

ENTER OUR ALL-NEW CONTEST!

MERCHANDISING AWARD OF EXCELLENCE

SUPER FLORAL  SYNDICATE SALES

Syndicate Sales joins *Super Floral* to launch the 2016 “Merchandising Award of Excellence” contest with new categories and prizes.

Do you want to earn recognition for your exciting merchandising displays? Then be sure to enter the 2016 “Merchandising Award of Excellence” contest, featuring exciting new elements that are sure to get your creative and competitive juices going.

Since 1998, the Merchandising Award of Excellence contest has recognized North America’s best in-store floral merchandising. In that time, we have received more than a thousand entries from supermarket florists in the U.S. and Canada.

Today, we are excited to announce the launch of the all-new 2016 Merchandising Award of Excellence contest, with a new co-sponsor, Honor Award categories and prizes. Our new co-sponsor, **Syndicate Sales, Inc.**, is a leading innovator in the floral industry, with more than 70 years of experience as a manufacturer, distributor and importer of floral products.

“Effective merchandising at store level is a critical element in the success of our entire supply chain,” explains **Kelvin Frye** of Syndicate Sales. “It will be exciting and fun to recognize those who raise the bar by using effective and creative ways to increase sales through their in-store displays.”

the grand award

Contest entrants have four opportunities to win—the overall Grand Award category and three runner-up Honor Award categories.

Judging of the Grand Award will be based on:

COLOR Best use of color that creates high impact and brings attention to displays.

COMMUNICATION Best use of signage or other visual or auditory means to clearly identify products, pricing, specials, services or product details.

CROSS MERCHANDISING Best integration of nonfloral and floral items to increase consumer interest and boost sales.

THEME Best use of concepts, icons, current events or other ideas to create a heightened interest in the featured floral products.

new honor awards

Contestants also have a chance to win one of three Honor Awards. The categories, “Best Plant Display,” “Best Vase Display,” and “Best Candy Bouquet Display” are new for 2016, and the new focus will give all types of floral departments more opportunities to shine. Here are the details:

BEST PLANT DISPLAY This category recognizes a department that makes plants the primary focus of a display.

BEST VASE DISPLAY The winning display must feature containers and encourage the use of vases with the purchase of bouquets.

BEST CANDY BOUQUET DISPLAY This award recognizes the best display of ready-made and/or custom candy bouquets.

what you can win

The 2016 contest will recognize the winners in new and exciting ways. As always, the Grand Award winner will receive airfare and hotel accommodations to attend the **International Floriculture Expo** in Chicago, Ill., in June 2016. At the award presentation, we will debut a traveling trophy, which can be displayed in the winner's floral department until the next edition of the contest. It will pass from winner to winner through the years and have their names engraved on it.

The Grand Award winner's display will be featured in the August issue of *Super Floral*. Syndicate Sales also will work with store managers to provide material needed to promote in-store and community recognition of the award. Even more recognition will come when representatives of Syndicate Sales conduct a one-day vase giveaway for shoppers who buy flowers at the winner's store.

The Honor Award recipients will receive smaller versions of in-store and community recognition tools. Their displays also will be featured in *Super Floral*. **sf**

how to enter

The contest deadline is April 30, but it's never too soon to enter. Entering is as simple as filling out the form (below or online at www.superfloral.com) and submitting photos of your merchandising displays. You may submit digital images on a CD as long as they are presented in a high-resolution (300 dpi) format, and a color print of each image must accompany the CD. Photos will become the property of *Super Floral* and may be published.

Enter as many displays as you like, but please submit a separate entry form with each display. Include several photos of each display with your entries. The contest is open to floral department and store employees only. Past Grand Award winners are eligible to win again, another change from previous years.

If you have questions, please call Editor in Chief Cynthia McGowan at (800) 355-8086, or email her at cmcgowan@superfloral.com.



Name of store: _____

Address: _____ City: _____

State/Province: _____ ZIP Code/Postal Code: _____

Phone number: _____ Email address: _____

Names and titles of people who created the display: _____

Supervisor's name and title: _____

Supervisor's phone number: _____

Supervisor's email address: _____

Theme or type of display: _____

IMPORTANT: Provide the name of the person who will accept the award at the International Floriculture Expo: _____

If selected as a winner, the name(s) on the award should be: _____

I understand that no materials will be returned and that they may be used for publication in *Super Floral* or for other purposes deemed appropriate.

Signature: _____ Date: _____