

# Top 5 Craft Retailers of Atlantic Canada



## **DEADLINE FOR NOMINATIONS IS: JANUARY 10, 2011**

The TOP 5 Craft Retailers of Atlantic Canada Awards are the principle form of recognition for leadership and excellence for Craft Retailing in Atlantic Canada. Awards winners are Craft Retailers who exemplify professionalism in dealing with craft producers and are strong supporters of the craft industry in Atlantic Canada. The awards will be given annually during a gala ceremony held in conjunction with the Atlantic Craft Trade Show (ACTS) in February 2011. An Award plaque is presented to the Top 5 Craft Retailers, chosen by our Award Review Committee, from the nominations submitted.

Recipients of the Top 5 Craft Retailers of Atlantic Canada are experienced retailers of CRAFT AND GIFTWARE THROUGHOUT Atlantic Canada who, by their professional example, personify outstanding standards within the industry. Through dedication and commitment, recipients are those who have achieved prominence in their community's and credibility in the craft industry.

## **ELIGIBILITY:**

All craft/giftware retailers having their operations located in one or more of the Atlantic Provinces and working in the retail industry will be eligible for nomination for the Top 5 Craft Retailers of Atlantic Canada awards.

Retailers must have a minimum of 50% of their inventory comprised of products handcrafted and Made in Atlantic Canada. Eligible retailers must have been in business a minimum of 5 years and must be currently in operation.

## **CRITERIA:**

The purpose of this award is to recognize an individual, organization or company showing excellence in display, merchandising and service to the public and, through retailing, represents Atlantic Canada with quality craft and giftware products. The award also recognizes retailers who have shown superior leadership and excellence in working with the craft industry in Atlantic Canada

Out of 100 points, scoring is based on (but not limited to):

- 25 points for representing Atlantic Canada with quality craft and giftware products in a retail setting for at least 5 years
- 25 points for showing excellence in the quality of handcrafted merchandise from one or more of the Atlantic Provinces
- 20 points for contribution to the growth of the industry by assisting the development of craft and giftware producers and their product lines.
- 15 points for outstanding display, merchandising and service to the public
- 15 points for enhancing the development of excellence in the craft industry in Atlantic Canada

## **NOMINATION CHECKLIST:**

Should you wish your nomination to stand, your name will be submitted to the Top 5 Craft Retailer Review Committee. The Review Committee will base their decisions for award winners based on the information submitted either by the nominee or nominator. You must use the form included in this package and you may include additional information to support the nomination.

We encourage those being nominated (or the nominator) to submit documentation to highlight your accomplishments and abilities of the retailer. This could include (but not limited to ) items like photographs, brochures, catalogues, newspaper articles, written descriptions and/or letters of support from craft producers from Atlantic Canada. Keep in mind this is a competitive process!

The following is a list of things that you might want to include in your supporting documents:

- Provide color brochures, catalogues, advertisements, photographs, newspaper clippings.
- Identify your complete range of product lines.
- Identify your unique marketing abilities.
- Indicate your number of employees and shops.
- Briefly summarize how you have had an impact on the growth and/or development of the craft industry.
- How have you demonstrated support and leadership over the last 5 years?
- Briefly describe how you have contributed to the level of quality of crafts / giftware.
- Describe how you have been able to work with a wide variety of people.



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## 2011 NOMINATION FORM

**Deadline for Nominations is 4:00 pm January 10, 2011**

Use a separate form for each nomination. Please refer to the nomination criteria for information on eligibility. The nomination checklist can be used to help the nominee prepare supporting documentation.

I (We) would like to nominate:

Store Name: \_\_\_\_\_

Owners: \_\_\_\_\_

Address \_\_\_\_\_

City/Prov. \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Website : \_\_\_\_\_

The nominated craft retailer is aware of this nomination and has agreed to the nomination:

Yes

No

Please complete the Statement of Nomination attached and include any additional materials you may wish to include: photo's, brochures, website, advertising, news articles that support your nomination.

Name of Nominator \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Please submit your nomination to the Atlantic Craft Trade Show office at:

### Deadline for Nominations – January 10, 2011

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