



OMA 2010 ENTRY FORM
All entries must be submitted online at contest.popai.com

Entry Title: _____
ENTER ALL INFORMATION AS IT WOULD APPEAR ON AWARD NAME PLATE (MAXIMUM 60 CHARACTER LIMIT)

ENTRANT INFORMATION

Company Name:
(Up to 60 letters including spaces) _____
Address: _____
City/State/Zip: _____
Country: _____
Contact: _____
Title: _____
Phone: _____ **Fax:** _____
E-mail: _____

ENTRY INFORMATION

Entry Title: _____
(Up to 60 letters including spaces)
Division: _____
(Permanent, Semi-Permanent, Temporary)
Country of Production: _____ **Country of Placement:** _____
(mandatory for Multinational Category) (mandatory for Multinational Category)

CLIENT INFORMATION

Name: _____ **Title:** _____
(Secondary Contact) Name: _____ **Title:** _____
Client Company: _____
(Up to 60 letters including spaces)
Address: _____
City/State/Zip: _____ **Country:** _____
Phone: _____ **Fax:** _____

OPTIONAL: SECONDARY ENTRANT (FOR JOINT ENTRIES ONLY)

Note: All correspondences regarding entry will be sent to the primary entrant. Primary and secondary companies would receive equal billing on all awards announcements, name plates and other promotions. Secondary entrant must be a POPAI Member/and or Brand Marketer Company
Company Name: _____
(Up to 60 letters including spaces)
Contact: _____ **Phone:** _____ **Fax:** _____
E-mail: _____



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ENTRY FOOTPRINT FORM

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Entry Title: _____

Division: _____ **Category #:** _____

ELECTRICAL REQUIRED: YES NO **WATTS REQUIRED:** _____

Total area needed on the show floor to exhibit (round up in feet): L: _____ ft. W: _____ ft. H: _____ ft.

Total area required is not to exceed 12 feet long, by 12 feet wide, by 12 feet high.

ENTRY FOOTPRINT(S)/SEGMENTS:

The entry footprint is the amount of space a display/program occupies, including surface area, weight, and placement.

Side to Side Feet/Inches	Front to Back Feet/Inches	Bottom to Top Feet/Inches	Placement*	Oversize Costs:
Additional	Segment(s)			

***Please choose from one of the following placement options:**

- Stand-on Floor
- Sit-on Table
- Hang-on Grid

Additional Entry Costs:

- **Segments:** Each entry cost covers a maximum of three segments per entry. Entries with more than three segments per program will pay the full fee for each additional segment entered per entry. **Segments include, but are not limited to floor stands, banners, countertop displays, and standees from the same program.**
- **Show Floor Space:** Each entry is given a maximum of a 12 long x 12 wide x 12 high space on the POP Marketplace show floor. The entire display, including all segments, must fit in to the 12 x 12 x 12 area. **Entries exceeding 12 in any dimension are subject to an additional fee of \$100 per foot over 12 in any direction and must be pre-approved by POPAI no later than 01/15/2010.**
- **Electricity:** Each entry is given a maximum of 120 volts/1500 watts of electricity and one outlet. **Entries requiring more than 1500 watts are subject to an additional fee of \$150.**



OMA 2010 ENTRY FORM

CASE HISTORY FORM PAGE I

All Entries must be submitted online at contest.popai.com

Entry Title: _____

Division: _____ Category #: _____

Intended Length of Use: _____ Production Date: _____ Production Run Quantity: _____
(weeks, months, year) (month, day, year.)

(Total # units produced and shipped. Must be at least 100 units for OMA contest and 50 units for Multinational Category or contact POPAI for approval.)

Unit Cost: (not including the product)

Under \$10 Under \$25 Under \$50 Under \$100 Under \$200 Under \$300

Under \$400 Under \$500 Under \$750 Under \$1000 Over \$1000

Electrical Required? Yes No If yes, watts required: _____
(Watts over 1500 charged an additional \$150)

-
1. **OBJECTIVES:** List the primary objectives of this entry.
 2. **DESIGN & ENGINEERING:** Explain the most important design and engineering features of this entry.
 3. **SHOPPER ENGAGEMENT:** How does this entry attract, involve, and educate the consumer?
 4. **RETAIL EXPERIENCE:** How does this entry benefit the retailer and elevate the retail experience?

OMA 2010 ENTRY FORM



CASE HISTORY FORM PAGE 2

All Entries must be submitted online at contest.popai.com

Entry Title: _____

Division: _____ Category #: _____

5. RESULTS: How is this entry effective in driving brand performance and generating sales at retail?

Tip: There will be a one point deduction for every question left blank on the Case History Forms. Case History Forms are vital in evaluating displays during all judging phases. Producers cannot include company information in case history forms. Any case history form that includes a producer name will be disqualified.



OMA 2010 ENTRY FORM

CASE HISTORY FORM PAGE 3- SALES PROMOTION CATEGORY ONLY

Complete only if entry is competing in the Sales Promotion Category.
All Entries must be submitted online at contest.popai.com

Entry Title: _____

Division: _____ Sub-Category #: _____

TOTAL SALES PROMOTION

- UNDER \$25,000 UNDER \$50,000 UNDER \$100,000 UNDER \$250,000
 UNDER \$500,000 UNDER \$750,000 UNDER \$1,000,000 OVER \$1,000,000

Other Sales Promotion Techniques Used (must have at least two to qualify for the Sales Promotion Contest):

SWEEPSTAKES/CONTESTS

LIQUIDATORS

GROUP PROMOTIONS

SAMPLING

SPONSORSHIPS

SPECIAL EVENTS

TIE-IN PARTNER PROMOTIONS/ LICENSING PROGRAMS

COUPONS/REBATES

PROMOTIONAL SPECIAL PACKS

Tip: There will be a one point deduction for every question left blank on the Case History Forms. Case History Forms are vital in evaluating displays during all judging phases. Producers cannot include company information in case history forms. Any case history form that includes a producer name will be disqualified.

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FACT CARD

All Entries must be submitted online at contest.popai.com

Fact Cards should be picked up from POPAI's OMA Fact Card Counter, located on the show floor in the middle of the OMA area entrance. Fact cards without identifying company information can be picked up. Place the fact sheet (without entrant name) on the display prior to judging. Fact card labels with company information should be picked up, after judging at the Fact Card Counter.

Entry Title:

Max. 60 Characters (includes spaces)

Client:

Max. 60 Characters (includes spaces)

Objectives:

Max. 300 Character (includes spaces)

Materials:

Max. 300 Characters (including spaces)

Results:

Max. 300 Characters (including spaces)