



OMA 2012 ENTRY FORM

All entries must be submitted online at contest.popai.com

Entry Title: _____
ENTER ALL INFORMATION AS IT WOULD APPEAR ON AWARD NAME PLATE (MAXIMUM 60 CHARACTER LIMIT)

The OMA Deadline is 12/23/11. If you are unable to make that deadline, you may have until 1/6/11 for an additional **50.00 fee** per late entry.

ENTRANT INFORMATION

Company Name: _____
(Up to 60 letters including spaces)
Address: _____
City/State/Zip: _____
Country: _____
Contact: _____
Title: _____
Phone: _____ **Fax:** _____
E-mail: _____

ENTRY INFORMATION

Entry Title: _____
(Up to 60 letters including spaces)
Division: _____
(Permanent, Semi-Permanent, Temporary)
Country of Production: _____ **Country of Placement:** _____

CLIENT INFORMATION

Name: _____ **Title:** _____
(Secondary Contact) Name: _____ **Title:** _____
Client Company: _____
(Up to 60 letters including spaces)
Address: _____
City/State/Zip: _____ **Country:** _____
Phone: _____ **Fax:** _____
E-mail: _____ **E-mail:** _____

OPTIONAL: SECONDARY ENTRANT (FOR JOINT ENTRIES ONLY)

Note: All correspondences regarding entry will be sent to the primary entrant. Primary and secondary companies would receive equal billing on all awards announcements, name plates and other promotions.
Company Name: _____
(Up to 60 letters including spaces)
Contact: _____ **Phone:** _____ **Fax:** _____
E-mail: _____



OMA 2012 ENTRY FORM

ENTRY FOOTPRINT FORM

All Entries must be submitted online at contest.popai.com

Entry Title: _____

Division: _____ **Category:** _____

ELECTRICAL REQUIRED: YES NO **WATTS REQUIRED:** _____

Total area needed on the show floor to exhibit (round up in feet): L: _____ ft. W: _____ ft. H: _____ ft.

Total area given is 25 sq feet. For each additional square foot there will be a \$10 charge.

ENTRY FOOTPRINT(S)/SEGMENTS:

The entry footprint is the amount of space a display/program occupies, including surface area and placement.

Side to Side Feet/Inches	Front to Back Feet/Inches	Bottom to Top Feet/Inches	Placement*	Oversize Costs:
Additional	Segment(s)			

***Please choose from one of the following placement options:**

- Stand-on Floor
- Sit-on Table
- Hang-on Grid

Additional Entry Costs:

- **Segments:** Each entry cost covers a maximum of three segments per entry. Entries with more than three segments per program will pay the full fee for each additional segment entered per entry. **Segments include, but are not limited to floor stands, banners, countertop displays, and standees from the same program.**
- **Show Floor Space:** Each entry is given a maximum of a 25 square foot space on the at Retail Marketplace show floor. The entire display, including all segments, must fit in to the area. **Entries exceeding 25 square feet will be charged an additional \$10 per square needed.**
- **Electricity:** **All entries requiring electricity will be charged \$50.**
- **Trash:** **If you would like POPAI to dispose of your entry there will be a \$50 charge.**



OMA 2012 ENTRY FORM

CASE HISTORY QUESTIONS

All Entries must be submitted online at contest.popai.com

Entry Title: _____

Division: _____ Category: _____

Intended Length of Use: _____ Production Date: _____ Production Run Quantity: _____
(weeks, months, year) (month, day, year.) (Total # units produced and shipped. Must be at least 100 units for OMA contest or contact POPAI for approval.)

Unit Cost: (only includes labor and materials)

Under \$10 Under \$25 Under \$50 Under \$100 Under \$200 Under \$300

Under \$400 Under \$500 Under \$750 Under \$1000 Over \$1000

Electrical Required? Yes No If yes, watts required: _____

Question 1 - 10% of total score

ASSIGNMENT: What were you asked to do, including any budget, design or P&L restrictions?

Question 2 - 10% of total score

OBJECTIVE: What was the entry supposed to accomplish? e.g. Grow incremental sales, HH penetration, Buy rate, Trial and awareness.

Question 3 - 5% of total score

TARGET: Who is the intended audience for this display? Gender, age, income, etc.

Question 4 - 25% of total score

SHOPPER INSIGHTS: What insights (brand, category, consumer or shopper) did you use to create this display?

Question 5 - 25% of total score

EXECUTION: How did you translate the insights into activation with the creative, design and engineering?

Question 6 - 25% of total score

RESULTS: What impact did the display have on the sell in, market share, lift or whatever your assignment was?

OMA 2012 ENTRY FORM



FACT CARD

All Entries must be submitted online at contest.popai.com

Fact Cards should be picked up from POPAI's OMA Fact Card Counter, located on the show floor in the middle of the OMA area. Fact cards will have company information preprinted, so please put the supplied sticker over entrant information. Please write on the paper "Entrant" if you will be keeping the display or "POPAI" if you would like POPAI to dispose of your entry. POPAI will remove the stickers before the show floor opens.

Objectives:

Materials:

Results:

Case History Forms are vital in evaluating displays during all judging phases. Producers cannot include company information in case history forms. Any case history form that includes a producer name will be disqualified.