



360 Adventure Collective Retailer Short Name Guidance

To best facilitate retailer name badges that format properly, we have added “Short Name” as a field for all Retailer Profiles in Caspio. This is a required field with a max length of 22 characters. **Please note** - you will not be able to save the profile without a short name that is 22 characters or less.

Below are some parameters to use when creating a short name. Following these will ensure consistent abbreviations throughout our database.

Was	Becomes	Example
Collective	Co.	Knoxville Adventure Collective. > Knoxville Adv. Co.
Adventure	Adv.	
Technologies	Tech.	Speer Operational Technolgies > Speer Op. Tech.
Operational	Op.	
Merchandising	Merc.	Snowsports Merchandising Corporation > Snowsports Merch. Co.
Corporation	Co.	
Center	Ctr	Dog Food Center of Congaree, The > Dog Food Ctr
Drop “The”		
Clothing	Clo.	Railriders Adventure Clothing > Railriders Adv. Clo.
Athletics	Athl.	Venture Athletics Kayak Shop > Venture Athl. Kayak
Drop “Shop”		
Abbreviate Locations		Northeast Mountain Footwear > NE Mountain Footwear
Provision/ Provisions	Pro.	Great Outdoor Provision Co. > Great Outdoor Prov.
Mountain	Mtn	Green Mountain Orthotic Lab > Green Mtn Orthotic Lab
Abbreviations		Amelia’s Apparel & Accessories > Amelia’s A & A
		Triple Diamond Ski & Snowboard > Triple Diamond S & S
		Henniker Farm & Country Store > Henniker F & C Str
Eliminate City (city already appears on badges)		REI – West Hartford > REI

The above list is not comprehensive, it solely is designed to provide examples for common use in our database.