



2012 Brass Ring Retail Excellence



The IAAPA Brass Ring Awards: Retail Excellence competition recognizes the best in the industry in both retail merchandise and visual display.

2012 Brass Ring Awards: Retail Excellence categories:

1. Excellence in a Hard Good Souvenir* (A facility with more than 1 million attendees per year)
2. Excellence in a Hard Good Souvenir* (A facility with less than 1 million attendees per year)
3. Excellence in a Soft Good Souvenir* (A facility with more than 1 million attendees per year)
4. Excellence in a Soft Good Souvenir* (A facility with less than 1 million attendees per year)
5. Excellence in Merchandise Display [Visual Award—submit digital photos only] (A facility with more than 1 million attendees per year)
6. Excellence in Merchandise Display [Visual award—submit digital photos only] (A facility with less than 1 million attendees per year)
7. Judges' Choice Award—All entries for other categories will be considered automatically.

Winners will be announced throughout the week at IAAPA Attractions Expo 2012 and at the Brass Ring Awards Showcase on Wednesday, Nov. 14, 2012.

How to Enter—It's Easy:

- a) Complete the attached entry form and payment information.
- b) Send a sample of your merchandise or a photo of your retail display with your completed application. Each item submitted must be clearly labeled with the contact name and facility, and the category name for which it is entered.
- c) **(Sell the judges on your product. Why does this product represent your organization or your guest experience?)** Include a 300-word maximum description, a DVD, or link to a YOUTUBE video (or similar site) of two minutes or less discussing how and why your product/visual represents your facility and supports the story of your location. If your item wins, we may share your visual to give you more publicity!
- d) All entry and support materials must be provided in English.

Eligibility Criteria:

Only IAAPA facility members in good standing (2012 membership dues must be paid in full at time of receipt of entry) are eligible to compete in the 2012 Brass Ring Awards: Retail Excellence competition.

All entries must have been displayed, sold, or given away between September 2011–August 2012

All entries become the property of IAAPA and will not be returned. Entries and accompanying information may be presented and/or displayed at IAAPA Attractions Expo 2012.

For more information on membership, please contact IAAPA: +1 703/836-4800 or membership@IAAPA.org.

Judging Criteria:

Judges will evaluate entries based on the following:

- Explanation of how this entry represents your company and why this entry tells your company's story or creates a memory directly linked to your facility.
- Demonstration of why the item makes a great memory for the guest
- Product innovation
- Customization/relevance to the facility
- Brand usage
- Visual appeal
- Uniqueness to facility
- Compelling to buy
- Quality/Functionality
- Entries must comply with current safety best practices and standards (items sold in the U.S. must meet current Consumer Product Safety Commission regulations).

Judging Approach: To evaluate each item, it will be important to know why this item was relevant to your 2012 season. Judges will evaluate both the item you submit and the background information provided. It is important your description explains how the item tells or supports the story of your facility and why this particular souvenir would help a guest remember his or her time at your facility.

The decision of the judges will be final.

**All entries should retail for less than US\$50*

Only items accompanied by a complete and legible entry form will be considered.

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DEADLINE: AUGUST 10, 2012

ENTRY FORM

■ General Information:

Please print clearly. Provide information as it should be published.

Name: _____

Title: _____

Facility Name: _____

IAAPA Member ID Number: _____

Facility Address: _____

City: _____ State/Province: _____

Zip/Postal Code: _____ Country: _____

Phone: _____ Fax: _____
(PLEASE INCLUDE AREA/COUNTRY CODE AND NUMBER) (PLEASE INCLUDE AREA/COUNTRY CODE AND NUMBER)

E-mail: _____

Company Website (optional): _____

■ Category (Limit one item per category):

1. Excellence in a Hard Good Souvenir* (A facility with more than 1 million attendees per year)
2. Excellence in a Hard Good Souvenir* (A facility with less than 1 million attendees per year)
3. Excellence in a Soft Good Souvenir* (A facility with more than 1 million attendees per year)
4. Excellence in a Soft Good Souvenir* (A facility with less than 1 million attendees per year)
5. Excellence in Merchandise Display [Visual Award—submit digital photos only] (A facility with more than 1 million attendees per year)
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■ Instructions:

Complete this form and mail it with your merchandise sample to:

IAAPA
Attn: **2012 Brass Ring Awards: Retail Excellence**
1448 Duke Street
Alexandria, Virginia 22314 USA

■ Submission mailing checklist:

1. Completed entry form with application payment. (One fee per facility)
2. Souvenir/Redemption item: EACH item labeled with ONE category name
3. Optional Support Materials on DVD/CD or USB memory stick per item:
 - a. Video (2 minutes maximum) *or*
 - b. Item description/explanation (300-word max.)
 - c. File names that clearly indicate their associated item and category
4. A digital, high resolution logo for your facility
5. Shipment labeled: Attn: 2012 Brass Ring Awards: Retail Excellence
6. Complete entry must arrive at the IAAPA office by August 10, 2012. No partial entries or COD shipments will be accepted.

WAIVER: I understand that all entries become the property of IAAPA and will not be returned.

Signature: _____

Date: _____

■ Payment Information: \$25 Application Fee per Facility (regardless of number of categories entered)

Method of Payment: Check # _____

Amount Enclosed: \$ _____

Charge: VISA MasterCard AMEX Discover Card

Card Number: _____

Exp. Date: _____ CVC# _____

(3 OR 4 DIGIT CODE)

Card Holder Signature: _____