



2010 Brass Ring Retail Excellence

2010 Brass Ring Awards: Retail Excellence

Formerly the Souvenir Awards

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

2010 Brass Ring Awards: Retail Excellence categories:

1. Best Unique Souvenir (maximum retail price US\$30)
2. Best Company or Attraction-Branded Redemption Item (maximum retail price US\$50)
3. Best use of Company or Attraction-Branded Souvenir at a facility with **more than** 1 million attendees per year
4. Best use of Company or Attraction-Branded Souvenir at a facility with **less than** 1 million attendees per year
5. Best Merchandise Display (visual—submit photos only)

Winners will be announced throughout the week at IAAPA Attractions Expo 2010 and at the Brass Ring Awards Showcase on Wednesday, Nov. 17, 2010.

How to Enter—It's Easy:

- a) Complete the attached entry form.
- 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) (Optional) 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.
- d) All entry and support materials must be provided in English.

Eligibility Criteria:

Only IAAPA facility members in good standing (2010 membership dues must be paid in full at time of receipt of entry) are eligible to compete in the 2010 Brass Ring Awards: Retail Excellence competition.

All entries must have been displayed, sold, or given away between September 2009 – August 2010.

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 2010.

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:

- Thought process that led to development of the product
- Demonstration of why the item makes a great memory for the guest
- Product innovation
- Representation and connection to the facility
- 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 2010 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.

Entry Deadline:

The deadline to submit complete materials is **August 6, 2010**.

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



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Retail Excellence



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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

E-mail: _____

■ Category (Limit one item per category):

1. Best Unique Souvenir (maximum retail price US\$30)
2. Best Branded Redemption Item (maximum retail price US\$50)
3. Best use of Souvenir Branding at a facility with more than 1 million attendees per year
4. Best use of Souvenir Branding at a Facility with less than 1 million attendees per year
5. Best Merchandise Display (visual – submit photos only)

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

Signature: _____ Date: _____

■ Instructions:

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

IAAPA
Attn: 2010 Brass Ring Awards: Retail Excellence
1448 Duke Street
Alexandria, Virginia 22314 USA

■ Submission mailing checklist:

1. Completed Entry Form
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 maximum)
 - c. File names that clearly indicate their associated item and category
4. A digital, high resolution logo for your facility
5. Shipment labeled: Attn: 2010 Brass Ring Awards: Retail Excellence
6. Complete entry must arrive at the IAAPA office by August 6, 2010. No partial entries or COD shipments will be accepted.