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Shop! grants first OMA Awards License to Japan Promotional Marketing Institute (JPM)
OMA Awards become part of Asia's largest POP contest

Hollywood, Fla. (September 24, 2019) – Shop! Environments Association is proud to announce that it has licensed its Outstanding Merchandising Achievement (OMA) Awards program to Japan Promotional Marketing Institute (JPM), a part of the Shop! Global network since 1969. On Oct. 23-25 at the Japan Promotional Marketing Show 2019, JPM will be hosting one of Asia's largest POP contests, featuring more than 600 POP displays at the Tokyo Industrial Metropolitan Trade Center, Taitokan.

The OMA Awards program has been recognizing the most innovative and effective in-store and point-of-purchase (POP) displays for more than 60 years. It has become one of the most respected and highly regarded display awards programs in the world.

"This is the first time we have licensed the OMA Awards program, and Shop! is thrilled to be working with JPM, which produces one of the top POP shows in Asia," said Todd Dittman, Shop! executive director. "The program, which originated in the U.S., became a staple of GlobalShop 26 years ago. While the contest attracts global companies, licensing with JPM gives our awards program much greater access to the Asian audience. We look forward to growing together in the coming years."

The Japan Promotional Marketing Show has four distinct areas, providing multiple opportunities for POP creative businesses and students to showcase their work:

- JPM POP Creative Awards recognizing excellence for in-store marketing and POP displays
- JPM Planning Solutions Awards celebrating the presentation of excellent planning works
- Young POP Creative Awards, a POP contest for students
- Trade fair stands on the show floor

"We are making the JPM POP Creative Awards an international award by receiving the Shop! OMA Awards program license. We want to increase the value of the JPM and make the exhibition open to the world that will be connected to the next generation," said Masanobu Satou JPM Secretary General. "We wish to not only disseminate the great points of Japanese POP to the world, but also to actively incorporate the excellent design and concepts from each country in the Shop! Global network. In an environment where purchasing behavior is changing dramatically, we want to share the information useful to each other with all countries of the Shop! Global network."

Next year, JPM will host its 50th anniversary show from Oct. 28-30, 2020. Shop! members from around the world are invited to enter the contest and participate as exhibitors. They will begin accepting entries in May 2020.

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About Shop! Environments Association

Shop! (shopassociation.org) is the global trade association dedicated to enhancing retail environments and experiences. Shop! represents more than 1,400 member companies and affiliates worldwide from 23 countries. The association brings value to the global retail marketplace through our industry leadership, research programs, industry certification, education and networking events. Shop! produces the award-winning magazine, *Retail Environments*, offering business-focused content to retailers, brands, designers and suppliers throughout the industry.

About JPM

Japan Promotional Marketing Institute (JPM) was established in 1969 as POPAI Japan. It is an incorporated association with 200 member companies in the fields of POP advertising and sales promotion planning and production, providing promotional marketing seminars, courses, qualification exams, exhibitions and awards, and research and publications to support the development of promotional marketing activities. The awards include the "JPM POP Creative Awards", officially licensed by the Shop! OMA Awards program, "JPM Planning Solutions Awards", and "Young POP Creative Awards" for students.