



Category: Best Individual Visual Merchandise Display

Description: This category honors excellence in visual merchandising for a single display. Entries should showcase that single display, products, creativity, and experience and demonstrate how it celebrates a specific product, elevates a specific experience, enhances guest engagement, drives sales, or supports a cohesive store experience that links with the store/attraction's theme or story.

Note: "Best Individual Visual Merchandise Display" encompasses both limited and year-round operational facilities.

Criteria:

1. Creative and effective use of design elements including but not limited to: color, lighting, graphics/signage, fixtures, props and more to create memorability and visual appeal
2. Display integration and cohesiveness with the overall theme/storyline of the store/game area
3. Creative and effective use of space to create a memorable and functional store/game area, including but not limited to guest traffic flow, storage, and more
4. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Preparedness to answer questions about your display, including but not limited to: concept, design elements, integration/cohesiveness, use of space, and demonstrated success, safety and sustainability, and more
- A video highlighting your display(s), maximum time of three (3) minutes
- A map of the facility layout, company logo, and signature image
- A package of photos of your display highlighting the creative and effective use of your design elements, including but not limited to:
 - Color and lighting
 - Graphics and/or Signage
 - Fixtures and/or props
 - Cash Wrap area
 - Guest traffic flow





Category: Best Collective Visual Merchandise Display: Limited Operation

Description: This category honors excellence in visual merchandising across an entire game area or full retail store. Your entry should showcase various products and other creative, innovative displays that work together to create a cohesive store and/or game area experience that links with the store/attraction's theme or story, enhances guest engagement and drives sales.

Note: Limited operation facilities are considered as facilities that are open 9 months or less of the calendar year

Criteria:

1. Creative and effective use of design elements including but not limited to: color, lighting, graphics/signage, fixtures, props and more to create memorability and visual appeal
2. Display integration and cohesiveness with the overall theme/storyline of the store/game area
3. Creative and effective use of space to create a memorable and functional store/game area, including but not limited to guest traffic flow, storage, and more
4. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Preparedness to answer questions about your display, including but not limited to: concept, design elements, integration/cohesiveness, use of space, and demonstrated success, safety and sustainability, and more
- A video highlighting your display(s), maximum time of three (3) minutes
- A map of the facility layout, company logo, and signature image
- A package of photos of your display highlighting the creative and effective use of your design elements, including but not limited to:
 - Color and lighting
 - Graphics and/or Signage
 - Fixtures and/or props
 - Cash Wrap area
 - Guest traffic flow





Category: Best Collective Visual Merchandise Display: Year-Round Operation

Description: This category honors excellence in visual merchandising across an entire game area or full retail store. Your entry should showcase various products and other creative, innovative displays that work together to create a cohesive store and/or game area experience that links with the store/attraction's theme or story, enhances guest engagement and drives sales.

Note: Year-round operation facilities are considered as facilities open 10 months or more of the calendar year.

Criteria:

1. Creative and effective use of design elements including but not limited to: color, lighting, graphics/signage, fixtures, props and more to create memorability and visual appeal
2. Display integration and cohesiveness with the overall theme/storyline of the store/game area, including but not limited to guest traffic flow, storage, and more
3. Creative and effective use of space to create a memorable and functional store/game area
4. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Preparedness to answer questions about your display, including: concept, design elements, integration/cohesiveness, use of space, and demonstrated success, safety and sustainability, and more
- A video highlighting your display(s), maximum time of three (3) minutes
- A map of the facility layout, company logo, and signature image
- A package of photos of your display highlighting the creative and effective use of your design elements, including but not limited to:
 - Color and lighting
 - Graphics and/or Signage
 - Fixtures and/or props
 - Cash Wrap area
 - Guest traffic flow



Category: Best Customized Game Prize

Description: This category honors a creative and innovative item that uniquely represents and celebrates a midway game's concept, theme, or storyline. Game prizes must be won, and can not be bought at a store.

Note: "Best Customized Game Prize" encompasses both limited and year-round operational facilities.

Criteria:

1. Creative and effective use of design elements including but not limited to: product's overall look, in-game display, packaging/tagging, product quality, uniqueness/originality, memorability, appeal, and more
2. The story/concept behind the product, how the story was told, and integration with location storylines/themes
3. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Company logo and signature image
- Preparedness to answer questions about your product, including but not limited to: product concept/story, overall look, location/theme integration, packaging/tagging, appeal, demonstrated success, safety and sustainability, and more
- A video highlighting your product, maximum time of three(3) minutes
- A package of photos of your product, highlighting the creative and effective use of your design elements, including but not limited to:
 - Front Visual
 - Back Visual
 - Side Visual
 - Top Visual
 - Bottom Visual
 - Demonstration of product measurement
 - Product featured in store/game





Category: Best Custom Retail Souvenir: Limited Operation

Description: This category honors a creative and innovative retail souvenir item that uniquely represents and celebrates an attraction's concept, theme, or storyline. Retail souvenirs must be bought in-store or online, and can not be won from a midway game.

Note: Limited operation facilities are considered as facilities that are open 9 months or less of the calendar year

Criteria:

1. Creative and effective use of design elements including but not limited to: product's overall look, in-store display, packaging/tagging, product quality, uniqueness/originality, memorability, appeal, and more
2. The story/concept behind the product, how the story was told, and integration with location storylines/themes
3. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Company logo and signature image
- Preparedness to answer questions about your product, including but not limited to: product concept/story, overall look, location/theme integration, packaging/tagging, appeal, demonstrated success, safety and sustainability, and more
- A video highlighting your product, maximum time of three(3) minutes
- A package of photos of your product, highlighting the creative and effective use of your design elements, including but not limited to:
 - Front Visual
 - Back Visual
 - Side Visual
 - Top Visual
 - Bottom Visual
 - Demonstration of product measurement
 - Product featured in store/game





Category: Best Custom Retail Souvenir: Year-Round Operation

Description: This category honors a creative and innovative retail souvenir item that uniquely represents and celebrates an attraction's concept, theme, or storyline. Retail souvenirs must be bought in-store or online, and can not be won from a midway game.

Note: Year-round operation facilities are considered as facilities open 10 months or more of the calendar year.

Criteria:

1. Creative and effective use of design elements including but not limited to: product's overall look, in-store display, packaging/tagging, product quality, uniqueness/originality, memorability, appeal, and more
2. The story/concept behind the product, how the story was told, and integration with location storylines/themes
3. Demonstrated Success (as can be shared) including but not limited to: per caps, online and in-store sales (within a time frame), cost of goods sold (COGs), return on investment (ROI), guest feedback and reviews, and more

Application Materials:

- Company logo and signature image
- Preparedness to answer questions about your product, including but not limited to: product concept/story, overall look, location/theme integration, packaging/tagging, appeal, demonstrated success, safety and sustainability, and more
- A video highlighting your product, maximum time of three(3) minutes
- A package of photos of your product, highlighting the creative and effective use of your design elements, including but not limited to:
 - Front Visual
 - Back Visual
 - Side Visual
 - Top Visual
 - Bottom Visual
 - Demonstration of product measurement
 - Product featured in store/game

