

AUSTRALIAN DVD & VIDEO INDUSTRY AWARDS

Proudly sponsored by AAV Regency

2004 AVRA RETAILER EXCELLENCE AWARDS

ENTRY FORM

*Excellence Award for Best Retail Store - State by State
Overall National Retailer of the Year*

Store Name:

Address:

.....

State:

Phone:

Owner/Manager's Name:.....

Owner/Manager's Signature:

Closing date for entries is Friday 20th August 2004.

Please refer to back page for rules and conditions of entry

www.avra.com.au

AUSTRALIAN DVD & VIDEO INDUSTRY AWARDS

RULES AND CONDITIONS OF ENTRY

1. You must be a financial member of AVRA
2. Entry forms will only be accepted if sent in personally by the nominee. No group head office nominations, on behalf of other stores, will be accepted.
3. Entry forms **must** include:
 - a. Six photographs of the nominated store including store front window, point of sale counter, display shelves, any free standing promotional display and store staff
4. **Judging:** The criteria for the judging of entries will be based on the following:
 - a. Outside presentation; instore presentation; staff appearance; instore promotions; product range including new releases and back catalogue, games and ancillary product lines.
 - b. The judging process will include a **Mystery Shopper Program** with every nominated store visited.
5. Entries will only be accepted by mail and should be sent to:

AVRA Ltd
PO Box 420
Spit Junction
NSW 2088
6. Closing date for entries is Friday 20th August 2004.
7. The decision of the judges is final and no correspondence will be entered into.

The winners of the **State** and **National** awards will be presented at the 2004 Australian DVD & Video Industry Awards night, Friday 29th October 2004 to be held at Star City Ballroom, Pyrmont, Sydney, commencing at 7.00pm.

All nominees are encouraged to attend this most prestigious industry event, as winners will only be announced on the night. If you are not there you will miss seeing your name and store pictures on the big screen and of course that big moment on stage!

Get a group together, bring along your friends and staff, this will be a night to remember.

Take advantage of our early bird booking offer by paying for your tickets when you send in your nomination.

Award Tickets normally \$165 per person

Early Bird Rate (if forwarded with store nomination form) \$145.00

Please find enclosed my cheque for \$ _____ for _____ tickets to the Australian DVD & Video Industry Awards, 29th October 2004.

Should you have any questions about the evening or require any advice about the conditions of entry, please call the AVRA office and speak to Ross Walden (02) 9960 0046.

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