



2021 Shop! Awards Program Calls for Entries

Chicago, IL – December 3, 2020 - [Shop! Retail Environments Association](#), the leading global trade association dedicated to enhancing retail environments and experiences, is pleased to announce the opening of the 2021 edition of the Shop! OMA and Global Awards. The competition routinely draws hundreds of entries from countries around the world. Entries can be submitted online at [ShopAssociation.org/shop-awards/](#).

As the premier awards program in the industry, the Shop! Awards program recognizes the best new designs in retail. “For six decades, Shop! members and partners have created merchandising elements that present products in innovative ways and generate positive in-store experiences for shoppers,” said Ryan Brevda, Shop! Board Member. “Over the years, our judges consistently recognize designs that not only look great, but also are proven to lift sales.”

Shop!’s **Outstanding Merchandising Achievement (OMA)** Awards program honors excellent displays that set the merchandising and design precedents of today to become the standards of tomorrow. The **Global Awards** recognize excellence in point-of-purchase advertising display, marketing-at-retail activations, and retail design from Gold winning displays from individual Shop! affiliates’ own industry awards from around the world.

Past award winners have included entries that appear in large chains like Home Depot and Walmart to specialty retailers such as Sephora and Dick’s Sporting Goods, and represent a wide range of sectors, including beauty, books & office supplies, entertainment, fashion, food & beverage, health, and home goods, as well as sports, toys & collectibles, and tech & electronics, among others.

“The Shop! Awards give an intriguing look at best-in-class practices and emerging trends in retail,” said Paul Hagar, Shop! Executive Director. “The consistently enthusiastic response to this program, coupled with our rigorous judging process, make it a program uniquely suited to reveal what works in real-world retail.”

Shop! will accept award entries until February 12 for the OMA awards and February 19 for the Global Awards. Beginning in February, teams of in-store marketing professionals representing brands, retailers, ad agencies, and producers/suppliers will score each entry for design, innovation, and its ability to generate increased sales based on case-history responses and questions focusing on design, engineering, shopper engagement, retail experience, brand performance, and sales results. Winners will be announced in April 2021 as a capstone of the [Shop! Marketplace](#) program.

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Based in Chicago, IL Shop! Environments Association ([shopassociation.org](#)) is the global trade association dedicated to enhancing retail environments and experiences since 1956. Shop! represents 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.

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