



# CHIMA

Canadian Home Improvement Merchandising Awards

## ENTRY FORM

EXTENDED DEADLINE FOR RECEIPT OF ENTRIES: NOVEMBER 25, 2010

### WHAT ARE THE CHIMA AWARDS?

The Canadian Home Improvement Merchandising Awards, now in its third year, have been created to honour the very best in visual merchandising in Canadian home improvement stores. Administered by Hardware Merchandising magazine in conjunction with Burlington Merchandising & Fixtures, the awards will be presented during the Canadian Home Improvement Show in February 2011.

### WHO CAN ENTER?

The contest is open to both retailers and vendors. The displays must be located in Canadian stores. Both Canadian and foreign vendors are eligible to participate. The contest is open to displays in hardware or building supply stores, as well as merchandising displays in specialty outlets carrying paint, flooring, doors and windows, etc.

### CATEGORIES

Awards will be given out in the following 5 categories

#### Retailer Category (3)

Three Awards will be presented to Retailer only entries (Vendors are welcomed to work with the retailers on the entry submissions). These awards will be presented to the BEST over all entries regardless of how many winners are picked from a particular product/department category. We are looking for the best overall examples of merchandising excellence.

#### Vendor/Retailer (1)

One Award will be presented to a vendor for best example of cooperation with an individual retailer or national chain/buying group. This will be a shared award presented to both the vendor and retailer. Again, the best two submissions will be picked regardless of the product category.

#### Vendor Only (1)

One Award will be presented to a vendor for the best example of an imaginative merchandising concept for the home improvement category. No particular retailer or buying group needs to be associated with this entry. Again, the best submission will be picked regardless of the product category.

The products involved must fit into one of four award categories:

Hardware/Housewares - Building Materials - Home Décor - Seasonal

If you are a vendor, you can enter by coordinating your entry/entries with a retail customer. (Vendor-submitted displays must be those actually operating in a Canadian dealer's store. The submission must be a joint entry, with the participating retailer listed on your entry form along with their permission to publicize the photographs if you win.

If you are an independent dealer, you can submit your entry directly.

If the entry represents a chain or buying group head office, you may wish to nominate one or more stores flying your banner and coordinate your submission(s) with them. (There is no limit to the number of stores in a chain or buying group that may be entered or the number of displays from any one store that can be submitted.)

Retailer Categories:

1. Individual Store – (Display can be utilized at 1 to 5 locations)
2. National Chain – (Display must be available in at least 15 different retail outlets)

WHY PARTICIPATE?

By entering this awards contest you can...

- Develop stronger merchandising concepts to drive sales in your store(s)
- Heighten the industry profile for your company/brand
- Create recognition for your managers and staff
- If you are a vendor, increase demand for your new merchandising displays

IF YOU WIN!

The winners will receive their awards during the gala dinner to be held at the Canadian Home Improvement Show in February 2011.

Each winning entry will be featured as an editorial profile in subsequent issues of Hardware Merchandising magazine.

JUDGING

Judges

Hardware Merchandising and Burlington Merchandising & Fixtures have assembled a panel of independent retail merchandising experts, unaffiliated with any of the existing home improvement banners or their vendors, who will rate each entry on the following five criteria:

Visual Impact

- Is it attention-grabbing?
- Is it visually appealing?
- Does it slow the customer down?
- Is the product the "hero"?
- How effective are the colours and signage?

Uniqueness

- Creative use of space
- Creative use of materials

Clarity and Relevance

- How effectively does it inform (features & benefits, how-to)?
- Does it assist and motivate customers to make a purchase without sales assistance?
- Does the display simplify, rather than complicate, the decision process?
- Are the selection alternatives clear?

Sales Impact

- Participants should provide "before and after" sales data for this product, either actual dollar volume or a percentage increase during a 60- to 90-day period before and after the display installation. No sales data will be published without your consent.

Collaboration

- How creatively and effectively did the vendor(s) and retailer(s) work together?

## ENTRY FORM

Store name \_\_\_\_\_

Vendor name \_\_\_\_\_

Store co-op or buying group (if applicable) \_\_\_\_\_

Name of store owner(s) \_\_\_\_\_

Name of store manager (if different from above) \_\_\_\_\_

Store address \_\_\_\_\_

Store phone \_\_\_\_\_

Store email \_\_\_\_\_

Vendor (or vendor's rep) address \_\_\_\_\_

Vendor phone \_\_\_\_\_

Vendor email \_\_\_\_\_

Entry submitted by \_\_\_\_\_ (Add phone or email if different from above)

## WHAT WE NEED WITH YOUR ENTRY

### Photographs

Please photograph your display from more than one angle and from several different distances. At a minimum we need to see your display (1) as if the customer was approaching it from about 15 feet away (2) as if the customer was standing right in front of it. If your display is too wide or too large to fit into a single photograph from close up, submit several photographs of different sections of the display. It is sometimes useful to have a person in the photographs to show the scale and/or size of the display.

\*\*\*Important – Photos should be supplied in a digital high resolution format!

### Product info

Please identify the product. Obviously, you can have more than one vendor's product in a particular display, but if you do, please identify all of the vendors.

### Display location and dimensions

If it is not evident from the photos you are sending, please tell us where the display is located in your store and its physical dimensions.

### Sales impact

How long have you had this display set up? How long have you carried the product? How was it previously displayed (if applicable)? What effect has this display had on your sales of this product (please provide either actual sales volume or percentage increases over a three-month window)?

### Description of Challenges met

By implementing this merchandising, what challenges do you think you have solved for yourself as a retailer/vendor and for the customer? How does this display increase the efficient use of space?

Customer reaction

Please document the reactions that the customers have had to this merchandising. If you are a vendor, what has the retailer told you about the result of this merchandising? If you are a retailer, have your customers commented on the display or reacted in any particular way?

WHERE TO SEND YOUR ENTRIES:

Please courier all entries to:

ATTN: Lynne LeBlanc  
Associate Publisher – Hardware Merchandising  
Rogers Media Inc.  
One Mount Pleasant Rd, 7th Floor  
Toronto, ON M4Y 2Y5  
Phone (416) 764-1675

For any questions, please contact:

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DEADLINE FOR ENTRIES: NOVEMBER 25, 2010

Winners will be contacted by the second week in December in order to make arrangements to be present for the awards ceremony. Both the Vendor and the Retailer will receive awards.



**BURLINGTON**  
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