

SALONS OF THE YEAR

Hey, good looking!
Show us your new style.

Did you give your salon a makeover this year or build a brand-new space? Share your gorgeous new, or newly renovated, salon with SALON TODAY magazine by entering the 27th annual SALONS OF THE YEAR competition.

2010

The entire June 2010 issue of SALON TODAY will be devoted to salon decór and design, with detailed profiles of all the 2010 SALONS OF THE YEAR. Photos of the honored salons will be complemented by their design facts and figures, great decór ideas and trend predictions. Get the recognition you and your beautiful salon deserve. Enter today!

REQUIREMENTS

Your salon is eligible for consideration in SALONS OF THE YEAR 2010 if:

1. Your salon opened or completed a remodel between January 1, 2009 and December 31, 2009.
2. You label and submit 10, high-resolution digital photos ON CD (at least 300 dpi, and 9" x 12") showcasing key elements of the salon's decor. (Tips on back of application.)
3. You completely fill out this form, sign it, mail it with artwork and essay responses, and grant SALON TODAY/MODERN SALON Media permission to edit and publish information and artwork.
4. Your entry is postmarked no later than February 1, 2010.
5. You send your submission with a \$60 processing fee. Please make checks payable to SALON TODAY.

■ ENTRY FORM INSIDE

■ MORE INFO & TIPS ON BACK PAGE

■ SALONS OF THE YEAR 2010 will be published in June 2010 SALON TODAY

■ THANK YOU AND GOOD LUCK!

SALON TODAY is not responsible for any missing information. What is listed on the application will appear in the magazine.

Questions about this application or the SALONS OF THE YEAR program?

Call Joyce Alverio at 877-407-1936

or e-mail Joyce at jalverio@vancepublishing.com.

SALONS OF THE YEAR 2010 OFFICIAL ENTRY FORM

SALON INFORMATION

Please carefully print all information on this form. Information required on separate paper must be typed.

Salon name: _____

Salon address: _____

City: _____ State: _____ Zip: _____

Name of owner(s): _____

Salon phone number: _____

Salon website: _____ Owner e-mail address: _____

Date of official salon opening: _____

Date of re-opening (if remodeled): _____

Does the owner of this business own other salons? ¹ Yes ² No ^[20] If yes, how many? _____ ^[21:24]

The INDIVIDUAL salon's estimated gross sales for 2009 are (MUST CHECK ONE): ^[25]

¹ Less than \$100,000

³ \$250,000-\$499,999

⁵ \$1 million plus

² \$100,000-\$249,999

⁴ \$500,000-\$999,999

ABOUT DESIGN INVESTMENT

To the nearest whole dollar, estimate the investment spent on salon design or remodel in each of the following areas:

Flooring: \$ _____ ^[26:33] Front desk: \$ _____ ^[66:73]

Lighting: \$ _____ ^[34:41] Signage: \$ _____ ^[74:81]

Salon equipment: \$ _____ ^[42:49] Building expenses (construction, electric, plumbing, etc.):

Spa equipment: \$ _____ ^[50:57] \$ _____ ^[82:89]

Professional design services: \$ _____ ^[58:65] Other: (Please specify) _____ \$ _____ ^[90:97]

TOTAL INVESTMENT: (Must equal or exceed the sum of all categories.) \$ _____ ^[98:106]

From blueprint to grand opening, how long did the project take? _____ months ^[117:119]

Was the project completed ¹ earlier than scheduled ² on schedule ³ or after schedule? ^[120]

Was the project completed ¹ under budget ² on budget ³ or over budget? ^[121]

ABOUT THE SPACE

To the nearest whole number, estimate the number of square feet devoted to each of the following (excluding employee areas):

Cutting/styling area: _____ ^[122:126] Chemical service-only area: _____ ^[142:146]

Backbar/shampoo: _____ ^[127:131] Manicure/pedicure area: _____ ^[147:151]

Spa services: _____ ^[132:136] Front desk: _____ ^[152:156]

Waiting area: _____ ^[137:141] Retail: _____ ^[157:161]

Other: (please list) _____ ^[162:166]

TOTAL SQUARE FOOTAGE of the facility: (Must equal or exceed the sum of all categories.) _____ square feet ^[167:172]

Is your facility: ¹ Owned ² Rented ³ Leased ⁴ Other (please specify) _____ ^[173]

Number of styling (cut & color) stations in your salon: _____ ^[174:176]

Number of separate spa treatment rooms: _____ ^[177:179]

Number of manicure/pedicure stations: _____ ^[180:182]

On average, how much does your business charge for the following services:

Shampoo, cut and style: \$ _____ [183:185] Single-process color: \$ _____ [192:194]

Manicure: \$ _____ [186:188] 60-minute massage: \$ _____ [195:197]

Facial: \$ _____ [189:191] Pedicure: \$ _____ [198:200]

Which of the following best describes your business? (CHECK ONE) [201]

- 1 Hair-only salon
 4 Salon/Spa or Day Spa
 6 Cosmetology school
 2 Nails-only salon
 5 Full-service salon (hair, nails and some skin care)
 7 Other (explain): _____
 3 Skin care-only salon

Which of the following best describes your business's physical type: (CHECK ONE) [210]

- 1 Stand-alone building
 3 Within a strip mall unit/plaza
 5 Other (explain): _____
 2 Within a shopping center/mall
 4 Storefront (downtown)

What are your three best-selling retail hair care lines? _____ [300:1]

What three hair color lines do you use the most? _____

Describe your salon's design style in three words or less (i.e. urban sleek; upscale boutique; mega spa):

IN YOUR OWN WORDS

On separate paper, please TYPE your responses to the following:

1. What was the biggest challenge about this salon or spa design, and how did you overcome it?
2. List your three favorite features of your salon/spa design and explain why.
3. How does this new design help you differentiate yourself in your marketplace?
4. Which specific elements of your salon design were planned to enhance productivity and profitability?
5. How did you promote, market or celebrate your design with clients/potential clients?
6. In an era of cost consciousness, what choices did you make to control costs and stay on track with your budget?

DESIGN TEAM

IMPORTANT: Please list every company involved in your salon's design.

Fill in the names and phone numbers of primary parties involved in the design, construction and furnishing of the salon:

Designer/design firm: _____ Phone: _____

Furniture (stations, waiting area, etc.) _____ Phone: _____

Equipment manufacturer (shampoo bowls, salon chairs, etc.): _____ Phone: _____

Architect: _____ Phone: _____

SALON TODAY is not responsible for any missing information. What is listed on the application will appear in the magazine.

SIGNATURE REQUIRED

The following statement MUST be signed by the salon owner: *I grant MODERN SALON Media or anyone designated by MODERN SALON Media permission to reproduce any and/or all of my photographs, floor plans and other supportive material in any way they see fit or to re-photograph my salon if necessary. Upon entering this competition, I waive the right to make claims against the judges of the competition, MODERN SALON Media or any group that endorses the competition or assists in its conduct. I understand the decision of the judges is final. All photographs become property of MODERN SALON Media.*

Signature of owner: _____ Date: _____

SALONS OF THE YEAR 2010 TIPS & INFO

Since SALONS OF THE YEAR 2010 is a **photo-based competition**, it is highly recommended that entrants use a **professional photographer** who has specific experience in photographing interior environments. Salon mirrors and lighting are just two challenges to capturing the ambiance and impact of your beautiful new or improved salon. Also, please make sure there are **NO people, products or clutter** in your shots. You may submit one image that includes the owners and/or staff. (NOTE: Product is allowed in your retail areas.)

You are also strongly urged to **schedule your shoot early**, well before the February 1, 2010, deadline. You will need adequate time to review and edit the images and compile your application.

You may need to re-shoot certain areas. A good goal might be to mail your entry three weeks BEFORE the deadline.

Although it is primarily a visual competition, it is also **important to accurately complete the written information** required on the entry form for SALONS OF THE YEAR. These details will impact the judging procedure.

Ten digital images must be high resolution (at least 300 dpi, and at least 9" x 12"), **burned on a CD** and submitted with your application. Digital images that do not meet this criteria will be **immediately disqualified**. Please label your CD with your salon name and location.

REQUIREMENTS

1. Ten digital images (high resolution, on CD) must be submitted. **No slides, color prints, black and white photography, Polaroid prints or low resolution digital images will be accepted.**
2. Each CD must be labeled with the name of the salon and the city and state in which the salon is located. MODERN SALON Media is not responsible for lost or damaged CDs. All entries become the property of MODERN SALON Media with the right of publication. No CDs will be returned (do not send your original photos).
3. Digital images should show some or all of the following areas: reception, retail, styling, shampoo, color and/or chemical services, special rooms (skin care, massage, pedicure, etc.), overall view of the interior, overall view of the exterior and/or signage.
4. For remodeled salons, digital images depicting the salons before remodeling are desirable, but not necessary. Here, prints of BEFORES are acceptable but do not count toward the 10 slides of the finished salon.
5. A completed entry form, including the TYPED responses to the "In Your Own Words" section, must accompany each entry.
6. **Include your \$60 processing fee with check payable to SALON TODAY.**

Failure to conform to any of these rules and regulations and failure to meet the deadline of February 1, 2010 will result in disqualification of the entry.

DEADLINE & ADDRESS

Entries must be postmarked no later than Feb. 1, 2010. Deadline extensions will NOT be granted. Address entries to:

SALON TODAY Magazine
Attn: Salons of the Year Competition
400 Knightsbridge Pkwy.
Lincolnshire, IL 60069

ANNOUNCEMENT OF AWARD RECIPIENTS

Applicants will be notified by mail by May 1, 2010. Award winners will be featured in the June 2010 issue of SALON TODAY.

QUESTIONS? Call Joyce Alverio at 877-407-1936, or e-mail Joyce at jalverio@vancepublishing.com.