



Games & Merchandise Excellence Awards Criteria

The Games & Merchandise Excellence Awards presented by DOF Robotics honor innovative game prizes, retail souvenirs, and beautifully designed retail spaces that enhance the guest experience. These awards highlight products and projects that extend the excitement and storytelling far beyond the attractions themselves, creating lasting memories long after the ride is over.

Quick Decision Guide:

If your submission is...	Choose...
A custom item, souvenir, or prize, that guests can purchase in-store or online, or win through redemption, and reflects the attraction's theme, characters, or storyline.	Best Custom Merchandise Item
A collection of custom merchandise items, souvenirs, or prizes that guests can purchase in-store or online, or win through redemption, that reflect the attraction's theme, characters, or storyline. You must submit a minimum of three(3) SKUs to be considered.	Best Custom Merchandise Collection
A single stand-alone merchandise display that focuses on one product or moment and uses creativity, theming, and visual impact to elevate that item/experience and increase sales.	Best Individual Merchandise Display
A collection or full store of merchandise displays that work together to tell the story of the entire store or a larger collection of merchandise. Also uses creativity, theming, and visual impact to elevate the items/experiences, and increase sales.	Best Collective Merchandise Display

Note: All items, collections, or displays must have debuted between November 2025 and October 2026 to be considered.





Category: Best Custom Merchandise Item

Description: This category honors outstanding creativity and innovation in the development of a single custom product designed for either retail sale or play-to-win game prize distribution. Entries should showcase how one unique item represents and celebrates an attraction, game, character, theme, or storyline. Products may be designed for midway gameplay or for in-store/online retail purchase.

Criteria:

1. Creativity, originality, and innovation in product design and development
2. Quality, craftsmanship, and visual appeal of the product or product line
3. Effectiveness and consistency of packaging, tagging, presentation, and merchandising
4. Alignment with the attraction, brand, game, storyline, or overall guest experience
5. Unique qualities that differentiate the product or collection from standard offerings
6. Contribution to guest engagement, gameplay appeal, retail performance, and commercial success
7. Overall aesthetic impact and cohesiveness across the product or product line

Applicant must provide:

- Company logo and signature image, and facility map
- Video highlighting the merchandise item
- Photo Package highlighting the merchandise item – must include front, back, side, top, and bottom shots, as well as product on display and demonstration of the size of the item
- Any additional support materials

Applicant should be prepared to answer questions about:

- The item's concept, story/theme, features, organization/storage, overall look and packaging etc.
- Creativity and originality/uniqueness of the collection
- Demonstrated success including but not limited to: COGs, ROI, sales, feedback/reviews, any other measurable impact





Category: Best Custom Merchandise Collection

Description: This category honors excellence in the creation of a cohesive custom retail line or product collection consisting of three or more SKUs. Entries should demonstrate how multiple items work together through shared design elements, storytelling, theming, or brand identity to create a compelling retail offering. Collections may include apparel, accessories, plush, drinkware, novelty items, or any combination of custom-designed products

*Note: Merchandise Collections **must** consist of three(3) or more SKUs to be considered for this award.*

Criteria:

1. Creativity, originality, and innovation in product design and development
2. Quality, craftsmanship, and visual appeal of the product or product line
3. Effectiveness and consistency of packaging, tagging, presentation, and merchandising
4. Alignment with the attraction, brand, game, storyline, or overall guest experience
5. Unique qualities that differentiate the product or collection from standard offerings
6. Contribution to guest engagement, gameplay appeal, retail performance, and commercial success
7. Overall aesthetic impact and cohesiveness across the product or product line

Applicant must provide:

- Company logo and signature image, and facility map
- Video highlighting the merchandise collection
- Photo Package highlighting the merchandise collection – must include front, back, side, top, and bottom shots, as well as product on display and demonstration of the size of products
- Any additional support materials

Applicant should be prepared to answer questions about:

- The collections concept, story/theme, features, organization/storage, overall look and packaging etc.
- Creativity and originality/uniqueness of the collection
- Cohesion of the entire collection
- Demonstrated success including but not limited to: COGs, ROI, sales, feedback/reviews, any other measurable impact





Category: Best Individual Merchandise Display

Description: This category honors excellence in visual merchandising for a single, stand-alone display. Entries should demonstrate how one focused display uses products, creativity, and design to elevate a specific item, celebrate a particular experience, or support a cohesive store or attraction theme.

Criteria:

1. Creativity and innovation in product presentation, display techniques, and visual merchandising
2. Product selection, arrangement, and overall visual impact
3. Cohesion, clarity, and effectiveness of thematic or story-driven visual storytelling
4. Integration of theming, color, lighting, layout, and other design elements
5. Effectiveness in highlighting products, experiences, or key offerings
6. Contribution to guest engagement, purchasing behavior, and overall guest experience
7. Use of space to enhance flow, storage, visibility, accessibility, and customer interaction
8. Overall aesthetic quality and alignment with the store, attraction, or brand identity

Applicant must provide:

- Company logo and signature image, and facility map
- Video highlighting the merchandise display
- Photo Package highlighting the merchandise display – may include color, lighting, graphics, signage, fixtures, props, traffic flow etc.
- Any additional support materials

Applicant should be prepared to answer questions about:

- The display's concept, story/theme, features, organization/storage, overall look etc.
- Creativity and originality/uniqueness of the display
- Demonstrated success including but not limited to: COGs, ROI, sales, feedback/reviews, any other measurable impact





Category: Best Collective Merchandise Display

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..

Criteria:

1. Creativity and innovation in product presentation, display techniques, and visual merchandising
2. Product selection, arrangement, and overall visual impact
3. Cohesion, clarity, and effectiveness of thematic or story-driven visual storytelling
4. Integration of theming, color, lighting, layout, and other design elements
5. Effectiveness in highlighting products, experiences, or key offerings
6. Contribution to guest engagement, purchasing behavior, and overall guest experience
7. Use of space to enhance flow, storage, visibility, accessibility, and customer interaction
8. Overall aesthetic quality and alignment with the store, attraction, or brand identity

Applicant must provide:

- Company logo and signature image, and facility map
- Video highlighting the merchandise display(s)
- Photo Package highlighting the merchandise display(s) – may include color, lighting, graphics, signage, fixtures, props, traffic flow etc.
- Any additional support materials

Applicant should be prepared to answer questions about:

- The display's concept, story/theme, features, organization/storage, overall look etc.
- Creativity and originality/uniqueness of the display
- Cohesion of the display
- Demonstrated success including but not limited to: COGs, ROI, sales, feedback/reviews, any other measurable impact

