

# The GIMA Awards 2010

## 1st July 2010 at The Midland Hotel, Manchester

### Entering the GIMA Awards

If your company has launched a new product or marketing campaign between June 2009 and May 2010, this could be your chance to win one of the most prestigious awards of the year. Simply by entering, your product or marketing innovation will take centre stage in front of a judging panel of leading industry experts and buyers. You do not have to be a GIMA member to enter as all suppliers to the garden retail trade are eligible. To enter the awards will cost £80 +VAT for the first three entries and £35 +VAT for each subsequent single entries entry after that for members. For non members, the prices will be £100 +VAT for the first three entries and £50 +VAT, for subsequent single entries.

### Awards Categories 2010

The GIMA Awards recognise excellence in New Product, Product Development, and all aspects of Marketing, support for the retailer and success in Export Achievement. Entries for the 2010 Awards, from suppliers and manufacturers only, must relate to products and marketing activities available to all retailer (private label product is not eligible for entry) launched during the current season, from June 2009 to May 2010 inclusive.

#### GIMA Sword of Excellence

This award is presented to the best of the winners from the ten product categories below.

#### Product Categories

**A1 Garden Care** including fertilisers, chemicals, growing media and plant care products.

**A2 Equipment and Sundries** including pots, planters and containers, lighting, watering equipment, plant support, propagation.

**A3 Tools and Implements** including hand tools, wheelbarrows, brooms, buggies and other accessories associated with gardening and garden DIY.

**A4 Outdoor Leisure** including garden furniture, barbecues, patio ware, water features and ornaments, clothing.

**A5 Garden Machinery (sponsored by BAGMA)** including mowers, garden/leaf vacuums, scarifiers, lawnrakers, hedge cutters, brush cutters, shredders, cultivators and trimmers.



**A6 Growing Products** including seeds, bulbs, indoor, outdoor and water garden plants both hardy and seasonal varieties.

**A7 Garden Landscaping** including construction materials, paving, decking, building products, decorative materials and aggregates, fencing.

**A8 Garden Retail Related Products** including Christmas goods, house and homewares, foods and confectionary, giftware.

**A9 Pet Care, Aquatics and Wild Bird Care Products (sponsored by PPRA)** including indoor aquatics, outdoor water gardening products, animal health and husbandry products and toys.



**A10 Environmental Award** This category is open to any products that take special account of the needs of the environment and assist domestic gardeners in meeting their own environmental desires. The product and its packaging and consumer message will also be taken into account in the judging criteria.

#### GIMA Award for Marketing Excellence

This award is presented to the best of the winners from the four marketing categories below.

#### Marketing Categories

**B1 Best Supplier's Information (non transactional) Website** Aimed at the consumer to provide product information, advice, support, and stockist information. The judging criteria used will be: provision of appropriate information, data, site navigation and functionality

**B2 Best Point of Sale Material** including indoor or outdoor merchandisers, displays, promotions, point of sale and video presentations. Judging criteria: originality, idea, presentation, use of materials and media.

**B3 Best Consumer Product Packaging** (consumer packs only) Judging criteria: fitness for purpose, durability, waste management, suitability for transportation and conveyance of information to the consumer.

**B4 Best Consumer Marketing** (in local or national press, the gardening press, radio and television, consumer product literature) Judging criteria: based on idea and presentation, not the media choice or level of expenditure.

#### Special Achievement Awards

**Export Achievement Award (sponsored by Gardenex)** To recognise success in selling British garden and leisure products to international markets during the period from January 2009 to the present. To be judged by an independent judging panel via the separate entry form.



**Supplier of the Year Award (sponsored by The Garden Centre Association)** To be judged by retailer members of the GCA via a separate entry form circulated to GCA Members. Judges will be looking at the level of support from suppliers in terms of margin potential, value, reliability and other forms of support.

