



INTRODUCING the Awards

Celebrating creativity, innovation and excellence in-store



The POPAI Awards are a celebration of creativity, innovation and excellence in-store, recognising vision and performance from those at the pinnacle of their profession. Now in their 14th year, they showcase the best of the best in the industry and are seen as a hallmark of excellence that provides the benchmark for success.

The ceremony is held at The Royal Lancaster, one of London's most prestigious hotels. Here, top industry talent gathers to applaud outstanding in-store campaigns, with our esteemed judging panel selecting the winners.

We have a wide number of categories to cover the entire retail spectrum, including our highly coveted Display of the Year for both permanent and temporary displays.

Key dates

6 March 2020	Entry deadline (<i>early bird fees apply</i>)
20 March 2020	Final deadline
April 2020	Judging
30 April 2020	Nominations announced at RetailExpo 2020
6 October 2020	POPAI Awards 2020 Gala Dinner



Entry is open to everyone in, or working closely with, the retail industry, including POPAI members and non-members, creative agencies, P-O-P manufacturers, shopper technology specialists, and brands and retailers from the UK and Ireland.

Why enter?

Winning an Award is highly prized by industry clients and suppliers alike and sends the message that your business is dedicated to creativity, innovation and excellence in shopper engagement.

With a broad range of categories, the awards cover all aspects of the industry. Your submission will be judged by an independent panel of esteemed retail and brand professionals.

You will:

- Gain unparalleled recognition for your project on a national and potentially international platform
- Associate with the Award's core values: creativity, innovation and excellence
- Celebrate your team's achievements
- Raise the profile of your business amongst leading retail brands



[Click here to view the POPAI Awards 2019 Winners](#)

What do you win?

All nominated entries will receive a POPAI Award. The level of Award given is determined by how the entry meets the Judging Criteria as set out in this guide. There is no requirement for each Award category to receive a **Gold**, **Silver** and/or **Bronze** Award.



BRONZE - Represents a fine example of how to enhance the total shopper experience



SILVER - Standout work, well executed with an original and inspiring idea at its heart



GOLD - The ultimate accolade, reserved for only the most outstanding work that achieves true excellence in terms of idea, context, implementation and retail performance



DISPLAY OF THE YEAR - Presented to one permanent and one temporary entry from all of the year's Gold Award winners from the eligible categories



Make sure your work receives the **recognition** that could be in-store.



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POPAI UK & Ireland, 7a Lakeside Court, Maple Drive,
Tungsten Park, Hinckley, Leicestershire LE10 3BH.

✉ info@popai.co.uk

www.popai.co.uk