

2010 SIA SNOW SHOW SUPPLIER OF THE YEAR AWARDS

NOMINATION CRITERIA

BEST PRODUCT CATALOG:

- a) Cover
 - Clear supplier identification.
 - Prominent URL and phone number.
 - Legible font.
- b) Quality
 - Paper stock- should be heavy enough to survive mailing and page thumbing.
 - Binding- enough give to easily turn pages, but durable enough to withstand usage.
- c) Photography
 - Clear product shots- the image should be clear enough that at a glance you can tell what the product is and should not require lengthy explanation.
 - Propping- any shot propping should play a supporting role and serve to highlight the product, not distract from it.
- d) Copy
 - All relevant product details and specs should be included. Unique selling features should be highlighted.
 - Descriptions length and content should be as consistent as possible throughout the book.
 - Pricing and items numbers should be consistently displayed throughout the book.
 - Contact information should be clearly placed throughout the book.
 - Overall vision or seasonal tone/message should be established in the opening pages.
- e) Overall Design and Content
 - Design and flow should be intuitive.
 - A clear theme or organization system should be established and maintained. It should be easy to find what you are looking for.
 - If a Table of Contents is necessary, it should be clear and brief.
 - Minimize visual clutter- choose only a few fonts and use them consistently throughout the book (i.e.- one for product descriptions, a heavier weight of the same font for pricing, one for any headlines or section titles and one for page numbers, call-outs and contact information).
 - Fonts should be easy to read and used in a sufficiently large point size.
 - The color palette should be consistent.
Any color ways or design/pattern variations should be displayed in a consistent manner throughout the catalog and be close to main/hero shots.

BEST DISPLAY

- a) Allows trade show prospects to walk away from the display knowing who and what the company does while promoting an understanding of how the product will help enhance your retail shop.
- b) The display possesses good graphics which clearly state the brand and key product features.
- c) The booth is fully illuminated which is welcoming, warm and shows the product well.
- d) Other

FRIENDLIEST BOOTH RECEPTIONIST

- a) warm greeting upon arriving at the booth

- b) knowledgeable with answers to various questions
- c) Fully engaged in achieving your company's goals
- d) Other

BEST LINE PRESENTATION

- a) Does not just talk about the product or service.
- b) Listens to what the prospect wants and needs to know.
- c) Enthusiastic about the company they are representing
- d) Other

BEST SWAG

- a) Gives the retailer a reason to visit the booth
- b) The giveaway item increases memorability, communicates, motivates, promotes or increases recognition of the brand
- c) The giveaway is used as a token of appreciation
- d) The item compliments the suppliers product image and theme
- e) Other

BEST BOOTH STAFF

- a) Maintains proper booth etiquette
- b) Is actively engaging toward customers coming into the booth
- c) Effective conversation starters
- d) Adequate staff to manage all aspects of the booth
- e) The staff is knowledgeable and helpful
- f) Other

Should you have any questions, please feel free to contact Kathryn Smith at KSmith@snowsports.org.