence Categories	
1 Furniture / Accessories Permanent Showroom under 5,000 square feet	2 Furniture / Accessories Permanent Showroom over 5,000 square feet
3 Furniture Temporary Exhibitor	4 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"> • Effective use of materials • Graphics • Lighting • Originality of design 	<ul style="list-style-type: none"> • Use of space <i>(creativity, product accessibility, etc.)</i> • Use of color and texture • Visual impact
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Judging: Tuesday, September 12, 2017 at 8:30 am. Upon receipt of the completed entry form, additional information will be sent to the contact person.

Deadline: Monday, August 28, 2017.

Please send completed form below to: **Dyra Holt ATTN.: MERCHANDISING EXCELLENCE AWARD ENTRY • 222 Merchandise Mart Plaza, Suite 470 • Chicago, IL 60654 or casualmarket@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: _____