



Join us in recognizing outstanding retail achievements in:
Store Design, Advertising, Promotion, and In-Store Events

June 29, 2010, Chicago

Submit your nominations today
www.thefootwearevent.com/artofretail



For further information, contact
Mark Sullivan at 646-319-7878



1. BEST ADVERTISING CAMPAIGN

Must have been executed after September 1, 2009 to present. Can include: TV, print, social media, Internet, direct mail or any combination thereof.

Store Name: _____

Reasons why Nominated (50 Words or less): _____

2. BEST PROMOTION WITH A VENDOR

Promotion must have taken place after September 30, 2009. Promotion must include a single vendor with the goal of increasing sales of the vendor's product.

Store Name: _____

Reasons why Nominated (50 Words or less): _____

3. BEST IN-STORE EVENT

Goal of event must have been to build traffic, create store awareness and drive sales. Can be a one-day event or held over a fixed period of time no longer than 30 days (ie: Easter week sales, Breast Cancer Awareness promotion).

Store Name: _____

Reasons why Nominated (50 Words or less): _____

4. BEST IN-STORE DESIGN

Must be a new store or re-design of an existing store. Criteria includes: quality of product display, lighting, innovative use of materials, efficiency of space and creative use of existing environment.

Store Name: _____

Reasons why Nominated (50 Words or less): _____

Rules: 1. Stores can be nominated by any industry member, including store owners themselves. Fax nomination forms to **516-439-4611**. Artwork can be emailed to **retail@footwearevent.com**. 2. Judges may request additional info from nominators. 3. Decision of Judges is final.

Awards will be presented during **The Footwear Event**® on Tuesday, June 29 at The River East Arts Center in Chicago. Winning stores will receive full scholarships to attend The Footwear Event. For further information, contact Mark Sullivan at 646-319-7878 or msullivan@thefootwearevent.com

