OFFICIAL ENTRY GUIDELINES & FORMS

Deadline for all entries: March 6, 2015

May 5-7, 2015
Las Vegas Convention Center
Register at www.nationalhardwareshow.com

INDUSTRY SPONSORS:
2015 PACKAGING ENTRY GUIDELINES

CATEGORIES

- Hardware and Fasteners
- Plumbing/HVAC
- Electrical/Lighting
- Lawn and Garden
- Paint and Decorating
- Hand Tools
- Power Tools
- Building Materials
- Housewares
- Consumables/General Merchandise

JUDGING CRITERIA

- Overall Shelf and Sales Appeal - Demonstrates marketability and merchandising value.
- Graphic Design - Demonstrates attractive and appropriate design that complements the product.
- Innovation - Demonstrates new ideas, techniques, materials, design and/or advancement in the field of packaging.
- Packaging Efficiency - Materials used are economical and demonstrate appropriate size and performance for the product.
- Shelf Life - Demonstrates packaging protection, performance and durability.
- Selling Feature - How well the packaging conveys the features and benefits of the product.

ENTRY RULES AND REGULATIONS

- All packaging entries must fill out the online entry and payment form, submit a high resolution photo of the product and ship a physical packaging sample to NRHA by Friday, March 6, 2015.
- Entries must be currently available for sale. No prototypes will be accepted.
- Entrants are permitted to send empty packaging samples. However, if the product plays a vital role in the presentation of the packaging, entrants are encouraged to submit a comprehensive sample that includes the product.
- When mailing a packaging sample, if the product contains liquid (i.e. window cleaner, household chemicals, etc.) please empty the liquid before shipping and submit only the packaging itself.
- Once an entry and payment form have been processed, NRHA will send you a confirmation email with additional details and shipping instructions.
- Samples sent to NRHA that include a product will be donated to charities, unless otherwise requested.
- Submitted photos, samples and entry information will not be returned to entrants unless agreements are made between the entrant and NRHA to return samples at the entrant’s expense.
- Judges will only evaluate those packaging entries in which a full payment, complete entry form, appropriate packaging sample and a high resolution image have been submitted. Entries that do not meet the listed requirements will not be accepted.
- NRHA has the right to disqualify any entry that does not meet the full requirements of the competition.
- NRHA has the right to refuse a refund to any entrant for any reason at any time.
- NRHA assumes no liability and will not be held responsible for any lost, damaged, misplaced or incomplete entries received at any point during shipping, holding, judging, display, expo, or other point during the competition. NRHA takes no responsibility for any mistakes, errors, omissions, etc., in entries of publication releases.

- First entry - $395
- First entry for Vendor Partners - $345
- Any additional entry - $295

ENVIRONMENTAL PACKAGING AWARD

NRHA will also present a special award to the packaging entry that has made the greatest advancements in the field of environmental packaging. Entries should contribute to “green” initiatives such as sustainability, eliminating waste, saving energy, reducing the amount of materials used, etc. To submit an entry for this category, designate on your general packaging entry form that the entry should be considered, and provide a brief description as to how the entry has made advancements in “green” packaging initiatives. There is no additional fee associated with consideration for this award.

Enter online at www.nrha.org/pmas
CATEGORIES
• Counter-Top Displays
• Free-standing Merchandisers
• In-Aisle Feature/Benefit Signs
• Merchandising Clip Strips
• Rolling Racks
• Disposable Dump Bins
• Wall/Gondola Wing Panels

JUDGING CRITERIA
• Attention-Capturing Ability - Ability to catch the attention of a customer and create a desire to learn more about the products.
• Graphic Design - Demonstrates attractive and appropriate design that complements the product.
• Innovation - Demonstrates new ideas, techniques, materials, design and/or advancement in the merchandising field.
• Material Usage and Selection - Materials used are economical and demonstrate appropriate size and performance.
• Informational Value - How well the merchandising material and/or display presents the information about the product, conveying its features and benefits clearly and concisely.

ENTRY RULES AND REGULATIONS
• All merchandising entries must: fill out the online entry and payment form and submit at least one high resolution photo of the merchandiser to NRHA by Friday, March 6, 2015.
• Merchandising entries will be based on photos only. Physical samples will not be accepted.
• Entries must be currently available for sale. No prototypes will be accepted.
• Submitted photos and entry information will not be returned to entrants unless agreements are made between the entrant and NRHA.
• Judges will only evaluate those entries in which a full payment, complete entry form and high resolution images have been submitted. Entries that do not meet the listed requirements will not be accepted.
• NRHA has the right to disqualify any entry that does not meet the full requirements of the competition.
• NRHA has the right to refuse a refund to any entrant for any reason at any time.
• NRHA assumes no liability and will not be held responsible for any lost, damaged, misplaced or incomplete entries received at any point during the shipping, holding, judging, display, expo, or other point during the competition. NRHA takes no responsibility for any mistakes, errors, omissions, etc., in entries of publication releases.

For more information, visit www.nrha.org/pmas or contact Holly Wegeng at hwegeng@nrha.org or 317-275-9419.
2015 NRHA PACKAGING AWARDS ENTRY FORM

Company Information

Company Name ____________________________________________
Contact Person __________________________________________ Title ________________________________
Company Address __________________________________________
City __________________________________________ State _______________ Zip Code _______________
Phone ______________________________ Fax ______________________
E-mail Address __________________________________________

Packaging Entry Information

Name of Product ________________________________________________________________________________
Packaging Designer __________________________________________ Company ____________________________________
(please check one) ☐ In-House Designer ☐ Outside Design Agency

Category (please check ONE):
☐ Hardware and Fasteners ☐ Plumbing/HVAC ☐ Electrical/Lighting ☐ Hand Tools ☐ Housewares
☐ Lawn and Garden ☐ Paint and Decorating ☐ Power Tools ☐ Building Materials ☐ Consumables/
General Merchandise

Packaging Dimensions: Length ______" x Width ______" x Height ______" Weight ______ lbs.

Please note that information submitted below will be reflected in printed materials and literature. If more space is required, please use an additional sheet of paper and attach it to this form.

Materials/Supplies Used:

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Brief Description of your Product:

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

How does this product meet the judging criteria?

__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Environmental Packaging of the Year Award

If you would like your packaging entry considered for the Environmental Packaging of the Year Award, please check the box below and include a brief description on how the entry has made advancements in "green" packaging initiatives.

☐ Yes, I want to be considered for the Environmental Packaging of the Year Award

How to Enter: 1. Complete the appropriate entry forms (page 4 or 5).
2. Complete the payment authorization form (page 6).
3. Fax forms to (317) 275-9403, email to hwegeng@nrha.org or call Holly Wegeng at (317) 275-9419 for more information.
2015 NRHA MERCHANDISING AWARDS ENTRY FORM

Complete this entry form and the payment authorization form on page 6. Fax both this form and the payment authorization form to (317) 275-9403, attn: Holly Wegeng or email to hwegeng@nrha.org. A separate entry form must be submitted for each entry (entry fee applies to each package entered). You can also enter online at nrha.org/pmas.

**Company Information**

Company Name ________________________________________________________________

Contact Person ____________________________ Title ________________________________

Company Address ______________________________________________________________________________________

City ____________________________ State ________________ Zip Code ________________

Phone ____________________________ Fax ____________________________

E-mail Address ____________________________

**Merchandising/POP Information**

Name of Merchandising Aid/Display/POP Material _______________________________________

Designer ____________________________ Company ____________________________

(please check one)  □ In-House Designer   □ Outside Design Agency

**Category** (please check ONE):

□ Counter-Top Displays   □ Free-standing Merchandise Displays   □ Rolling Racks

□ Merchandising “Clip” Strips  □ In-Aisle Feature/Benefit Signs   □ Disposable Dump Bins

□ Wall/Gondola Wing Panels

Packaging Dimensions:  Length _____" x Width _____" x Height _____"  Weight _________ lbs.

Please note that information submitted below will be reflected in printed materials and literature. If more space is required, please use an additional sheet of paper and attach it to this form.

**Materials/Supplies Used:**

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**Brief Description of your Product:**

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**How does this product meet the judging criteria?**

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________
**2015 NRHA PACKAGING AND MERCHANDISING AWARDS PROGRAM PAYMENT AUTHORIZATION FORM**

Complete this payment authorization form and appropriate entry form. Fax both forms to (317) 275-9403, attn: Holly Wegeng, or email forms to hwegeng@nrha.org. A separate entry form must be submitted for each entry (entry fee applies to each package entered). Only one payment authorization form is required. All entries must be accounted for on the payment authorization form.

**Entry Information**

Company Name ___________________________________________________________________________________________

Contact Person _______________________________________ Title _______________________________________________

Company Address ________________________________________________________________________________________

City _________________________________________________ State ______________________ Zip Code _______________

Phone _______________________________________________ Fax ________________________________________________

E-mail Address ____________________________________________________________________________________________

**Number of Packaging Entries and Category**

______________________________________________________________________________________________

**Number of Merchandising Entries and Category**

______________________________________________________________________________________________

**Cost:**

For non-NRHA Vendor Partners: __________(first entry) x $395 = $_________ total

For NRHA Vendor Partners: __________(first entry) x $345 = $_________ total

All Additional Entries: __________(additional entries) x $295 per entry = $_________ total

$_________ Grand total

**Payment Type**

☐ My Check is Enclosed

☐ Credit Card Payment: ☐ Bill My ☐ Visa ☐ Master Card ☐ American Express

Name on Card ________________________________________________________________

Credit Card Number __________________________________________________________________________ Expiration Date ________________

Billing Address __________________________________________________________________________________

City, State, Zip ________________________________________________________________________________

*Signature ____________________________________________ Date ___________________________

*In signing this form, the cardholder accepts all charges on the above named credit card and considers this form legal and binding.

Once all entry materials have been received and payment has been processed, a confirmation e-mail and a request for a sample of the entered packaging will be sent to the above contact from NRHA. Packaging entrants who fail to submit packaging samples after payments have been processed will be disqualified from the competition and no refund will be given for the entry fee.

NRHA assumes no liability and will not be held responsible for any lost, damaged, misplaced, or incomplete entries received at any point during the shipping, holding, judging, display, expo, awards or any other point during the competition. NRHA takes no responsibility for any mistakes, errors, omissions, etc., in entries or publication releases. NRHA has the right to disqualify any entry that does not meet the full requirements of the competition, and to refuse a refund to any entrant for any reason at any time.

**General Guidelines**

- All entries must be available for sale at the time of entry. No sample, prototype or test-run product packaging entries will be accepted.
- Submitted photos, samples and entries will not be returned to entrants unless arrangements are made between the entrant and NRHA to return samples at the entrant’s expense.
- Judges will only evaluate those entries in which a full payment, separate entry form, and appropriate packaging and/or photo(s) have been submitted. Entries that do not meet the listed requirements will not be accepted.