

Euroshop 2014
ISO member exhibitors'
Best-in-Show
Award Contest

ISO
International
Shopfitting
Organisation



16-20th February 2014

Score card for Jury members, scores from 1 to 5 meaning, 1: bad, 3: neutral and 5: *very good*.

Each member of the Jury has maximum 5 points to place on each exhibitor to be evaluated.
The points must be distributed *in each category*, example: Exhibitor “X” may get 3 for Product Presentation, 1 for Idea, and 0 for Design, so he gets in this case total 4, and *not* the maximum 5. Another may get 5 for Design, and that’s max. so he gets nothing for Product Presentation or Idea. Got it?

The categories are:

P for PRODUCT PRESENTATION

We are here to sell!

You can’t help touching, remembering, buying what’s presented.

Key words to earn high scores are:

A simple and understandable, yet attractive product- or businessformat-presentation.

WOW, I buy that - this looks like good business!

I for IDEA

We are the creative shopfitters!

Our never ending number of good ideas stimulates the attraction of the retail store and trade.

Key words to earn high scores are:

Original, innovative, creative, fresh, never seen before.

New, remarkable, and attractive to the customer!

D for DESIGN

We design the stores of the future!

ISO members know how to design the profitable, eye catching stores.

Key words to earn high scores are:

Complete symbiosis of colour, shape, light and function. Memorable for being visionary, beautiful, desirable.

Did you see that? Isn’t that just wonderful?

Dear ISO “Best-in-Show” jury member.

Please find enclosed the shortlist of ISO members exhibiting at the Euroshop 2014.

You will undertake the evaluation of a few booths as assigned by ISO.

At each booth you evaluate you will leave the enclosed letter information and invitation.

Use your maximum 5 points to each exhibitor wisely, split among the categories **P**, **I**, and **D**, and

hand in your score card to the secretariat at the **ISO Meeting Point** 10F18 (tel: +45 4050 4940)

not later than Monday afternoon 17th February at 2 p.m

The scores are counted before 3 p.m. and the winners are selected, and their Diplomas prepared in time for the Award Ceremony at the ISO Meeting Point 5 p.m.

The Award ceremony is the highlight of the ISO Members’ Get-together-Party Sunday at 4:30 p.m.
May the best companies win!

Tony Kramps
ISO president