

# PERSONAL CONNECTIONS EVENT SPONSORSHIP

Connect to the 2,000-plus industry professionals who attend Shop! events annually.

2018  
shop!  
AWARDS

Considered by many as the “Academy Awards” of the retail design and brand marketing industries, the Shop! Awards Competitions recognize the best new designs in retail environments and experiences. We offer four award programs, each celebrating a different area of design expertise.

Design Awards // OMA Awards // Global Awards // Above & Beyond Award

**Audience:** Nearly 650 attendees include store planners, visual planners, designers, P-O-P producers, industry suppliers, brands, brand marketers, agencies

**Impressions:** 340,000 in print, plus digital advertising. Exposure in Retail Environments, Winners Book, OMA Annual as well as other industry publications.

**Exposure:** One year (August-July)

For more than 70 years, West Coast agencies and display companies have been coming together to share their most creative retail marketing work. The annual in-store marketing and display event includes an onsite competition, judging, and reception with presentation.

West Coast  
pop show

**Audience:** West Coast retailers, brands, creative agencies

**Impressions:** Print ads, e-blasts, website, social media, on-site recognition, editorial coverage in *Retail Environments* and *Member Connect* magazine.

**Exposure:** Six months (May-October)

At the association’s Annual Meeting for members and industry professionals, attendees gain insight from presentations by economic, manufacturing, business and industry experts. Networking results in shared best practices, collaborative problem solving and mutually beneficial business bonds.

shop!X

**Audience:** Shop! members, W.A.R.E.S. members, industry professionals

**Impressions:** Print ads, e-blasts, website, invitations, social media, on-site recognition, and pre-and post editorial coverage in *Member Connect* magazine.

**Exposure:** Three months.

Shop!talk brings together store planning, design, visual merchandising and retail communities in cities across North America. Our Shop!talk series offers opportunities to tour local retail, discuss issues relative to retail design and network with other industry professionals.

shop!talk

**Audience:** Attendance varies by city but averages 40-75 retailers, brands, designers, and a limited number of sponsoring Shop! member suppliers.

**Impressions:** An estimated 100,000 including aggressive local grass-roots marketing campaigns and numerous social media platforms, print ads and e-blasts.

**Exposure:** Three months.