



# Catalogue Exchange/ECMOD



## Groundbreaking Supplier Awards

**These all-new specialist supplier awards are designed to highlight the incredible contribution that our valued supplier organisations bring to the catalogue & online trading sector.**

Run in tandem with the newly branded, client nominated, Supplier Awards, there are FOUR additional opportunities to bring your organisation's achievements to the attention of the most active and influential client side people in the sector.

We cordially invite you to submit your entry in the

knowledge that each and every submission will be carefully scrutinised, evaluated and discussed, by a specially recruited panel of Catalogue Exchange board members. These director level individuals represent some of the most active client side organisations in the sector. Each will be looking not merely for innovation but for demonstrable proof of the ROI that entering suppliers are bringing to their clients, in line with this year's ECMOD theme: Driving Profitability.

### Your entry should comprise:

- ★ A 500 word summary of the product, solution or service provided as it relates specifically to businesses in Catalogue Exchange membership and to the wider catalogue & digital trading market. You should include the USP of your offering and the subsection of the sector it has been developed/introduced for – ie: B2B SME, multi-channel fashion retailer, etc...
- ★ At least one recently produced (past 12 months) case study or case studies, and/or up to six active client testimonials. In the case of a completely new to market solution of service – detail all the compelling reasons why sector businesses need and could benefit from your offering.
- ★ Details of your company's team members involved in the development, delivery and support functions for this area of your business.
- ★ One further document outlining your reasons why you believe your entry should win.

### The categories are:

★ most innovative solution  
– on-line customer engagement

★ most innovative solution  
– back end business management

★ most innovative cost-saving  
solution – off-line customer facing

★ best ROI from creative makeover/  
re-branding

There are many benefits to entering these awards – for one, your entry will be carefully considered by leaders of businesses exactly like those you wish to secure as clients. For the winners there will be considerable publicity as well as a new accolade to exploit in future business development/marketing drives. And for your team it will bring a welcome boost to morale.



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**Entry Deadline: Monday 7th September 2009**

All entries must be accompanied by 6 copies of this official entry form & full payment. The entry fee is £75 + vat per category. Please make cheques payable to: Synergy Partnership Ltd. A receipted invoice will be issued and

acknowledgement that your entry(ies) have been received and processed. If you have any queries or require any help with completing your entry please contact Sarah Cassim on 0871 855 5545 or sarah@catalogueexchange.co.uk

### Details

Please complete the following:

Your name: _____	Address: _____
Job Title: _____	_____
Brand name: _____	_____
Company name: (if different) _____	_____
Telephone: _____	_____
Email: _____	Post code: _____
Website: _____	

If you are entering more than one category & the above information will be common to all entries, making copies of this form will save you time as you go on to complete the specific information for each category entered. A separate form is mandatory for each category.

### Category entered

- Most innovative solution – on-line customer engagement**
- Most innovative solution – back end business management**
- Most innovative cost-saving solution – off-line customer facing**
- Best ROI from creative makeover/re-branding**

The shortlist will be announced by Tuesday 15th September. Each shortlisted company will get a free place at the Catalogue Exchange/ECMOD Supplier Awards dinner which takes place on Wednesday 7th October at the Copthorne Tara Hotel, Kensington, London. Winners will be announced at this event and presented with their trophy.

### Payment

£75 + vat per category = £86.25

- I enclose a cheque for the full amount of £**
- I would like to pay by Credit Card, please contact me.**

Please remember 6 complete sets, each containing a copy of each item being submitted, are required for forwarding to our judges.

Please send all entries to:

Catalogue Exchange/ECMOD Awards  
 155 High Street, Ilfracombe, Devon, EX34 9EZ UK  
 Tel: 0871 855 5545 Website: www.ecmod360.co.uk

All entries must arrive by 5.00pm latest Monday 7th September 2009

**To book your tickets for  
 the Catalogue Exchange/  
 ECMOD Supplier Awards  
 Evening call 0871 855 5545**