

salon today

SALONS

2018

OF THE YEAR

Did you recently give your salon a makeover or build a brand-new space? Share your gorgeous new, or newly renovated, salon with SALON TODAY magazine by entering the 34th annual SALONS OF THE YEAR competition.

The entire May/June 2018 issue of SALON TODAY will be devoted to salon decor and design, with detailed profiles of all the 2018 SALONS OF THE YEAR. Photos of the honored salons will be complemented by their design facts and figures, great decor 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 2018 if:

1. Your salon opened or completed a remodel between January 1, 2016 and December 31, 2017.
2. You label and submit 10, high-resolution digital photos on CD or USB drive (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 or complete the application online at salontoday.com/soty.
4. Your entry must be completed online or postmarked no later than January 31, 2018.
5. You send your submission with a \$75 processing fee. Please make checks payable to SALON TODAY.

MORE INFO AND TIPS
ON BACK PAGE

SALONS OF THE YEAR 2018
will be published in the
May/June 2018 SALON TODAY

THANK YOU AND
GOOD LUCK!

Questions about this application or the **SALONS OF THE YEAR** program? Call Joyce Alverio at 847-415-8037 or e-mail Joyce at joyce.alverio@bobit.com.

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

>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: _____ *Owner 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? _____

The INDIVIDUAL salon's estimated gross sales for 2017 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: \$ _____

Front desk: \$ _____

Lighting: \$ _____

Signage: \$ _____

Salon equipment: \$ _____

Building expenses (construction, electric, plumbing, etc.):

Spa equipment: \$ _____

\$ _____

Professional design services: \$ _____

Other: (Please specify) _____ \$ _____

TOTAL INVESTMENT: (Must equal or exceed the sum of all categories.) \$ _____

From blueprint to grand opening, how long did the project take? _____ months

Was the project completed ¹ earlier than scheduled ² on schedule ³ or after schedule?

Was the project completed ¹ under budget ² on budget ³ or over budget?

>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: _____

Chemical service-only area: _____

Backbar/shampoo: _____

Manicure stations: _____ pedicure thrones: _____

Spa services: _____

Front desk: _____

Waiting area: _____

Retail: _____

Other: (please list) _____

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

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

Number of styling (cut & color) stations in your salon: _____

Number of separate spa treatment rooms: _____

Number of manicure stations: _____ pedicure thrones: _____

Do you have a color bar or dedicated processing table? ¹ Yes ² No

Do you have any other bar service? Which kind? ie facial bar, blowdry bar etc. _____

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

Shampoo, cut and style: \$ _____

Single-process color: \$ _____

Manicure: \$ _____

60-minute massage: \$ _____

Facial: \$ _____

Pedicure: \$ _____

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

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)

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? _____

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

What nail care 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):

1.) _____, 2.) _____, 3.) _____

> IN YOUR OWN WORDS

In a separate document, please TYPE your responses to the following:

1. Give us a virtual tour of your space as if we were a new client visiting your salon. Make sure to spotlight **three** of your favorite design features and tell us how they make your salon different than others in your market.
2. What was the biggest challenge about this salon or spa design, and how did you overcome it?
3. Who is your target market, and what aspects of your design cater to that market and why?
4. Which specific elements of your salon design were planned to enhance productivity and profitability?

> DESIGN TEAM

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

Designer/design firm: _____

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

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

Architect: _____

Photographer Credit: _____

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: _____

Since SALONS OF THE YEAR 2018 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 January 31, 2018, 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.

Please remove any **protective plastic covering** from chairs and **holiday decorations** that may date your images.

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

Please make sure owner's cell phone, email or other contact number appears on front. We will not share or solicit to this number, but we need to be able to reach you easily.

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 or USB drive 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 or USBs. All entries become the property of MODERN SALON Media with the right of publication. No CDs or USBs 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, nail, 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 images 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 \$75 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 January 31, 2018 will result in disqualification of the entry.

Deadline & Address

Entries must be postmarked no later than January 31, 2018. Deadline extensions will NOT be granted. Address entries to:

SALON TODAY Magazine
Attn: Salons of the Year Competition
2150 E. Lake Cook Road, Suite 500
Buffalo Grove, IL 60089

Announcement of Award Recipients

Applicants will be notified by phone or e-mail by April 15, 2018. Award winners will be featured in the May/June 2018 issue of SALON TODAY.

Questions? Call Joyce Alverio at 847-415-8037 or e-mail at joyce.alverio@bobit.com.