



# *Best Retail Event of the Year*

The 'Best Retail Event of the Year' will be awarded to the most outstanding retail event / promotion that was organised for consumers by a store / shopping centre in Singapore to drive sales / traffic within the qualifying period of 1 May 2017 to 30 April 2018.

**Judging Criteria:**

- Creativeness and uniqueness of the retail event / promotion in terms of how it engaged its target customers
- Excitement in terms of the retail experience
- Success in terms of sales / traffic / consumer response / objectives met
- Impact on the retail industry in terms of how the retail event / promotion raised the standards, profile and image of the retail industry in Singapore

**Eligibility:**

- The Award is open to all 'brick and mortar' stores and shopping centres in Singapore.
- The store / shopping centre must have organised a retail event / promotion for consumers to drive sales / traffic within the qualifying period of 1 May 2017 to 30 April 2018.
- The application can be for an event / promotion that was held within the store / shopping centre or at an external venue.

**Application:**

The application must be duly completed, verified by the CEO / Managing Director / General Manager, and submitted together with the necessary supporting materials to:

**Singapore Retailers Association**  
**1 Coleman Street, The Adelphi #05-11B, Singapore 179803**  
**Closing Date: 31 May 2018**

**Note:**

Incomplete / illegible submissions, false particulars or wilful suppression of material facts will render the applicant liable to disqualification, or if awarded, to revocation of the Award.

Please type / write neatly in the space provided, and attach a separate sheet where necessary.

**Details of the Company**

Name of Company: \_\_\_\_\_

Business Address: \_\_\_\_\_

Name of Contact Person: Mr / Ms \_\_\_\_\_

Designation: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

## Details of the Retail Event

1. Name of Store / Shopping Centre which organised the retail event / promotion:

\_\_\_\_\_

2. Event / Promotion Name: \_\_\_\_\_

Event / Promotion Date(s): \_\_\_\_\_

Event / Promotion Venue(s): \_\_\_\_\_

3. Please explain in no more than 1500 words, why the retail event / promotion deserves to win the Award. To support your submission, please provide the following details:

- i. Objectives for organising the retail event / promotion;
- ii. Creativeness and uniqueness of the retail event / promotion in terms of how it engaged its target customers;
- iii. Excitement in terms of the retail experience;
- iv. Success in terms of sales / traffic / consumer response / objectives met; and
- v. Impact on the retail industry in terms of how the retail event / promotion raised the standards, profile and image of the retail industry in Singapore.

4. Please submit the following items:

- i. At least 30 digital images to show the creativeness, uniqueness and excitement of the retail event / promotion (300dpi in landscape orientation, jpeg format on a CD-R or thumb drive); and
- ii. Any other relevant supporting materials e.g. press coverage.

Note: The quality of the digital images must be good enough for print and video / slide production. The SRA reserves the right to use the materials at the Awards Presentation and / or in other ways deemed appropriate. All materials submitted will become the property of the SRA and are not returnable.

## Declaration

I declare that the application has been duly completed, and all information given is accurate to the best of my knowledge.

Name of CEO / Managing Director / General Manager: Mr / Ms \_\_\_\_\_

Designation: \_\_\_\_\_

Signature: \_\_\_\_\_ Company Stamp: \_\_\_\_\_ Date: \_\_\_\_\_