

FOR IMMEDIATE RELEASE

Shop! Awards to Create Festive Virtual Awards

Chicago, IL – Shop!, the global trade association dedicated to enhancing retail environments and experiences, announced today that it will produce a hosted, live-streaming event to announce the winners of its prestigious OMA, Global, and Design Awards.

Beginning at 4:30 Eastern on Thursday, June 25th, emcee Melissa Gonzalez and host Tom Sullivan will co-present the 2020 show, via a feed available through ShopAwards.org.

“We, at Shop!, are thrilled to maintain our over 60-year tradition of producing a top-notch program recognizing the industry’s top achievers,” said Shop! Executive Director Todd Dittman. “I’d especially like to thank our sponsors Westrock, Great Northern, Duraco, Bish Creative, the Lioness Group, Menasha, GH+A, and VMSD for their support, and I’m truly grateful for our partners and staff who are working even harder to prepare this first-ever online celebration.”

The Shop Awards recognize the best new designs in retail environments and experiences through three award programs, each celebrating a different area of expertise:

- **The OMA Awards** recognize the excellent displays that set the merchandising and design precedents of today. Shop! awards gold, silver and bronze honors for permanent, semi-permanent, and temporary displays in product- and retail-based categories as well as digital interactive and signage/window displays.
- **The Global Awards** recognize excellence in point-of-purchase advertising display, marketing-at-retail and retail design. This competition welcomes Gold-winning displays from individual Shop! global affiliates’ industry awards from the past year to celebrate the best from all over the world.
- **The Design Awards** celebrate achievements in areas such as new store design, renovations, fixtures, visual presentation projects, and in-store communications. Entries are cited for excellence in design, originality in use of space and materials, and quality of concept execution.

“Perhaps more than any other year, the 2020 awards will showcase how innovation can help to enhance retail design,” says Shop! Executive Director Todd Dittman. “While storefronts around the world remain quieter than ever, the collective strength of our members and partners will certainly help fuel the global economy’s regrowth into the future.”

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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.

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