**Retailer Entry Form**

**National Conference Centre Tuesday 7th February 2017**

Please fill in all of section 1 and attach evidence for sections 2 & 3. This form can also be completed online

Section 1: Company details

|  |  |  |  |
| --- | --- | --- | --- |
| Contact Name  |       | Telephone |       |
| Name of Business |       |
| Address |        |
|       | Website  |       |
| E-mail |       |  |

# Business Description

|  |
| --- |
| Please describe your type of business (e.g. DIY Multiple, hardware store, independent garden centre, security retailer etc.)  |
|       |
| Number of stores |       | Annual turnover |       |

# Additional information

|  |
| --- |
| The DIY Week Awards 2017 are working in partnership with Spring Fair and would be grateful to know if you are:  |
| Already registered to visit  | [ ]  | Interested in visiting | [ ]  | Not interested in Spring Fair  | [ ]  |
| Please also tell us if you are a member of the following:  |
| BHF | [ ]  | GCA | [ ]  |  |  |

Section 2: Entry statement and further information - please supply 1500 words (max)

This is where you get the chance to tell us about all the great things that are happening within your business. In your entry please highlight for the judges any achievements, initiatives and examples of where you believe your business excels or goes the extra mile. Where talking about an improvement or change you have made that has benefitted the business, our judges would love to see what positive impact this has had.

Areas you may wish to tell our judges about are your in-store offer, merchandising, staff training & incentives, customer service, marketing and events, interaction with your local community/charity fundraising, digital/multi-channel activities, improvements in financial performance & plans for the year ahead. This list is by no means exhaustive, so feel free to include anything we may have missed that helps you demonstrate why you should be named a DIY Week Retailer of the Year.

**All entries must include as a minimum requirement:**

* A brief history of the business
* Why you think your business is a DIY Week Award winner

Section 3: Supporting material

Judges have requested that images support each entry.

**Please include:**

* External shots of your store, including signage and shop window displays
* Internal shots, including shop counter and general shelving or product displays
* Images that help demonstrate any key developments you have discussed within your entry, i.e. new staff uniforms, a remodel, new layouts and signage.

**Optional (please check the box(es) if you are supplying any of the below)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Financial summary (past 3 years)  | [ ]  | Customer/ supplier testimonials | [ ]  | Press cuttings or coverage in local trade news  | [ ]  |
| Other images which are relevant | [ ]  | Examples of advertising | [ ]  | Screen grabs of your website | [ ]  |
| Other |       |

For more information about the entry process and accepted materials, go to [www.diyweekawards.co.uk/enter](http://www.diyweekawards.co.uk/enter)

Please submit all materials via the online form, WeTransfer or directly to Joanne Bamber at JBamber@datateam.co.uk

If you have any queries, or need further assistance please contact Joanne Bamber 01253 870780