



MEMBERSHIP BENEFITS





CREATIVE
RETAIL
AWARDS

OPEN FOR ENTRIES

THE CREATIVE RETAIL AWARDS FEATURES OVER 20 EXPERTLY CURATED CATEGORIES, OFFERING A BROAD PLATFORM FOR BRANDS, AGENCIES, AND SUPPLIERS TO SHOWCASE THEIR ACHIEVEMENTS.

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CREATIVE
RETAIL
AWARDS
2024
WINNERS
GUIDE

WALL




INTRODUCTION

Joining the Shop and Display Equipment Association (SDEA) means becoming part of a vibrant retail community that connects suppliers, designers, manufacturers and retailers across the display and visual merchandising industry. Membership offers more than benefits as it provides a genuine sense of belonging within a supportive professional community where ideas are shared, collaborations are formed and businesses grow.

Members have the opportunity to raise their profile through Shoptalk, the Association's quarterly publication, and the SDEA Newswire, a free service that distributes members' news to hundreds of key industry publications. The SDEA also represents members at major international trade events and hosts networking opportunities throughout the year, helping members build valuable connections and reach global audiences.

Membership provides practical advantages including free entries to major industry awards, listings on the SDEA website and app, access to exclusive discounts, sustainability tools, legal advice and expert guidance. The Association also champions members' interests across the wider retail sector, ensuring their voice is heard at every level.

Above all, SDEA membership is a mark of professionalism and credibility. Displaying the SDEA logo shows a commitment to quality, integrity and best practice. It is a symbol of trust, belonging and excellence within a thriving international retail community.



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SHOPTALK

Your Voice, Your Platform

Our quarterly publication gives every member a voice. Articles, features and case studies are published free of charge and shared with a wide readership across the retail and design sectors. Shoptalk is also distributed at major industry exhibitions, ensuring members' stories reach key decision-makers and potential clients both in print and in person. Whether launching a new product, sharing insight or highlighting success, it is an excellent platform to raise your profile.





SDEA Newswire

Free PR Support

The SDEA Newswire helps members promote their achievements quickly and widely. Members can submit their news and press releases for distribution to a curated list of more than 200 publications – completely free of charge. This professional PR service saves both time and money while maximising exposure. Your news is shared under the trusted SDEA name, adding credibility and helping your brand stand out.

SDEA Listings

Gain Industry Visibility

As an SDEA member, your business will be listed across multiple platforms, the SDEA website, mobile app and SDEA directory. These listings act as a trusted resource for retailers, designers and specifiers seeking quality suppliers in display, shopfitting and visual merchandising.

Each listing showcases your company's products, services and contact details, helping you reach potential clients and generate new business leads. With hundreds of buyers actively using these directories, SDEA membership ensures your brand is visible where it matters most.

“Our last 3 years fees have been covered by just one of the leads we received from the SDEA this year.”

Mark Chatterton
Morplan Ltd



AWARDS

Celebrate Excellence

The SDEA is proud to organise the prestigious **Creative Retail Awards** and **Creative Interiors Awards**, two of the industry's most respected celebrations of innovation, design and creativity.

These awards recognise outstanding achievement across retail display, store design, lighting, visual merchandising and installation. They attract international attention, offering entrants a powerful platform to showcase their talent and success to leading retailers, brands and industry professionals.

Participation in these prestigious industry events offers exceptional opportunities to connect and collaborate. Each awards programme brings together designers, suppliers, retailers and leading figures from across the sector for two of the most anticipated celebrations in the retail calendar.

The ceremonies are more than occasions of recognition. They are dynamic gatherings where ideas are exchanged, partnerships are formed and relationships are built that often lead to future collaborations and lasting business growth.

SDEA members benefit from free entry into all categories, giving them an exceptional opportunity to gain industry recognition and extensive publicity without the usual submission fees. Being shortlisted or winning enhances your company's reputation, strengthens credibility and positions your brand among the most creative and forward-thinking in the industry.





COMMUNITY

Connect, Collaborate, Grow

SDEA membership is about community. We host a variety of networking opportunities throughout the year, both in person and online, providing the perfect setting for members to exchange ideas, discover trends and build lasting partnerships.

Alongside business-focused meetings and industry representation, the SDEA also organises a lively calendar of social events that encourage genuine connections. Members regularly come together at our Rooftop Networking Drinks, Summer Soirée, and Christmas Lunch, all designed to bring the community together in relaxed and enjoyable surroundings.

These events are more than just social occasions — they create opportunities to strengthen professional relationships, meet new clients and share ideas with industry peers in an informal, friendly environment.

The Association also represents members at leading trade events around the world, showcasing innovation and excellence across the retail display sector. Being part of SDEA opens doors to new markets, valuable contacts and collaborations that drive both personal and business growth.





"We love the SDEA – very supportive and a great way to network with like-minded peers. Always good fun too!"

Ross Inanc
H.O.L Group





PRACTICAL TOOLS

Support when you need it

SDEA membership gives you access to practical tools that make everyday business smoother, safer and more efficient. These benefits are designed to take pressure off the day-to-day, saving you time, reducing costs and offering expert guidance when it matters most.

Members enjoy:

Exclusive discounts on a wide range of professional services — from healthcare, HR support and training to leadership coaching and wellbeing programmes. These savings can add up fast, helping you reinvest in your people and your business.

Free access to **Convert+ sustainability software**, giving you the tools to monitor, manage and improve your environmental performance. With clients and retailers increasingly prioritising sustainability, this valuable software helps you meet expectations and demonstrate responsibility.

A **free legal advice** line providing direct access to qualified professionals who can guide you through contract questions, employment concerns or compliance issues. Having expert help at hand gives you confidence to make the right decisions quickly.

Industry insight and **business guidance** delivered through reports, updates and member communications. Staying informed about market shifts, trends and opportunities ensures your company remains agile and competitive.

Together, these benefits form a practical toolkit for success, giving you peace of mind, professional support and the freedom to focus on innovation, creativity and growth. With the SDEA by your side, you always have expert resources in your back pocket when you need them most.





INDUSTRY LEADERSHIP

Representation and recognition

The SDEA champions its members and the retail display industry on a global scale. By working closely with trade bodies, media partners and international organisations, the Association ensures that members' voices are heard and their interests represented at every level.

From promoting sustainability and innovation to celebrating creative excellence, the SDEA actively supports the growth, visibility and reputation of the industry worldwide.

Membership also serves as a recognised mark of trust and professionalism. Displaying the SDEA logo demonstrates a commitment to quality, integrity and best practice, a visible symbol of your company's credibility and high standards.

When clients see the SDEA logo, they know they are working with a reliable, respected business that belongs to a thriving international community dedicated to excellence.



"Being part of the SDEA continues to provide valuable connections, business support and the opportunity to celebrate the very best talent from across the industry through the Creative Retail Awards each year."

Claire White
Antalis

antalis^{EM}

"As a member of the SDEA, we have had numerous opportunities thanks to their Directory and infoline service. I've benefitted from various advantages including leads, enriching networking events, discounts on trade shows, access to the SDEA App for retail trends and information updates. The Creative Retail Awards is an incredible annual event that showcases the very best in class across selected categories."

Paul Smart
Arken POP

arken
creators of award winning D-D-D





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