

# 2010 OUTSTANDING MARKETING AT-RETAIL ACHIEVEMENT AWARDS



## RULES AND REGULATIONS

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<b>What Are POPAI's OMA Awards</b>	<b>Page 2</b>
<b>Dates and Deadlines</b>	<b>Page 2</b>
<b>Who Can Enter</b>	<b>Page 2</b>
<b>What's New</b>	<b>Page 2</b>
<b>What Can/Cannot Be Entered</b>	<b>Page 3</b>
<b>International Entrants</b>	<b>Page 3</b>
<b>Contest Judging</b>	<b>Page 3</b>
<b>Judging Criteria</b>	<b>Page 4</b>
<b>Case History Questions</b>	<b>Page 4</b>
<b>How to Enter</b>	<b>Page 5</b>
<b>Password/Online Entry</b>	<b>Page 5</b>
<b>Entry Forms</b>	<b>Page 5</b>
<b>Entry Submission</b>	<b>Page 7</b>
<b>Exhibiting Your Display</b>	<b>Page 7</b>
<b>Disqualifications</b>	<b>Page 8</b>
<b>Entry Costs</b>	<b>Page 8</b>
<b>Additional Fees</b>	<b>Page 9</b>
<b>What's Not Covered with Entry Fees</b>	<b>Page 9</b>
<b>OMA Entry Checklist</b>	<b>Page 9</b>
<b>Onsite Set-Up On At-Retail Marketplace Show Floor</b>	<b>Page 10</b>
<b>Fact Cards</b>	<b>Page 10</b>
<b>Contest Divisions</b>	<b>Page 11</b>
<b>Contest Categories</b>	<b>Page 11</b>
<b>Limited Production Run</b>	<b>Page 13</b>
<b>Awards Structure</b>	<b>Page 15</b>
<b>Creative Best of Show Award</b>	<b>Page 16</b>
<b>Display of the Year Award</b>	<b>Page 16</b>
<b>Awards Gala</b>	<b>Page 16</b>
<b>Liability and Other Important Information</b>	<b>Page 17</b>

## WHAT IS POPAI'S OMA AWARDS CONTEST?

### WHAT ARE POPAI'S OMA AWARDS?

POPAI's Outstanding Marketing at-Retail Achievement (OMA) Award is the premier award for recognizing the most innovative and effective in-store and at-retail displays. These displays lift sales and make products memorable and enticing to shoppers. Entries vie each year for gold, silver and bronze honors. Display of Year winners are chosen from among the gold winners in each division of the contest. A prestigious panel of judges comprised of producers, ad agency representatives, brand marketers and retailers will identify winners in a range of categories. The first round of judging is done online, where judges review submitted images and case history forms. The second round of judging is done in person, where judges evaluate the actual displays to formulate a final score. Scores are based on the display's ability to increase sales, obtain retail placements and work strategically to position the brand at the point of sale. This is the industry's largest and longest running awards contest.

All entries become a permanent part of POPAI's online Global Creative Gallery.

### DATES AND DEADLINES

Entry Deadline: Friday, January 8, 2010  
Late Deadline: Friday, January 15, 2010, additional \$50 per entry  
Set up: Monday, March 8, 2010 from 8:00 AM – 6:00 PM  
Judging: Tuesday, March 9, 2010  
Awards Gala: Thursday, March 11, 2010 from 5:00 PM – 7:30 PM  
Tear down: Friday, March 12, 2010 from 3:00 PM – 10:00 PM

### WHO CAN ENTER

#### Members of POPAI:

All POPAI Members 2010 membership dues must be paid by March 1, 2010 or non-member rates will be invoiced for all entries.

#### Non-Members of POPAI:

**Can only enter one year as a non-member.** If you are interested in becoming a member please contact Michael Cure, Member Services at (703) 373-8820 or [mcure@popai.com](mailto:mcure@popai.com).

### WHAT'S NEW IN 2010

1. GlobalShop will be held at Sands Expo in Las Vegas, NV on March 10-12, 2010.
2. Set-up will be on Monday, March 8, 2010 from 8:00 AM to 6:00 PM. POPAI's Awards Gala will take place on Thursday, March 11, 2010 (5:00 PM – 7:30 PM).
3. POPAI will offer free pictures to all Display of the Year, Creative Best of Show and OMA gold award winners accepting their statuette.
4. There is a new category for Entertainment - In Theater Displays designed to highlight the

outstanding examples of theatrical standees and lobby displays.

5. The Tobacco category has been eliminated. Tobacco entries should now be placed in the appropriate retailer category.
6. The Fragrances and Cosmetics categories have been combined for this year.

## WHAT CAN BE ENTERED

Any form of marketing at-retail may be entered into POPAI's OMA Contest. Units must have been produced with a minimum production run of at least 100 units between November 1, 2008 and December 1, 2009 with the exception of entries in the "*Limited Production Run*" category.

Entrants may submit displays for which the entrant is part of a contract pertaining to the entry. Client permission to enter the display is the responsibility of the entrant and must be obtained. Displays consisting of several elements produced by various companies may also be entered, provided permission from all participating companies has been obtained. **Only one company may enter these displays.**

## WHAT CANNOT BE ENTERED

Bronze, Silver and Gold award winner from any previous OMA contests. Entries cannot be entered in more than one category.

## INTERNATIONAL ENTRANTS

Any member of the at-retail marketing can enter the OMA contests. Entrants are not required to be a member of POPAI, however, you are only allowed to enter the contest once under nonmember status.

International entrants are welcome. Entrants requiring a VISA to attend GlobalShop and the OMA Awards need to submit their request in writing to Alicia Rutherford at [arutherford@popai.com](mailto:arutherford@popai.com). All requests must include the following information:

Visa/Passport Number  
Date of Birth  
Company Name and Company Address  
Home Address  
Nationality

## CONTEST JUDGING

Judges will evaluate contest entries using submitted images and case history questions on-line and then review the display on the at-Retail Marketplace 2010 Show Floor in Las Vegas, NV at GlobalShop 2010. Judges will inspect the entries directly on the show floor to confirm scores generated by examining information on the case history forms.

## **OMA Judging: Fair, Balanced and Comprehensive**

OMA judges are industry professionals comprised of POPAI brand marketers, retailers, ad agencies and producers/suppliers who are both POPAI members and non-members. These experts judge according to standardized and equitable rules in a two-tiered process.

The first phase of the judging process is completed online. Judges review case history responses and evaluate entry responses to questions focusing on design, engineering, shopper engagement, retail experience, brand performance and sales results.

The second phase of the judging process is completed on the OMA Show floor during GlobalShop. Judges are divided into teams with representation from all areas of the industry including brands, retailers, ad agencies, and producers/suppliers. These teams collectively evaluate the entries in each category, validating their online scores.

### **OMA Judge Qualification**

The OMA Awards are the highest recognition in Marketing at-Retail. OMA judges take their responsibilities seriously, studying each entry thoroughly to understand the thinking and resulting design behind each piece.

Judges are trained prior to beginning the judging process. Each judge is required to participate in a webcast orientation session hosted by POPAI. This training ensures judges use the same guidelines and criteria when reviewing entries online. In addition, all judges must attend an onsite orientation where they receive instructions regarding the onsite judging phase and meet with their team. Each year POPAI adds new judges to the judging panel to ensure we have fresh eyes and the process is comprehensive and fair.

To be considered for a judgeship in 2010, applicants must have 5 years of experience in the Marketing at-Retail industry as a marketer, retailer or producer/supplier. Though our contest is worldwide, English is the official language used for OMA judging.

## **JUDGING CRITERIA**

**Tip:** Case history answers are vital in evaluating entries during the judging phase. Judges like short, precise answers. Please provide three key bullet points for each of the questions below.

Case history questions are designed to help the judges evaluate the effectiveness of your display in at-retail environment. Displays are judged based on the display objectives, design & engineering, shopper engagement, retail experience and sales & brand performance results. Case history responses should be clear and concise.

**OBJECTIVES: List the primary objectives of this entry.**

Within the 3 bullet points allowed, entrants should fully describe the entry's featured product or service, define the marketing and merchandising objectives of the entry in light of these challenges and describe the retail channels and accounts where this entry was placed or installed.

**DESIGN & ENGINEERING: Explain the most important design and engineering features of this entry.**

Within the 3 bullet points allowed, entrants should discuss ways in which the entry's design addresses the unique requirements of the featured product or service, its specific product category and its retail environment, describe the role of materials, logo treatments, graphics and color in building brand awareness for the featured product or service, discuss how the entry is engineered to achieve the desired level of structural integrity, durability, flexibility and modularity and describe how the material selection and construction of the entry are influenced by project budget, timing and desired field life.

**SHOPPER ENGAGEMENT: How does this entry attract, involve and educate the consumer?**

Within the 3 bullet points allowed, entrants should discuss how the entry attracts, involves and educates the shopper through its overall impact, information and interactivity and if applicable, describe how the entry effectively presents, organizes and merchandises the featured product or service.

**RETAIL EXPERIENCE: How does this entry benefit the retailer and elevate the retail experience?**

Within the 3 bullet points allowed, entrants should discuss how the entry functions for the retailer, including assembly, installation, space utilization, maintenance, updates and customization and address the entry's suitability for the intended retail environment, as well as its ability to enhance the overall selling process.

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

Within the 3 bullet points allowed, entrants should specifically discuss how the entry performed against its above stated objectives and describe the strategies employed to satisfy all involved constituents, such as brand management, retail management, sales force and procurement.

## HOW TO ENTER

### **STEP 1: REQUEST PASSWORD**

All entries must be submitted online at [contest.popai.com](http://contest.popai.com). A password must be requested in order to access the online entry site.

### **STEP 2: COMPLETE ALL ENTRY FORMS ONLINE**

Simply follow the easy steps and provide all requested information.

### ***Acknowledgement Form***

Certifies entrant will comply with the rules and regulations; client permission has been received for the entry to compete; and POPAI-sponsored publicity and use of the entry is acceptable.

This form must be accepted in order to log on to entry site.

### ***Entry Information***

Details pertinent information about your entry, including entry title, category and division, country of production and country of placement.

### ***Entrant Information***

Details about lead company information, secondary company information and client information.

### ***Team Information***

Create a team of people who will help you complete your entry.

### ***Case History Information***

Describe in detail the marketing achievements of your entry. OMA Contest judges use the case history forms during both phases of judging and are crucial in conveying to the judges why the display merits a POPAI OMA Award. Review the “Judging Criteria” in the rules and regulations for additional guidance.

**Producers cannot include company information in the case history forms. Any case history form that includes a producer name will be disqualified.**

***Sales Promotion Category Case History Information*** - see description above

### ***Fact Card***

The fact card is displayed on the at-Retail Marketplace show floor and affords the at-Retail Marketplace attendee with a brief synopsis of the entry’s ability to work at retail, its construction and materials. Fact cards will be available at the OMA Contest Fact Card Counter during the setup on Monday. After judging is complete entrants may add contact information to the fact card. Fact card labels with contact information will be available at the OMA Contest Fact Card Counter beginning on Wednesday.

### ***Entry Footprint Information***

Provides POPAI with the size and placement needed to exhibit your display on the show floor.

### ***Photo Images***

**Submission of two images is required.** The images should depict the entire entry/program. Since images are used exclusively with Case History forms during the first phase of judging of POPAI's OMA Contest, it is advantageous to use high quality color electronic images. Ideally, one image should be of the display only and one of the display in the retail environment.

Up to one additional image that depicts a display's versatility, multiple uses in various environments, or special features may be submitted. This image is not a substitute for the principal images and will not appear in POPAI's Creative Gallery. Entries will be considered incomplete if they do not contain 2 electronic images.

Photographs may not include producer/manufacturer information. Any image that includes producer/manufacturer information **will be disqualified**.

### ***Image File Requirements***

**Entrants must adhere to the following image requirements or be subject to disqualification.** For questions or concerns regarding the upload of images please contact Alicia Rutherford at (703) 373-8805.

**All uploaded images must be no larger than 250KB.**

All uploaded images must be **300 dpi**

All uploaded images must be standard compressed image files (**.gif or .jpg**)

**.gif** files must be indexed in **color mode**

**.jpg** files must be in **RGB color mode**

Please make sure the image is reasonably sized (**approx 3 x 3**) before proceeding (you can go to shareware.com to download Paintshop Pro).

**Any image noted by a judge to be a completely computer generated image will be flagged so the judges can check on site that the image is a fair representation of the final display. Any display that is found to be markedly different than the image will be penalized.**

**Photographs may not include producer/manufacturer information. Any image that includes producer/manufacturer name will be disqualified.**

### **STEP 3: SUBMIT ALL MATERIALS ONLINE WITH COMPLETE PAYMENT**

All materials with complete payment must be submitted by 5:00 PM EST to POPAI on November 25, 2009 (for Early Bird), January 8, 2010 (for Regular), or January 15, 2010 (\$50 per entry for late entries).

### **STEP 4: EXHIBIT YOUR DISPLAY ON AT-RETAIL MARKETPLACE SHOW FLOOR**

All entries, except Limited Production Run entries, must be exhibited on the at-Retail Marketplace in Las Vegas, NV or they will be disqualified. Limited Production Run entries are judged online only and are not displayed at GlobalShop. **Displays cannot be set-up on the show floor unless entrant has paid in full.** Entries are to be shipped to the at-Retail Marketplace 2010 Show Floor and **set up. Set-up and teardown are the full responsibility of the entrant, not POPAI.**

If entrant is unavailable for setup and teardown they may contract Freeman Decorating at (888) 508-5054 for these services. Entries will be exhibited in the OMA area on the at-

Retail Marketplace Show Floor. Full details of shipping information will be sent to you after your entry has been processed by POPAI.

Set up: Monday, March 8 from 9:00 AM – 6:00 PM.

Tear down: Friday, March 12 from 3:00 PM – 10:00 PM.

Set-up of all entries must be completed by 6:00 PM on Monday, March 8, 2010 for the display to be judged. **Any displays not set up by this time will be disqualified.**

## DISQUALIFICATIONS

An entry will be disqualified for the following reasons:

- Producer name mentioned in case history form.
- Producer name on submitted image.
- Producer name on display at GlobalShop before Wednesday, March 10, 2010. This includes stickers on the back of displays with URL labels. Labels don't necessarily need to be removed but must be covered so entrant name is not visible.
- Display not set up at GlobalShop.

## ENTRY COSTS

### **PAYMENT:**

Submit a check or money order in U.S. dollars payable to POPAI-OMA or provide credit card information to cover all entry fees. Entries will not be processed without payment in full for each submission. Batched entries must be accompanied by payment for the total of those entries or the batch will not be accepted as complete.

### **EARLY BIRD ENTRY FEES (completed by Wednesday, November 25, 2009):**

- POPAI Member Exhibitors at-Retail Marketplace \$ 299 per entry  
2010: (Companies who purchase exhibit space from VNU)
- POPAI Members \$ 550 per entry  
(Not at-Retail Marketplace Exhibitors):
- Non-Member: (Can enter as a Non-Member \$1100 per entry
- POPAI Members (First time entrants) \$ 450 per entry

### **REGULAR ENTRY FEES (completed by Friday, January 8, 2010):**

- POPAI Member Exhibitors at-Retail Marketplace \$ 349 per entry  
2010: (Companies who purchase exhibit space from VNU)
- POPAI Members \$ 599 per entry  
(Not at-Retail Marketplace Exhibitors):

- Non-Member: (Can enter as a Non-Member) \$1149 per entry
- POPAI Members (First time entrants) \$ 499 per entry
- **Limited Production Run** \$149 per entry – Member  
\$299 per entry – Non-Member

**PLEASE NOTE:**

Each entry fee covers a maximum of three segments per program (entry). Entries with more than three segments per program will pay the full fee for each additional segment entered for the program. Segments include but are not limited to floor stands, banners, countertop displays, and standees from the same program.

**ADDITIONAL ENTRY FEES:**

- Additional wattage over 1500 watts \$150 per entry
- Entries exceeding 12’ in any dimension: \$100 per additional foot  
(**Note: POPAI approval code is required**)
- Entries exceeding three segments per program: Initial entry cost per additional segment
- Late deadline fee  
(an entry submitted between January 9-15, 2010) : \$50 per entry  
(**Note: Fee will be assessed if any item(s) are missing from any entry submitted by entrant. Examples of missing items include entry image, incomplete case history forms, and partial payment.**)
- Hanging signs from ceiling (as labor to hang items from the ceiling can be expensive, entrants are advised to hang items from grids) Additional labor charged at actual cost.
- Trash fee \$50 per entry
- **POPAI reserves the right to assess additional penalties in exceptional circumstances.**

**NOT COVERED IN POPAI’S ENTRY FEES (Fees to be paid by entrant):**

- Cost of freight handling on the show floor in March in Las Vegas, NV
- Warehousing freight at Freeman’s warehouse
- Drayage (moving freight from loading dock to the OMA area)
- Additional electrical requirements beyond one standard 1500 watt phase electrical connection
- Cost of hanging of signs
- Installation and dismantling of an entry

**OMA ENTRY CHECKLIST**

A complete entry includes the following:

- ✓ Full payment by check, money order, or credit card in U.S. dollars
- ✓ Acknowledgment Form
- ✓ Entry Form
- ✓ Case History Form
- ✓ Entry Footprint
- ✓ Two principal digital color images at 300 dpi
- ✓ Fact Card

**ENTRIES SUBMITTED WITHOUT ALL OF THESE ITEMS WILL NOT BE CONSIDERED COMPLETE AND MAY BE DISQUALIFIED FROM THE CONTEST.**

## ONSITE SET-UP ON AT-RETAIL MARKETPLACE SHOW FLOOR

### **REGISTRATION AND ADMISSION:**

All competition entries are set up and displayed on the at-Retail Marketplace Show Floor. Having an entry in the competition permits you access to the trade show floor on set-up and teardown days. However, access to the trade show floor during open show days is regulated by at-Retail Marketplace admission policies and procedures established by Nielsen Business Media. All POPAI OMA Entrants are encouraged to attend the trade show to visit with exhibitors, browse the competition awards area, and attend various educational seminars. Register for GlobalShop online at [www.globalshop.org](http://www.globalshop.org).

### **RESTRICTIONS:**

The Awards area is designed for the purpose of judging and display of contest entries. POPAI's OMA Contest area is NOT to be used by employees or representatives of contest entrants for solicitation or promotion. Any entrant whose company, employees, or representatives are observed using POPAI's awards area for promotional or solicitation activities are in violation of contest rules and regulations. The entrant's display(s) will be removed from the show floor and disqualified from the contest without refund.

Entrants must exhibit in their assigned award areas.

POPAI volunteers and staff will instruct entrants during the set-up process on where to exhibit their display.

## FACT CARDS

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 on Monday, March 8 from 10:00 AM to 6:00 PM. Fact card labels with company information should be picked up on Wednesday, March 10 from 10:00 AM to 5:00 PM at the Fact Card Counter. **Individualized entrant supplied corporate identifying labels, signs, business cards, emblems and stickers are not to be affixed to any entry while on display in awards area.**

## CONTEST DIVISIONS

All entries in POPAI's OMA Contest must be entered into one of the three contest divisions in each category. These divisions are defined based on their intended length of use (as defined for OMA Contest purposes). The contest divisions are as follows:

1. **Permanent (P):** Intended length of use of more than six month
2. **Semi-Permanent (SP):** Intended length of use of more than two but less than six months
3. **Temporary (T):** Intended length of use of two months or less

## CONTEST CATEGORIES

All entries must be entered into an industry category. The industry category (in bold) is a general grouping of the product such as beer, entertainment, etc. The descriptions listed below each category give examples of what types of items may be entered in each category.

### **Beverages - Beer Category**

- On-Premise – Illuminated or Motion
- On-Premise – Non-Illuminated or Non-Motion
- Off-Premise – Illuminated or Motion
- Off-Premise – Non-Illuminated or Non-Motion

### **Beverages - Liquor Category**

- Distilled Spirits – Illuminated or Motion
- Distilled Spirits – Non-Illuminated or Non-Motion
- Cordial and Wines
- Beverage Mixers

### **Books, Newspapers, Magazines, Stationary, and Office Supplies Category**

- Office Equipment and Supplies
- Stationary, Party Goods, Gift Wrap, Disposable Writing Instruments
- Greeting Cards (including seasonal)
- Books, Newspapers, and Magazines

### **Computers Category**

- Computer Hardware
- Computer Software

### **Convenience Store Retailer**

- Convenience Store Retailer (Traditional/Petroleum, w/wo gas)

**Cosmetics and Fragrances Category**

Single Product Line Merchandising

Multiple Product Line Merchandising

Testers

Women's Perfumes

Men's and Women's Colognes, Fragrances, Eau de Toilette, etc.

**Drug Store Retailer**

Drug Store Retailer (Stand Alone/Strip mall, Store Size)

**Electronic Interactive and Technology Category**

Any POP advertising media utilizing at least one electronic device to enhance consumer interaction and/or capture consumer data.

- Keyboards, button array
- Touch screens, monitors
- R.F.I.D. (consumer product take-away and/or interaction)

**Entertainment Category**

Home Entertainment – Interactive, Motion, or Illuminated

(including radios, TVs, stereos, VCRs, video games, etc.)

Home Entertainment – Non-Interactive, Non-Motion, or Non-Illuminated

(including radios, TVS, stereos, VCRs, video games, etc.)

Movies, Tapes, Records, CDs

**Entertainment – In Theater Category**

Theatrical Standees and Lobby Displays

**Grocery and General Merchandise Products Category**

Containerized and Processed Foods

(including coffee, tea, canned, concentrated and fresh juices, etc.)

Frozen, Fresh, and Refrigerated Foods

(including seafood, baked goods, produce, dairy, meats, etc.)

Paper Goods and Soap (including air fresheners, dishwasher detergents, etc.)

Pet Food and Accessories

(including canned food, bagged food, flea collars, sprays, baths, pet toys, leashes, etc.)

**Hair and Skin Care Category**

Hair Cleansing Treatments (including shampoos, conditioners, etc.)

Hair Styling and Coloring Products (including mousse, gels, etc.)

Skin Care Products (including cleansers, shaving creams, aftershaves, etc.)

Suntan Products, Lotions, Moisturizers, and Creams

Brushes, Hairdryers, Razors, and Combs

**Health Care Category**

Personal Hygiene, Diapers, and Baby Care Items

First Aid and Pharmaceutical (including analgesics, vitamins, and cough and cold remedies, smoking cessation products, etc.)  
Dentifrices, Mouthwash, and Oral Care Implements

### **Home and Garden Category**

Household Appliances (large and small)  
Home Furnishings and Housewares  
(including household furniture, upholstery, carpeting, wall and floor covering, fireplace accessories, patio and lawn furnishings, linens, kitchen needs, towels, etc.)  
Home and Industrial Tools (including brooms, brushes, mops, power saws, drills, drill bits, etc.)  
Building Supplies (including paints and stains, paneling, ceiling tiles, lighting and fixtures, roofing materials, lumber, siding, heating, plumbing, etc.)  
Lawn and Garden Supplies (including mowers, fertilizers, seeds, spreaders, shovels, insecticides, pesticides, etc.)

### **Limited Production Run Category**

A display from any of the retail categories with a production run of 10 to 99. This category will highlight stand out examples of limited production, short run and trial point of purchase merchandising.

#### **PLEASE NOTE:**

*Entries in the Limited Production Run Category are NOT shipped to and displayed on the OMA Show Floor.*

### **Mass Merchandise Retailer**

Mass Merchandise Retailer (Traditional/Super center)  
Club Stores (including BJ's, Costco and Sam's Club)

### **Multinational Category**

Multinational Category

#### **Criteria required of Multinational Category:**

Category for displays produced and placed outside of the United States. Entries must have a minimum production of 100 units. Any form of P-O-P advertising produced and placed outside of the United States may be entered into POPAI's Multinational Category. Units must have been produced with a minimum production run of at least 100 units between November 1, 2008 and December 1, 2009. Proof of shipment, such as bill of lading, is required.

\*\* Multinational entrants may choose whether to submit their entry in the multinational category or in one of the other 26 categories, but the entry can only be entered in one category.

### **Personal Products and Accessories Category**

Jewelry (including billfolds, eyewear, fine pens and pencils, luggage, sunglasses, fine lighters, watches, etc.)

Cameras

Apparel and Sewing Notions

Footwear and Shoe Care

Personal Telecommunications (including cellular phones, pagers, Palm Pilot, etc.)

Telecommunications (including telephones, fax machines, etc.)

### **Sales Promotion Category**

- a) A consumer focused promotion program utilizing at least one P.O.P. in-store advertising media. The promotion can be national, regional and/or an account specific co-marketing initiative.

The following consumer offers qualify:

- Coupons, rebates
- Sweepstakes, contests
- On-packs, near packs, container packs, in-packs
- Sampling (trial size and in-store demonstrations)
- Licensing programs – (i.e., Disney, Cartoon Network)
- Tie-in partner, group promotions (product lines from the same company)
- Special events
- Sponsorships

- b) Liquidators, premiums (including dealer loaders)

A maximum of 10 pieces can be displayed at the show. Sales promotion program entries are subject to the provisions listed under the cost of entering section.

### **Services Category**

Professional Services (including banks, travel agencies, real estate, telecommunications, air, sea, and land transportation, etc.)

Quick Service Food Restaurants

Other Service Establishments (including trade, craft, and mobile advertising, etc.)

### **Signage Category**

Only displays that do not hold physical product may enter this category. This can include, but not limited to the following: neon signs, docks, wall clocks, wall tackers, mirrors, floor graphics, banners, posters, pole toppers, tap handles, static clings, shelf-stackers, danglers, wobblers.

Illuminated

Non-Illuminated

Metal

### **Snack Products and Soft Drinks Category**

Candy, Gum, and Mints

Snacks, Cookies, and Crackers

Soft Drinks, Mineral Water, and Powdered Mixes

**Specialty Retailer**

Banks, Cellular Phone Company Stores, Postage and Shipping Retailers, Freight Retailers

**Sports Equipment Category**

Sports Equipment (including bicycles, etc.)

**Supermarket Retailer**

Supermarket Retailer (EDLP/HiLo, Store Size)

**Toys and Accessories Category**

Toys

Games

**Transportation Category**

Passenger Cars and Specialty Vehicles

Petroleum Products

Automotive Aftermarket

(including tires, batteries, accessories, waxes and washes, polishers, socket wrenches, etc.)

- **POPAI OR CONTEST JUDGES MAY MODIFY INCORRECT PLACEMENT OF AN ENTRY INTO A CATEGORY.**

**OMA AWARDS STRUCTURE**

Gold, Silver, and Bronze medals are awarded in each category according to each division (permanent, semi-permanent, and permanent) based on the following requirements:

1. They must meet the minimum average score requirement for Gold, Silver, Bronze.
2. Total number of medals is awarded based on a percent of entries in each category.

Gold:

- Average score will be carried out to 3 digits and must be 8 or greater.
- Total number of gold medals is 7.5% of total entries in category.
- At minimum each category/division will have a gold winner if the threshold is met. No category/division will be awarded more than 2 gold medals.

Silver:

- Average score will be carried out to 3 digits and must be 7 or greater.
- Total number of silver medals is 12% of total entries in category.
- At minimum each category/division will have a silver winner if the threshold is met. No category/division will be awarded more than 3 silver medals.

Bronze:

- Average score will be carried out to 3 digits and must be 6 or greater.
- Total number of bronze medals is 20% of total entries in category.
- At minimum each category/division will have a bronze winner if the threshold is met. No category/division will be awarded more than 5 bronze medals.

**Other Considerations**

\* Under current judging criteria, in addition to the rules above, medal caps will be applied as follows (when a division has multiple entries with scores of 8 or higher):

<u>Score</u>	<u>Medal Received</u>	
8.5	Gold	} Only 2 Gold awards per division
8.4	Gold	
8.3	Silver	} Only 3 Silver awards per division
8.2	Silver	
8.1	Silver	
8.0	Bronze	

The same rules apply for silver awards with multiple entrants with scores of 7 or higher and bronze awards with multiple entrants with scores of 6 or higher. Ties count as one medal.

In 2009, judges awarded 60 gold, 67 silver, and 86 bronze medals.

**CREATIVE BEST OF SHOW AWARD**

Judging will take place onsite ONLY after OMA primary scores have been calculated. Judges will walk the show floor, view all OMA winners and select their top 3 creative displays. Judging format consists of formal creative debate with all the judges against the criteria and objectives set in selecting the OMA Creative Best of Show winners. Judges will select one winner in each division (Permanent, Semi-Permanent, and Temporary).

**DISPLAY OF THE YEAR AWARD**

POPAI will present a maximum of one DOY Award for the Permanent, Semi-Permanent, and Temporary Divisions in the OMA Contest. The DOY Award is chosen from the winners of the Gold Awards.

**AWARDS GALA**

The announcement of gold, silver, and bronze winners, along with Display of the Year winners, will take place in Las Vegas, NV during the POPAI Awards Gala on Thursday, March 11, 2010. OMA entrants are given a reduced ticket price. For ticket information, contact POPAI at (703) 373-8800. Contest winners will also be notified by mail following the show. For more information please visit POPAI’s website – [www.popai.com](http://www.popai.com).

## **LIABILITY AND OTHER IMPORTANT INFORMATION**

POP AI reserves the right to use entrant information and images in POP AI's Creative Gallery and industry publications.

- The entrant is responsible for the security of entries and products. Plan to protect your property throughout the show, especially through the teardown period of the entry's outbound shipment from the exhibit hall. Do not give or 'trade' displays or products unless you first procure and sign a release form from the security desk at the show to sign over the displays or products.
- All property shipped to or from the exhibit is at sole risk of the entrant. Each entrant shall obtain on his or her own behalf such insurance as he or she deems necessary to protect against loss or damage and agrees to indemnify POP AI against, and hold it harmless from, any liability whatsoever resulting from participation in the exhibit by the entrant or any person thereon with the consent of the entrant, whether or not caused by the negligence or fault of POP AI or any of its agents. POP AI urges contest entrants to use 'dummy' product on displays.
- While guards will be on the premises and every reasonable precaution will be taken to protect persons and property during installation, exhibit period, and removal, neither the association, management, service contractors, the management of the exhibit facility, nor any of the officers, staff, members, or directors of any of the same, are responsible for loss or damage to an entrant's property through theft, fire, accident, or any other cause or for any injury that might occur to show visitors, entrants or their agents, employees, or others.
- Entrants must comply with the safety, fire, and health ordinances regarding installation and operation of equipment. All displays, exhibit material, and equipment must be reasonably located, protected by security guards, and fireproofing to prevent fires, hazards, and accidents.