

# **VMSD INTERNATIONAL VISUAL COMPETITION 2017**

## **OFFICIAL RULES AND ENTRY INSTRUCTIONS**

### **DEADLINE FOR ENTRIES: FEBRUARY 16, 2017**

#### **Eligibility:**

Open to independent designers, design firms, visual merchandisers, retailers, manufacturers and distributors. Visual projects must have been completed between January 1, 2016, and December 31, 2016. This competition is designed to showcase visual display achievements of limited shelf life. Please do not submit interior or exterior architectural design projects or permanent store display projects.

#### **Categories:**

Designers may submit more than one entry in as many of the following categories as they wish. No entry, however, may be submitted in more than one category.

- A. **In-Store Apparel Presentation** – In-store single apparel presentations include women's, men's and children's clothing and intimate apparel.
- B. **In-Store Accessories/Beauty and Shoes Presentation** – Single presentations include women's, men's and children's accessories, beauty products, shoes and jewelry.
- C. **In-Store Home Goods Presentation** – Single presentations include furniture, tabletop, toys, electronics, books, music, stationery, sporting goods, gourmet foods and gifts that do not fall into the other categories listed.
- D. **In-Store Storewide Promotions** – A series of images that illustrate the continuation of a single theme (such as a storewide product launch promotion). Entries must include store interior and window displays, otherwise they will be moved to another category.
- E. **In-Store Seasonal Promotions** – A series of images (including store interior and window displays) that illustrate a seasonal promotion like Christmas or Back to School.
- F. **Non-holiday Window Displays** (includes seasonal windows like Back to School, Fall, Bridal, Events or Cause-related.)
- G. **Holiday Window Displays**
- H. **Temporary/Pop-up Retail Space**

#### **Note:**

At the discretion of the competition chair and the judges, an entry may be placed in a more suitable category.

#### **Judging:**

The jury will be composed of industry practitioners such as retailers, store planners, architects, construction firms, project managers and the editors of *VMSD*.

#### **Awards:**

First Place and Honorable Mention awards will be named in each category at the judges' discretion, as well as Best of Show and Special Merit awards. Winning entries will be featured in the July 2017 issue of *VMSD* magazine and the Best of Show winner will also receive a complimentary registration (a \$1000-plus value) to the VMSD International Retail Design Conference (IRDC), in New Orleans, Sept. 6-8, 2017, where they will also be recognized during an awards ceremony.

### **Terms and conditions:**

All entries become the property of ST Media Group/*VMSD* (Publisher) and cannot be returned. *VMSD* reserves the right to publish winners in upcoming issues of Visual Merchandising and Store Design (*VMSD*), to post the content, including photography, on Publisher's websites, to edit, revise and otherwise adapt the content before or after such publication or posting, and to reprint and republish the content in such form and in such manner as Publisher, in its sole discretion, deems appropriate. Entrants must certify that the credits, project descriptions and other information on the entry form are correct. Project credits listed with *VMSD* stories are provided by retailers and/or project designers. While we make our best efforts to ensure that credits lists are as thorough and accurate as possible, *VMSD* assumes no responsibility or liability for the accuracy or completeness of project source information provided by firms or retailers.

Each entry must include the following:

1. A completed **entry form** and a **project/photography release form** for each entry. Be sure to include the proper category code on the entry form.
2. A **project description** (approximately 250 words) summarizing the project OR in caption form corresponding to each photographic image entered. Avoid using store or company name as this is a concealed-identity competition and descriptions will be used during judging.
3. **Photography. Digital entries are required.**
  - Digital images should be high-resolution 300 dpi jpgs/tifs and approximately 5 by 7 inches in size. Label each digital file with project name, image number and category code.
  - Place images for each entry into a folder labeled with retailer, project name and category code (Ex. "Macy's, Spring 2016, Cat. D".)
  - Images should be uploaded to **<http://upload.stmediagroup.com>** and placed in the "VMSD Editorial" folder.
  - All entries will be kept on file at *VMSD* for consideration for future publication.
4. **Online payment** is made at the end of the online submission process. The entry fee is \$50 for the first entry and \$20 for each additional entry. (For example, four entries would be \$110: \$50 for first entry + three @ \$20 = \$110.)

**Questions?** Contact Carly Hagedon at 513-263-9323 or at [carly.hagedon@stmediagroup.com](mailto:carly.hagedon@stmediagroup.com).



## International Visual Competition 2017

**Project Name:**

**Category Code:**

**Project Location:**

**Project Completion Date:**

**Client/Owner (Name, City, Phone):**

**Design Firm (Name, City, Phone):**

**Name of Entrant:**

**Address/City/State/Zip (Postal Code):**

**Contact Person (name and title):**

**Contact Person's Phone:**

**Contact Person's Email:**

**Project Design Team (names and titles):**

**PROJECT DESCRIPTION INFO: (approximately 250 words) summarizing project:**

**ENTRY FORM INFO:**

**Describe the theme of the visual display or presentation:**

**What was the scope of the work?:**

**Any challenges involved in designing, sourcing or creating this project? Describe the solutions employed to overcome them:**

**Any unique features, materials or design elements in this project?**

**Project Source List: Include product type and company name, city, state. (Ex. Fixtures: Joes' Tables, Cincinnati, OH):**

**Photo Credit: include photographer's name, city, state:**



**Project/Photography Release**

THIS AGREEMENT is made and effective as of the \_\_\_\_ day of \_\_\_\_\_, 20\_\_ and is between ST Media Group International, Inc. 11262 Cornell Park Drive, Cincinnati, Ohio 45242 (Publisher) and

\_\_\_\_\_  
, whose address is

\_\_\_\_\_  
(Submitter).

WHEREAS, Submitter has presented to Publisher certain photographic and/or textual material briefly described as follows

\_\_\_\_\_  
(Content);

\_\_\_\_\_  
(Photo credit: photographer's name, city, state);

WHEREAS, the parties hereto desire that the Content be published by Publisher;

NOW, THEREFORE, in view of the foregoing recitals, the parties agree as follows:

1. Submitter hereby grants to Publisher a fully paid up license to reproduce and distribute copies of the Content in Publisher's magazine entitled Visual Merchandising and Store Design (VMSD), to post the Content on Publisher's web site [www.vmsd.com](http://www.vmsd.com), to edit, revise and otherwise adapt the Content before or after such publication or posting, and to reprint and republish the Content in such form and in such manner as Publisher, in its sole discretion, deems appropriate.
2. Submitter will provide Publisher with a project source list of the items in the Content and the names of those who should be credited for each item, and Submitter will otherwise cooperate with and promptly assist Publisher in preparing the content for publication.
3. Publisher will credit those identified in the project source list in a manner customary to the trade.
4. Publisher will provide Submitter with a copy of the magazine or other publication in which the content is published.
5. Submitter warrants that it has the authority to grant the foregoing license to Publisher and to authorize Publisher to identify and credit those named in the project source list, and Submitter will indemnify and hold Publisher harmless from all costs (including attorneys' fees), claims and damages if Publisher is accused of or held to have violated the rights of any third party as a result of such publication and/or posting.

SO AGREED. By  
(Submitter's full name)

by \_\_\_\_\_  
title \_\_\_\_\_