

Visual Merchandising Challenge 2010 Entry Form



COMPANY DETAILS

COMPANY NAME

CONTACT FORENAME

CONTACT SURNAME

ADDRESS

ADDRESS - DISTRICT

TOWN

COUNTY/COUNTRY

POST CODE/ZIP

TELEPHONE

FAX

E-MAIL

WWW SITE

DISPLAY DETAILS

1. Please list all the products that have been used in your window display:

2. Please list all the materials that have been used in your window display:

3. Please tick to confirm you have enclosed 2 photos of your window display

4. Was the window designed around a specific seasonal theme or a certain product promotion?

Please return this form to:

VM Challenge 2010, Diversified Business Communications, Blenheim House, 120 Church Street, Brighton, East Sussex BN1 1UD

Deadlines for entries: 1st March 2010

CRITERIA THE WINDOWS WILL BE JUDGED ON

1. Originality, concept of design theme. What are the visual stimuli that draw attention to the creation? Does the finished product clearly display the message?
2. Are VM techniques, clearly used and apparent in the finished design?
3. Practicality of the window.
4. Dynamics & impact - WOW factor and originality, use of products and props
5. Attention to detail and standards. Has there been careful attention paid to ALL details within the window display/presentation?
6. Are all the elements in the display working in harmony with each other?

Terms and conditions of the competition (Please read carefully)

1. All entrants must be available to set up their winning display at Natural & Organic Products Europe at London's Olympia on Saturday 10th April 2010.
2. Set up times are from 8.00am to 21.00 on Saturday 10th April.
3. Travel expenses to Olympia will be paid on standard class travel. A receipt must be provided to the organiser.
4. 1 nights' single accommodation will be provided at a hotel close to the show.
5. All expenses occurred during the show are the sole responsibility of the entrant.