



# The Point of Purchase Design Annual, No.9

*Point-Of-Purchase Advertising Institute*

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**The Point of Purchase Design Annual, No.9** Point-Of-Purchase Advertising Institute

Point-of-Purchase Design Annual No. 9 is the definitive resource for what's hot and effective right now in point-of-purchase (P-O-P) advertising. The Annual features color photographs of the 250 displays that took home awards in the Outstanding Merchandising Achievement (OMA) Awards Contest sponsored by POPAI.

A blue-ribbon team of experienced brand marketers and retailers recognized each and every award-winning idea in the Annual for its design, use of retail space, ability to drive sales and overall excellence.

The 176-page Annual features all of the information and inspiration you need to stay on top of your competitors.

The Annual is a compendium of the hottest ideas in P-O-P today and a reference volume listing the clients and producers of the exciting executions featured.

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