



## *64th Annual Retailer Excellence Awards*

**Store Name:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

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

**Contact name:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

*Please check the category you are entering (if entering more than one, submit a form with each entry):*

**Gift Store Design/Redesign** (New construction or renovation)

**Marketing Achievement** (Can include any or all of the following: advertising, promotions, social media campaigns)

**Visual Merchandising/Display** (includes in-store and window vignettes)

**Store Events** (includes in-store events and community service events)

### **General Rules:**

1. All projects must have taken place between **January 1, 2014** and **March 15, 2015**.
2. Detail the Challenges faced, the Solutions applied, and the Results (in terms of increased store traffic and sales, community goodwill, etc. — **specific figures, please**).
3. Include all pertinent dates (For Store Design, include construction start date and opening/completion date)
4. Good-quality digital or print photographs and supporting materials required.
  - Store Design – include photos of before and after completion
  - Marketing Achievement – include copies of advertisements, promotional and e-marketing materials
  - Visual Merchandising – detail the themes of displays that stopped traffic and increased sales
  - Store Events – include photos of the event, plus preparations if possible, details of the day and preparations, charitable or community tie-in, if any.

### **DEADLINE: April 30, 2015**

2013 and 2014 REA Award winners are not eligible to enter the Retailer Excellence Awards competition in 2015.

**How to Enter:** *Entries may be submitted electronically via email or FTP, or presented on thumb drive. Digital photographs must be saved as high resolution jpegs (at least 4" in size at 300 dpi). Supporting materials must not be marked up or mounted.*

Mail to:

***Gifts and Decorative Accessories***  
**Retailer Excellence Awards**  
**1350 Broadway, Suite 1715**  
**New York, NY 10018**

Email to Diane Falvey:

[rea@giftsanddec.com](mailto:rea@giftsanddec.com)

For FTP instructions or other questions, call:  
Diane at 336.605.3817

All entries become the property of *Gifts and Decorative Accessories* and may be published in any medium.  
Thank you, and good luck!