2019 JPM POP CREATIVE AWARDS

ENTRY GUIDELINES

JPM
POP CREATIVE AWARDS

Officially licensed by shop! Enhancing Retail Environments & Experiences

★ The JPM POP Creative Awards is a world standard award that is officially licensed by the Shop! OMA Awards program.

ABOUT "POP" DEFINED BY JPM

As consumer's buying behavior changes" by the development and spread of digital communication, the roll of POP has also been changing. In addition to the final purchasing promotion at the traditional real storefront, and including in-store signs and displays that attract consumers into the store, and the tools that indirectly lead to purchasing promotion by functioning in the "Search" and "Sharing & Spreading" phases, which are gaining importance in recent years due to the spread of SNS, we define all of them as POP.

※ Tools and signs that do not even indirectly lead to purchase (for example, window displays added only to stage a specific season) are not POPs.

※ Digital content alone to promote "Search" and "Sharing & Spreading" is not POP.

ABOUT "Shop! OMA AWARDS PROGRAM"

About Shop! Environments Association

Shop! Environments Association (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. In 2015, the POPAI Association of the United States integrated with ARE (store design related group) and became Shop !. (Headquartered in Florida, USA).

About Shop! OMA Awards

The Shop! Outstanding Merchandising Achievement (OMA) Awards is a global standard award that has honored the most innovative and effective in-store and POP displays for over 60 years. The Gold Award winners of the OMA and the awards licensed by OMA in other countries are allowed to enter the Shop! Global Awards.

About OMA Indian Statuette

The first P-O-P advertisement in the U.S. was an Indian statuette adorned at a tobacco storefront during the pioneering era. The OMA Indian Statuette, inspired by such story, is the symbol of the industry's highest honor, awarded to the winners of the POPAI Awards Contest each year.

❶ ENTRY

1. ENTRY REQUIREMENTS

(1) Entries are limited to the JPM member companies; however, overseas non-member companies are welcome to enter at non-member pricing.

(2) Those actually used between August 1, 2018 and July 31, 2019.

(3) Those produced for more than 10 runs. (Promotion & Space Design category is accepted as one run if the execution example is clear)

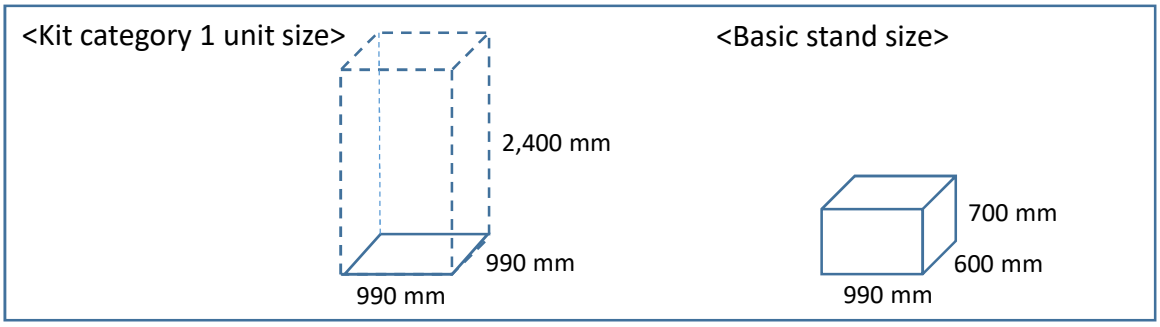
(4) Entries need to be, in principle, all as single item (1), except for Kits category.
The following items however, will be treated as single items.

- Unit displays are for the minimum quantity to perform the function.
- Small POPs that are intended for multiple displays, or made different colors and expressions in the same shape at the time of planning, can be exhibited 3 or so within 300 mm x 300 mm area.
- Small displays exhibited in each showcase are acceptable if their execution examples or instruction manuals are attached.

※ The details will be decided by the first judging committee, please follow the instructions.

(5) Promotion & Space Design category will need to be exhibited on a B1 panel. (Panel: 728 mm x 1,030 mm in vertical position with a poster frame) Please make a panel according to the format.

(6) The basic space for one (1) unit of the booth that exhibits the work of Kit category is 990 mm wide x 990 mm deep x 2,400 mm high. The basic size of the stand is 990 mm wide x 600 mm deep x 700 mm high. Up to 6 units can be ordered as needed.



(7) For the works that have been selected and confirmed the exhibit as a result of the first judging, the following is requested to Selected Exhibit fee.

A) Extra space charge for works where the exhibit space on one side excluding height is 1m or more.

B) Kit extra charge for the works in Kit category.
(For details, please see P. 4 ❷ Judging fee and Selected Exhibit fee: 2-(2))

※ The height of the exhibit work is up to 2,400 mm. Works larger than 2,400 mm can not be exhibited due to the height restrictions of the venue.

C) Please note that as a result of the first judging, the secretariat may decide the allocation of exhibit space in consideration of the size, shape and characteristics of the work, and may add to the size of the originally applied exhibit space.

2. ENTRY APPLICATION

(1) The entry application can be done from the entry website (http://www.show.jpm-net.com/). (Including photo data)

Access from the menu "MEMBER ENTRY" on the left side of the screen of the JPM Show website (http://www.jpm-inc.jp/exhibition/about.php) is also available.

(2) Photo images are requested in JPEG high-quality compressed format and from 1MB (350 to 400 dpi, 50 mm x 60 mm) to 3 MB (350 to 400 dpi, A5 size) equivalent. Photos taken with mobile phones, images created with PowerPoint or PDF are not accepted.
※ For Promotion & Space Design category, please send data with the required items filled in to the jpm_show@jpm-inc.jp. ※ Required items for Promotion & Space Design category will be announced separately.

(3) Photos of the work need to be taken independently, with a plain background. Up to three (3) different images can be submitted.

Note 1: If you have problems with your Entry Application process, please contact JPM.

Note 2: Objective of the work in the text data you submitted will be used as it is in the exhibit work card, yearbook and etc.

Note 3: Photo images will be published as they are in the guidebook and yearbook. Two (2) different images can be posted for Gold awarded works or higher in the yearbook.

※ Please photograph the works in the same way as you would exhibit at the Japan Promotional Marketing Show.

3. CO-ENTRANT COMPANIES

(1) Co-Entry of two or more companies is accepted for one work. In this case, you are requested to make one the entrant company and the other/others as the co-entrant company/companies upon consulting between/among the parties in advance. (However, they are limited to JPM member companies)

(2) If you do not fill in the co-entrant company column of the entry application form, it cannot be accepted as a co-entry. Also, if there is no approval of the person in charge (JPM contact person) of the co-entrant company, it can not be accepted.

(3) The invoice will be sent directly to the person in charge (JPM contact person) of the co-entrant company/companies unless otherwise specified.

(4) The co-entrant company cannot be added after the award is announced.

4. SPECIAL INFORMATION

(1) With regard to the work that does not conform to Entry Requirements, the award will be cancelled even if it is determined after the judging has been completed. Please note that when such work is an award-winning work, the runner-up work will not be awarded.

(2) Following the notification of the Fire Department, works considered flammable cannot be exhibited. (However, if flammable substance is removed, it may be accepted)

5. ENTRY ACCEPTANCE PERIOD

Monday, June 17, 2019 - Wednesday, July 31, 2019

6. EXHIBIT SETUP & TEARDOWN

<Tokyo Metropolitan Industry and Trade Center Taitokan>

The exhibit works can be delivered and setup in the afternoon on October 21 (Mon), and the teardown can be done in the early evening on October 25 (Fri). The detailed instructions will be given along with the first judging results. The first judging results will be notified in early September.

October 21 (Mon) Exhibit place setup, delivery of the work, display work

October 22 (Tue) Public Holiday. JPM is available. The companies that can work on holidays may deliver and setup the work in the morning.

14:00 - Second judging

October 23 (Wed) 9:30 - 11: 30 Third judging

11:45 - 12:00 Opening ceremony

12:00 - 17:00 Show open

October 25 (Fri) 9:30 - 16:30 Show open 17:00 - Teardown

※ Precautions for teardown and shipping: It is the exhibitor's responsibility to make sure and follow the requested work hours.

❷ JUDGING FEE AND SELECTED EXHIBIT FEE ※ Consumption tax is included.

1. JUDGING FEE (This will be invoiced after the first judging is complete in October)

JPY4,950 per work ※ JPY3,500 per company for Co-Entry.
(JPY12,300 per work for overseas non-members)

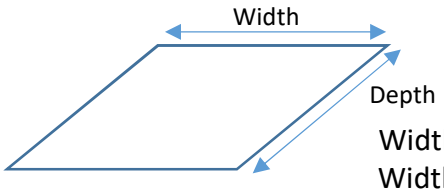
2. SELECTED EXHIBIT FEE (This will be invoiced after the first judging in October)

(1) JPY17,600 per work ※ JPY14,000 yen per company for Co-Entry.
(JPY44,000 per work for overseas non-members)

(2) Extra space and Kit charges (P. 2 ❶ Entry Requirements: For the work that falls under 1-(7), the following extra charge A or B will be added on top of the above mentioned selected exhibit fee 2-(1) JPY17,600.

A) Extra space charge (all categories except ㉑): If the exhibit space is large in width and depth, JPY5,100 for 1,000 mm or more, JPY10,200 for 2,000 mm or more, and JPY20,400 for 3,000 mm or more will be charged as an extra for width and depth respectively.

<Extra space charge>

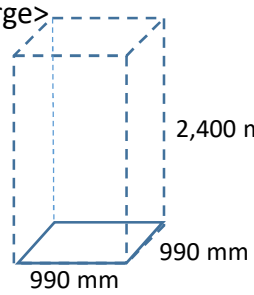


Width or depth is 1,000 mm or more: JPY5,000 extra
Width or depth is 2,000 mm or more: JPY10,000 extra
Width or depth is 3,000 mm or more: JPY20,000 extra

<Example> If a work exhibit space is 2,500 ㎜ wide x mm deep x 1,500 mm high, JPY10,200for the width by 2,000 mm or more + JPY 5,100for the depth by 1,000 mm or more, in total JPY15,300 will be added.

B) Extra Kit charge (㉑ Kit category only): When a work is exhibited in ㉑ Kit category, JPY15,300 is added per unit (within 990 mm wide x 990 mm deep x 2,400 mm high).

<Extra Kit charge>



1 unit space:
990 mm x 990 mm x 2,400 mm: JPY15,300 extra

<Example> If a work exhibit space is 3,600 mm wide x 990 mm deep x 2,400 mm high, It will be calculated 3,600 mm / 990 mm = 3.63 and a total of JPY15,300 x 4 (3,600 mm /990 mm) units = JPY61,200 will be added. (The fraction will be rounded up)

❸ JUDGING

1. FIRST JUDGING (SELECTED WORKS)

All entries will be judged by photos and documents, and the winners will be decided by a panel of 13 judges of the association.

2. SECOND JUDGING (SILVER AWARD WINNERS)

Judged by the actual works, Silver Award winners will be decided by a panel of 25 judges of the in-house judging committee, 12 of which will be added as the second judging committee to the 13 judges above.

3. THIRD JUDGING (GOLD AWARD WINNERS)

This is entrusted to the third judging panel. The Judges will examine the actual works of the Silver Award winners, ultimately deciding on one Gold Award winner for each category.

4. JUDGING RESULTS

The judging results will be announced at the Japan Promotional Marketing Show.

5. SECOND AND THIRD JUDGING CRITERIA

(1) Creative concept

(2) Excellent design and processing technology

(3) Appropriate material selection and manufacturing costs

(4) Well considered distribution and the point of use

(5) Large marketing effect

※ Great Performance "SUGOWAZA" and Promotion & Space Design categories are judged on the different criteria.

Great Performance "SUGOWAZA" category judging criteria

1) Innovative 2) Combination defying common sense 3) Special consideration for distribution

Promotion & Space Design category judging criteria

1) Concept 2) Design 3) Use of space

6. THIRD JUDGING PANEL

Chief judge: Shinji Suzuki (Senior Executive Director, Japan Advertisers Association)
Minoru Takahashi (Art Director) / Toshio Yamagata (Professor, Tama Art University)
Taketoshi Terai (Professor, Kanazawa College of Art) / Shin Kamijo (Operating Officer, Sendenkaigi Co., Ltd.)
Takeya Kurabayashi (President, Retail Insight Co., Ltd.) / Kazunori Kitajima (Chairman, JPM Show Committee)
Naoto Hayashi (Chairman, JPM Creative Committee) / Hideaki Kubota (JPM Councilor)

❹ AWARDS

1. GOLD AWARD (BEST CATEGORY AWARD)

A monument will be presented to both the advertiser and entrant company for the best work in each category. (※ The right to enter the Shop! Global Awards 2020 and the right to purchase OMA Indian Statuette will be given.) ※ JPM will support the entry for the Shop! Global Awards and purchase of OMA Indian Statuette.

2. SILVER AWARD

The outstanding work in each category will be presented a monument to both the advertiser and entrant company.

3. JUDGES SPECIAL AWARD

If there is a notable work or recommendation from the third judges, the work that is evaluated as worthy of the award through consultation will be presented a monument to both the advertiser and entrant company.

4. BUYING AREA "KAIBA" INNOVATION AWARD

Our Buying Area "KAIBA" Innovation committee will determine the awardee based on its own criteria and will announce the winner at the JPM Show, a work challenging to be precedent cases of future "KIAIBA" development.
Does it offering a new and challenging way of selling, such as "changing the consumer's buying behavior as part of a shop development"?

The best works from all the works entered in each of JPM POP Creative Awards and JPM Planning Solution Awards will be presented the monument to the advertisers and entrant companies.

5. THE MINISTER OF ECONOMY, TRADE AND INDUSTRY AWARD

(1) Judging Process

The third judging panel of JPM POP Creative Awards will consult and select one out of the Gold Award winners.

(2) Works for judging

Gold Award winners selected for JPM POP Creative Awards (Promotion & Space Design category is excluded)

(3) Judging criteria

- Excellent solution ability at the point of purchase
- Creative concept
- Clear view on consumer interests

(4) Award

Minister of Economy, Trade and Industry Award

Award Certificate and OMA Indian Statuette will be presented to both the advertiser and entrant company for the best of the titles.

❺ PUBLICATION OF SELECTED AND WINNING WORKS

(1) All is handled and published only by and through the Japan Promotional Marketing Show.

(2) All copyrights of the photos of works exhibited at the Japan Promotional Marketing Show are to be delegated and approved to the Japan Promotional Marketing Institute for use in publications and PR / education related to the Japan Promotional Marketing Institute.

(3) Selected and winning works will be displayed at the exhibition.

(4) Selected and winning works will be published in the yearbook referring to what is written in the entry forms.

❻ OTHER NOTES

(1) If any exhibitor wants to display the products in the exhibit work, it must be managed at the exhibitor's sole responsibility.

(2) The exhibitors should bear the responsibility for the copyrights and industrial property rights of the exhibit work.

(3) Please contact JPM for further assistance at jpm_show@jpm-inc.jp.

ENTRY CATEGORIES CLASSIFICATION TABLE

Please read the Entry Requirements carefully and prepare for your entry.

【ENTRY CATEGORIES CLASSIFICATION TABLE】

Category	Classification \ Installation Type and Cost Classifications		Counter Type		Floor Type			
			Delivery Unit Cost					
Industry-Based Categories	①Pharmaceutical and Medical Supplies		Less than JPY3,000 **11**	JPY3,000 or more **12**	Less than JPY5,000 **13**	JPY5,000 or more **14**		
	② Toiletries	Less than JPY1,500 **20**	JPY1,500 to less than JPY3,000 **21**	JPY3,000 or more **22**	Less than JPY5,000 **23**	JPY5,000 or more **24**		
	③Cosmetics counter type (Sales and display function)	Less than JPY1,500 **30**	JPY1,500 to less than JPY3,000 **31**	JPY3,000 or more **32**				
	④Cosmetics counter type (Notice and presentation function)	Less than JPY5,000 **40**	JPY5,000 to less than JPY10,000 **41**	JPY10,000 or more **42**				
	⑤Cosmetics floor type				Less than JPY5,000 **53**	JPY5,000 to less than JPY10,000 **54**	JPY10,000 to less than JPY30,000 **55**	JPY30,000 or more **56**
	⑥Audio · Audio Visual Equipment· Communication · Office Equipment · Camera		Less than JPY3,000 **61**	JPY3,000 or more **62**	Less than JPY5,000 **63**	JPY5,000 or more **64**		
	⑦Stationery · Fashion Accessories · Glasses · Watches		Less than JPY3,000 **71**	JPY3,000 or more **72**	Less than JPY5,000 **73**	JPY5,000 or more **74**		
	⑧Household Goods		Less than JPY3,000 **81**	JPY3,000 or more **82**	Less than JPY5,000 **83**	JPY5,000 or more **84**		
	⑨Home Appliances		Less than JPY10,000 **91**	JPY10,000 or more **92**	Less than JPY10,000 **93**	JPY10,000 or more **94**		
	⑩Foods		Less than JPY3,000 **101**	JPY3,000 or more **102**	Less than JPY5,000 **103**	JPY5,000 or more **104**		
	⑪Beverages		Less than JPY3,000 **111**	JPY3,000 or more **112**	Less than JPY5,000 **113**	JPY5,000 or more **114**		
	⑫Alcoholic Beverages		Less than JPY3,000 **121**	JPY3,000 or more **122**	Less than JPY5,000 **123**	JPY5,000 or more **124**		
	⑬Tobacco		Less than JPY3,000 **131**	JPY3,000 or more **132**	Less than JPY5,000 **133**	JPY5,000 or more **134**		
	⑭Transportation · Energy · Sports · Travel		Less than JPY3,000 **141**	JPY3,000 or more **142**	Less than JPY10,000 **143**	JPY10,000 or more **144**		
	⑮Publishing · Entertainments · Finance · Other industries		Less than JPY3,000 **151**	JPY3,000 or more **152**	Less than JPY10,000 **153**	JPY10,000 or more **154**		
Form-Based Categories	⑯Hangers		Notification function		Sales function			
			Less than JPY1,000 **161**	JPY1,000 or more **162**	Less than JPY1,000 **163**	JPY1,000 or more **164**		
	⑰Show Cards · Stickers		**171**					
	⑱Shop Curtain · Banner · Flag · Tapestry · Wall		**181**					
	⑲ Streamer · Signboard · Inflatable · Cut-Outs		**191**					
	⑳Signs		Storefront and In-Store Signs **201**					
	㉑Kit		Small Kit **211**	Medium Kit **212**		Large Kit **213**		
Other Categories	㉒ POP Package		221					
	㉓ Great Performance "SUGOWAZA"		231					
	㉔ Overseas		Counter Type **241**		Floor Type **242**			
Special Category	㉕ Promotion · Space Design		251				Not eligible for Minister of Economy, Trade and Industry Award, Single Item accepted	

※ The work being entered mis-classified, will be corrected at the time of judging.

REMARKS

(1) For the entries, please refer to the following remarks and select each suitable Code Number from the [ENTRY CATEGORIES] Classification Table on page 8.

① Pharmaceutical and Medical Supplies category includes Medicines, Thermometers, Insecticides and Nourishing Drinks.
② Toiletries category includes Dental Products, Soap, Detergents, Bath Additives, Hair Coloring and Hair Care Products, Hair restorer, Hand Cream and Air Freshener.
③ Cosmetics counter type (Sales and display function),
④ Cosmetics counter type (Notice and presentation function) and
⑤ Cosmetics floor type categories include Perfume, Eau de Cologne, Lip Balm, Facial Soap, Facial Cleanser and Enamel Collar.
⑥ Audio · Audio Visual equipment's · Communication · Office Equipment · Camera category includes TV, Radio, Video Deck, Recording and Storage Media, Video Cameras, Digital Cameras Personal Computers, PC Peripherals, Telephone and Fax Machines.
⑧ Household Goods category includes Household Goods, Thermos, etc.
⑨ Home Appliances category includes Washing Machines, Refrigerators, Air Conditioners, Fans and Dryer.
⑩ Foods category includes Sweets and Seasonings.
⑪ Beverages
⑫ Alcoholic Beverages category includes Beer, Non-Alcohol Beer, Whiskey, Wine, etc.
⑬ Tobacco category includes Electronic Cigarettes and Tobacco-Related products.
⑭ Transportation · Energy · Sports · Travel category includes Automobile, Auto Accessories, Bicycles, Transportation, Gas, Electricity, Sporting Goods.
⑮ Publishing · Entertainments · Finance · Other industries category includes Clothing, Pets, DIY, Housing, Distribution (Retail), etc.
⑯ Hangers category includes Sealing.
⑰ Show Cards · Stickers category include small items such as Bottle Toppers and Flapping.
⑱ Shop Curtain · Banner · Flag · Tapestry · Wall category includes Hanging Curtains, Banners, etc.
⑲ Streamer · Signboard · Inflatable · Cut-Outs category needs to be a floor type.
⑳ Signs category refers to small items in storefronts or in-store, such as Signboards.
㉑ Kit category: Small Kit refers to a partial use of Gondola, Classic partial kit, Counter kit, etc. (1,200 mm wide or less, 1 to 2 shelves). Medium Kit refers to a full use of Gondola (1,200 mm wide or less including accessories). Large Kit refers to End Display, Island, etc. (1,200 mm wide or more).
㉒ POP Package category refers to any packages with sales promotion function. It should not be a simple package, but it should have been well thought and has a POP function.
㉓ Great Performance "SUGOWAZA" is the category that the works promote the originality and ingenuity in terms of technology and processing (see Note 1).
㉔ Overseas category is for the JPM members in Asia as well as for all other non-member companies overseas.

㉕ Promotion & Space Design category will be judged and also exhibited by the panel photos. Promotion & Space Design category includes Large Displays, Event Spaces, Pop-Up Shops, etc. that lead to purchasing. Entry is accepted from one run, but it is not eligible for the Minister of Economy, Trade and Industry Award.

(2) Industry-Based categories ① to ⑮ are classified into "Counter type etc." and "Floor type" and also classified by delivery unit price. ⑯ to ㉑ are Form-Based categories. ㉒㉓㉔ are other categories. However, ⑯ is classified by Delivery unit price of "Notification function" or "Sales function".

⑳ Signs category refers to "Storefront and In-Store Signs", ㉑ Kit category is classified by "Small Kit (1,200 mm wide or less, partial use of Gondola, Classic partial kit etc.)" or "Medium Kit (1,200 mm wide or more, full use of Gondola, etc. and accessories included)", or “Large Kit (1,200 mm wide or more, End Display, Island, etc.)".

㉔ Overseas category is for overseas entries and is classified by "Counter type" and "Floor type & Kit". The works for ⑯㉑㉒㉓ categories can also be entered the Industry-Based categories ① to ⑮.

(3) If you are entering multiple works of different types, it will be for ㉑ Kit category. This refers to Campaign Kits, Large-Scale Display Sales Kits, Large Over-The-Counter Production Kits, etc. The basic Exhibit space is within 990 mm wide x 990 mm deep x 2,400 mm high.

Note 1) For ㉓ Great Performance "SUGOWAZA" category, please submit the works that meet either of the following conditions.
1. Being innovative in design, material, structure, processing and function.
2. Combination of the above 1 is breaking the conventional common sense.
3. Special consideration for distribution (transportation, stores) and the environment.

Note 2) For ㉕ Promotional & Space Design category, please apply for works that meet the following conditions.
"Showrooms that are not a permanent facility, but for a limited time selling the products on the spot (or being adjacent to the point of sale) are not accepted. Pop-up shops are good. Entry is possible from one run, but not eligible for the Minister of Economy, Trade and Industry Award."

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