**

***63rd Annual Retailer Excellence Awards***

***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

**Store Name:   
Phone:**

**Address:**

**Contact Name:**

**Email:**

**Please detail any challenges you faced and the solutions you utilized:**

**Please outline the results that were achieved** (increased store traffic/sales, community goodwill, etc. — **specific figures, please**)**:**

**Please include any pertinent dates** (for Store Design, include construction start date and opening/completion date)**:**

**Please upload the following high-quality digital photographs** (at least 4” high or wide at 300 dpi) **and supporting materials to our FTP site. Videos are also welcome.**  Detailed upload instructions are listed below.

* ***Gift Store Design/Redesign***: please include before and after photos
* ***Marketing Achievemen:*** please include copies of advertisements, promotional and e-marketing materials
* ***Visual Merchandising/Display:*** please detail the themes of displays that stopped traffic and increased sales
* ***Store Events***: please include photos of the event(s), plus preparations if possible, details of the day and preparations and charitable or community tie-in, if any.

**FTP upload instructions:**

1. Using Internet Explorer, go to <ftp://ftp2.sandowmedia.com/REA_UPLOADS/>
2. Log in with Username ***ftpgiftsedit*** and Password ***giftsanddec***
3. Under the “View” tab on your Menu bar, select “Open FTP Site in File Explorer” (you may be prompted to log in again)
4. Once inside the folder, right click to create a new folder with your company name; drag and drop or copy and paste your photos and documents into this folder
5. Please email Caroline Kennedy at [ckennedy@giftsanddec.com](mailto:ckennedy@giftsanddec.com) to let her know your files are uploaded

***General Rules****:*

1. All projects must have taken place between **January 1, 2013** and **March 15, 2014**.
2. **ENTRY DEADLINE: Wednesday, April 30, 2014**
3. 2012 and 2013 REA Award winners are not eligible to enter the 2014 Competition.
4. All entries become the property of *Gifts and Decorative Accessories* and may be published in any medium.

Submit your entry to:

***Gifts & Decorative Accessories***

**Retailer Excellence Awards**

**1350 Broadway, suite 1715, New York, NY 10018**

**Attn: Caroline Kennedy**

[**ckennedy@giftsanddec.com**](mailto:ckennedy@giftsanddec.com)

If you have any questions, please contact Caroline Kennedy at:

[**ckennedy@giftsanddec.com**](mailto:ckennedy@giftsanddec.com)

or call 917.934.2839

Thank you, and good luck!