

## CATEGORY DESCRIPTION

### On-Site Sales Presentation

#### 38. Design / Decor Centre

This award recognizes the best design or décor centre by an OHBA member. Project-specific, corporate showrooms and independent design centers are eligible.

#### Judging Criteria

- Functionality and efficiency
- Uniqueness of Design
- Variety of product offerings
- Visual appeal
- Written Content

#### Requirements – To Enter

- Model Name
- Marketing Budget
- Written Content - Guided Questions ( 200 max words per question )
  - Describe how the design/decor centre maximizes functionality, making the most efficient use of space.
  - What sets your design/decor centre apart in terms of the presenting a range of product offerings?
  - Describe how the finishings, furnishings and accessories appeal to the target market.
  - Describe the creative, design, and/or technological elements that enhances customer experience.
  - Describe the target market, and how the decor centre was designed to reach this market.

#### Requirements to Upload

- Project Logo (if applicable)
- Company Logo ( Builder/Developer/Renovator )
- 3 - 5 photos of interior ( Minimum 1500 pixels in height or width. )
- 1 Floorplan of decor centre layout (with dimensions)
- 4 - 6 Sets of comparative photos showing the "before" and "after view" (for previous winners) (
  - Each set consists of 2 files (1 before and 1 after). Therefore 4 sets would equal 8 files
  - Before and after views must be from same angle
  - Both images should either be landscape or portrait - Not a combination of both.Minimum 1500 pixels in height or width. )
- 1 “before” Floorplan (for previous winners) (
  - Hand drawn sketches will be accepted. Highlight the renovated area.)
- 1 “after” Floorplan (for previous winners) ( Hand drawn sketches will be accepted. Highlight the renovated area. )