

SHOWCASE AWARDS 2026

A Marketing Awards Program Sponsored by NARI of Silicon Valley

OVERVIEW

NARI Silicon Valley members are invited to enter our [Showcase Awards](#) to gain recognition of their achievements. This program allows companies to present their [creative marketing efforts](#). Awards will be presented at the Holiday Awards Gala planned for **Thursday, December 10, 2026 at Villa Ragusa in Campbell.**

CATEGORIES

1. **Website** – marketing use of your website homepage and other sub-pages of interest. Your entry should be able to answer these questions below:
 - What features and design elements were implemented to improve your website's usability and ease of navigation?
 - What are some unique features?
 - What are the creative aspects, to include use of color, copy and layout?
 - What is the targeted audience i.e. homeowners, remodelers?
 - What are the google analytics for the last 6 or 12 months?
 - How effective has it been in driving sales for your company?
2. **Showroom** – use of how the space was used for marketing purposes, i.e. customers/clients, industry partners, mixers, educational events, meetings, etc. Your entry should be able to answer these questions below:
 - What objectives dictated the overall design?
 - How does the design affect the client experience for selections?
 - What are other positive aspects of the showroom?
 - How has this showroom impacted your business i.e. sales, walk-in traffic?
3. **Company Vehicle Signage/Advertising** – marketing use of your company vehicle(s). Your entry should be able to answer these questions below:
 - What type of signage is being used, your company vehicle(s), e.g. decal, magnetic sign, wrapping, other?
 - Earn an extra point if NARI Silicon Valley logo used (include photo or proof)
 - What are the creative aspects, to include use of color, copy and layout?
 - How effective has it been in attracting customers, clients, homeowners?

APPLICANT & PROJECT ELIGIBILITY

- Only NARI of Silicon Valley members in good standing are eligible.
- A company entry must have at least one member of your company receive 3 credits, but if individual project team members want to be listed on the award(s) they will independently need 3 *additional participation credits*.
- Credits for project team members are **non-transferable** (see Meta Participation Credits Requirements document or also find on the Meta & Showcase Awards Rules & Forms webpage).
- Credits must be attained from October of the previous year to August of the awards year - e.g. October 2025 – August 2026 for the 2026 awards year. In other words, you must have completed this requirement for entry in the awards program! No late credits will be accepted beyond what is noted below.
- Project finish date must be between **July 1, 2025** and **September 1, 2026**.

ENTRY FEES

- \$75 for each individual company entry
- Annual Sponsors at the Platinum, Gold and Silver levels can use any available credits for complimentary Showcase entry submissions.
- Payment for all entries must be completed at the time of entry.
- Entries can be paid for using the secured credit card option at checkout on the Showcase form portal.
- Entry fees are non-refundable and non-transferable past the date of the submission deadline.

ENTRY CRITERIA

All entries MUST use either the 2025 Showcase Awards Template-see templates on the Meta ___ Showcase_Awards_Rules ___ Forms_page on the chapter's website OR Use Your Own Custom Entry that should include a cover sheet or section to note the current entry year and category name (e.g. 2026 Showroom). Welcome to be creative with the pages of the entry. We suggest using PowerPoint, Publisher, Word, InDesign, or similar program to build an entry, and then save it to a PDF file.

Each entry should include a 100 word or less project statement on the cover sheet and images with 2-3 descriptive sentences or captions that will help the judges understand the details of the project.

- **Preparing a Winning Entry**

- Your ability to present your project(s) in a manner that helps judges distinguish your project will go a long way to set you apart from the competition.
- Plan your entry submission(s). Arrange your photos, marketing statements, etc. in a logical fashion so that an individual not familiar with your campaign can easily understand.
- Describe the objective of the showroom or marketing campaign by using the questions noted above for your category.
- Each entry is limited to a maximum of 10 pages. The file can be up to 20MB.
- Each image must be in .jpg or .png format.
- Each image must be a high-quality resolution of at least 300 dpi, a minimum of size of 4 x 6 (1200 x 1800 pixels), and no larger than 8 MB each.
- Entries must to be saved in PDF format with this information - e.g. **2026_Showcase_Project_Showroom_CompanyName**
- Entries can be disqualified if they violate Showcase rules and instructions or if they don't fit in the

JUDGING

Winners are selected by an impartial panel of judges, who are from within the industry and associated fields. The judges cannot be members of NARI of Silicon Valley.

All entries will be judged on concept, copy, layout, overall design execution, and communication of the marketing asset's objective. The entries are judged on their own merit, using the criteria, not against each other.

As a result, there could be multiple “Gold” winners or only a “Silver” winner in a category. Not every category may have a Platinum, Gold and Silver winner. The decision of the judges is final. Points will be awarded on a 1-10 points scale:

WEBSITE

All entries will be evaluated on:

- What tools were utilized to enhance the website's easibility to navigate?
- What are some unique features?
- What are the creative aspects, to include use of color, copy and layout?
- What is the targeted audience i.e. homeowners, remodelers?

- What are the google analytics for the last 6 or 12 months?
- How effective has it been in driving sales for your company?

SHOWROOM

All entries will be evaluated on:

- What objectives dictated the overall design?
- How does the design affect the client experience for selections?
- What are other positive aspects of the showroom?
- How has this showroom impacted your business i.e. sales, walk-in traffic?

COMPANY VEHICLE SIGNAGE/ADVERTISING

All entries will be evaluated on:

- What type of signage is being used on your company vehicle(s), e.g. decal, magnetic sign, wrapping, other?
 - Earn an extra point if NARI Silicon Valley logo used (include photo or proof)

CATEGORIES, RULES, ELIGIBILITY, ENTRY CRITERIA, FEES

What are the creative aspects, to include use of color, copy and layout? How effective has it been in attracting customers, clients, homeowners? Judging will be conducted online. The judges have the discretion not to make an award in a category.