

25th display SUPERSTAR Award 2019

8th – 10th January 2019
Düsseldorf/Germany

display KOMMUNIKATION
POINT OF SALE
VERKAUFSFÖRDERUNG

PSI
Das internationale Netzwerk
der Werbearbeitungsbranche

**Promo ex
Expo**
International Trade Show
for Promotion,
Sports and Workwear

viscom
europas fachmesse
für visuelle kommunikation

www.display-superstar.de

display Superstars: Awards with impact

- ▶ Awards contribute to increase the confidence in the sector by giving companies the opportunity to present their creative products to **potential customers and to a broad public**.
- ▶ The display Superstar Award has a **25-year-old tradition** and a very good reputation in the advertising and marketing industry. They will be handed out at the viscom – international trade fair for visual communication – in Düsseldorf, Germany (January 8th to 10th). The organizer of the display Superstar Award is the publisher of the display magazine.
- ▶ The participants present their exhibits at the **display special event area** (500 square metres) to every trade fair visitor for the whole duration of the fair **viscom – international trade fair for visual communication**.
- ▶ All participants will receive outstanding attention in the **display magazine, with a circulation of 12,500 copies**. The publisher provides a comprehensive coverage of the display Superstar Awards and its participants in his magazine.
- ▶ All award winners and nominees will be presented in the [yearbook display Superstar Award 2019](#) with a circulation of 15,000 copies. For self-promotion and marketing all participants will receive 20 copies per exhibit.
- ▶ The yearbook is incorporated into an **extensive press work** of the display Superstar Award.
- ▶ The winners of the display Superstar Awards 2019 will be handed their prestigious trophies **January 9th at the award ceremony „night of the stars“** – a gala dinner in the sophisticated atmosphere of the Rheingoldsaal at Rheinterrasse (Joseph-Beuys-Ufer 33, Düsseldorf, Germany). Representatives of the media, especially of advertising and marketing media, will be invited to the award ceremony.
- ▶ Nominees and award winners stand out by their mere participation from their competitors. Entering one of the **most prestigious awards in the advertising industry** in itself is quite an achievement. 96 exhibits in the previous year stand for themselves.
- ▶ The publisher of the display magazine accompanies the awards and the participants **on www.display-superstar.de and social media** as well as on the website of viscom: www.viscom-messe.com.

display Superstar award at a glance – showcase, competition and business platform



display Superstar Award: the most prestigious award in POS Marketing in Germany.



Exhibit of all entries: from January 8-10 at the trade fairs viscom, PSI, PromoTex Expo with more than 25,000 visitors.



Comprehensive media support: detailed reports in display magazine with more than 12,500 readers.

Encyclopedia for marketers: each exhibit will be accurately described on a single page in the yearbook – print run: 15,000.



Cross media: each display and packaging solution will be displayed online with direct link and contact to the producer.



Media and press relations: the organizer provides an extensive media coverage and a complete media kit for each participant.



Night of the stars: the award ceremony is top class event. Good mood, gala dinner and drinks accompanied by a keynote speech.



Networking: the event display Superstar Award welcomes colleagues, suppliers and customers – good talks guaranteed.

Awards, special prizes and categories

Awards:

The display Superstar Awards will be given in 17 categories in bronze, silver and gold enriched by four category-wide special prizes. The Platin award 2019 (product carrying and informative/decorative) will be selected among the 2017 Gold winners. They are the winners among the winners.

A jury of independent experts evaluates the candidate products at the viscom trade fair. The publisher of the display magazine invites every year new experts and presents them to the public. Each member of the jury will receive a scoring card and make an on-site assessment through all the exhibits.

Categories:

- A · Displays** main material: **wood**
- B · Displays** main material: **plastic**
- C · Displays** main material: **metal**
- D · Displays** main material: **cardboard with max. size 40x60 centimeters (1/4 pallet)**
- E · Displays** main material: **cardboard larger than 40x60 centimeters (1/4 pallet)**
- F · Digital Display**
- G · Display small series**
- H · Prototype**
- I · Packaging**
- J · Supplier**

Special Awards (only Gold):

- **Innovation** (jury)
- **Technical realization** (jury)
- **Design** (jury)
- **Consumer Superstar** (visitors of the viscom düsseldorf select their favourite)

The categories A to G are further divided into two subcategories:

- 1) **product carrying** and 2) **informative/decorative**

Product carrying display:

It is a display, which carries goods for sale.

Informative / decorative display:

To this category belong all the displays that were used for product presentation and/or decorative purposes at the POS but do not carry goods for sale. For example: table- and counter displays, floor displays, wall displays, window displays, inflatable displays, ceiling hangers, stand-ups, billboards, advertising blinds, motion and light displays.

Participation:

All display/packaging/digital signage producers and/or their commissioners can participate in the display Superstar contest. A company may sign up an unlimited number of exhibits. Only qualification: each exhibit had to come to use at the POS, except exhibits in category H (prototype).

The participation costs cover an extensive display special-event area and all the organizational work around the exhibits of the organizer of the display Superstar Award and the organizer of the viscom trade fair, the Reed Exhibitions Deutschland GmbH.

viscom exhibitors do receive acknowledgment for fair participation with a registration fee reduction. Herewith we honour their commitment and involvement which helps this platform to play a leading role for the display industry.

Marketing fee:

The display Superstar Award is one of the most prestigious awards in the advertising and marketing industry. In order to remain on this successful track, the award organizer raises a marketing fee to provide a considerable press and public relations work. Particularly the yearbook display Superstar with a circulation of 15,000 copies, where every exhibit is highlighted on a separate page with a photo and detailed information of the POS campaign and furthermore with the contact details of the producer. The display Superstar yearbook 2019 will be attached to the February issue of display. In addition, the submitter of the exhibit will receive 20 copies of the yearbook display Superstar 2019 for his own use. Of course, the content of the yearbook will be digitally distributed. In addition, the yearbook will be presented to journalists of the POS sector (press relations).

Participation fees:

- for the first 3 entries (for each exhibit/sq.m)
 - with booked booth EUR 800 + VAT
 - without booth EUR 950 + VAT
- from 4th entry (for each exhibit/sq.m)
 - with booked booth EUR 750 + VAT
 - without booth EUR 900 + VAT

Prices:

For the first entry:	350 Euro + VAT
For the second entry:	300 Euro + VAT
For the third entry:	250 Euro + VAT
For the fourth entry:	200 Euro + VAT
For each additional entry:	200 Euro + VAT

Exhibits:

The submitted exhibits must arrive in time at the trade fair venue prior to the beginning of the viscom fair. The shipment shall be entirely at the risk of the participant. More details can be found on the registration form: display Superstar Award 2019.

Description of exhibits:

A description of each exhibit is included in the jury scoring card. **Therefore, the display publisher needs of each exhibit a photo and a description.** The photos are also used for reporting and special publications. Please send us the **description of the display** covering information about materials, production process, placement, the advertised product and the POS campaign itself. Furthermore contact details of the producer. For assistance ask the editorial staff of the display magazine.

The expert jury:

The members of the jury are brand and product marketing managers, trade managers and product designers. None of the jury members should have a current or recent business relationship with one of the participants. The jury consists usually of eight members and is appointed new each year. They are experts who are invited by the publisher of the display magazine. The jury will meet on the first day of the viscom trade fair (January 8th). As a first step they will have a look at the description provided by the submitter. As a second step they will make an on-site assessment through all the exhibits and finally retire for deliberation. The awards will be presented on the following day (January 9th) in the impressive Rheingoldsaal of the Rheinterrasse in Düsseldorf (Joseph-Beuys-Ufer 33, Düsseldorf).

Award ceremony:

The award ceremony „night of the stars“ will take place on January 9th in the most impressive location Rheingoldsaal at Rheinterrasse (Joseph-Beuys-Ufer 33, Düsseldorf, Germany). Representatives of the media are invited. Attendance at the award ceremony is subject to a fee. The amount of 89 EUR (incl. VAT.) includes welcome drinks, a dinner, accompanying drinks and evening program.

Per each registered exhibit the submitter will receive a free ticket to the award ceremony. Additional tickets are available for purchase, please contact the publisher (see last page).

Your contact

at the display Verlags GmbH
for all matters relating to the
display Superstar Award 2019:

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 **+49 4531 89786 - 0**

 **benvenuti@display.de**

display

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info@display.de
www.display.de

display Superstar 2019 8th – 10th January 2019

viscom, PSI, PromoTex Expo

APPLICATION FORM

SPECIFICATION OF THE EXHIBIT

Categories: (please tick)

- A** **Display** main material: **wood**
: **product carrying**
: **informative/decorative**
- B** **Display** main material: **plastic**
: **product carrying**
: **informative/decorative**
- C** **Display** main material: **metal**
: **product carrying**
: **informative/decorative**
- D** **Display** main material: **cardboard**
max. size 40x60 centimeters (1/4 pallet)
: **product carrying**
: **informative/decorative**
- E** **Display** main material: **cardboard**
larger than 40x60 centimeters (1/4 pallet)
: **product carrying**
: **informative/decorative**

F **Digital Display:**
Display with digital media contents
: **product carrying**
: **informative/decorative**

G **Display small series**
Production below 100 pieces.
Material not taken into account.
: **product carrying**
: **informative/decorative**

H **Prototype**

I **Packaging**

J **Supplier**

Special Awards:

- H** **Design** special jury prize
- I** **Technical realization** special jury prize
- J** **Innovation** special jury prize
- K** **Consumer Superstar** special visitors' prize
Visitors of the viscom düsseldorf select their favorite

Measure:

Height.....(cm)

Width.....(cm)

Depth.....(cm)

Floorspace.....(m²)

Podestal required: yes no

Electricity required: yes no

Please send the application form together with two high-quality (300 dpi) digital photos of your exhibit to:

display Verlags GmbH Vertriebsbüro
Hindenburgstr. 14b
23843 Bad Oldesloe
Tel.: +49 4531 89786-0
Fax: +49 40 89786-22
E-Mail: info@display.de

Contact person.....

Company.....

Street/No.....

City/Zip.....

Country.....

Phone.....

E-Mail.....

Website.....

Name of the project.....

Type of display.....

Customer.....

Producer.....

Designer.....

VAT-No.....

The information you provide will be collected and stored in the database of display Verlags GmbH. The display Verlags GmbH, Dekan-Laist-Straße 17, D-55129 Mainz, uses your data including your operating data for the special show and gives your data to this effect to the Reed Exhibitions Deutschland GmbH, Völklinger Strasse 4, 40219 Düsseldorf, Germany. Your address, email address, telephone number, fax number, and the operating data are used by Reed Exhibitions Deutschland GmbH to keep you informed about events of Reed Exhibitions Deutschland GmbH. You are always entitled to deny the promotional use of your data. Just send a mail to info@display.de with the keyword „data protection“.

I have read and accept the terms and conditions.

.....
Date, company stamp, signature

TERMS AND CONDITIONS

All display/packaging/digital signage producers and/or their commissioners can participate in the display Superstar Award. A company may sign up an unlimited number of exhibits. Condition is that each exhibit has come to use. Prototypes are only allowed the category H (prototype). Prerequisite for participation is the sending of the completed and signed entry form, one for each entry. Please send the application(s) per mail/fax to the display publishing house.

Organizer

The display Superstar Award and the special display show will take place at the viscom 2019 (8–10 January 2019) in Düsseldorf/Germany. Organizer of the contest display Superstar Award is display Verlags GmbH. The organizer of the trade fair viscom 2019 is Reed Exhibitions Deutschland GmbH, honorary sponsor of the display Superstar Award.

Important dates

15 November 2018: application deadline
07 January 2019: set-up of the exhibits on the superstar area
08 January 2019, ca. 10:00 o'clock: arrival of the jury members
08 January 2019, ca. 10:30 o'clock: evaluation of the exhibits
09 January 2019, 18:30 o'clock: awarding ceremony in Duesseldorf
10 January 2019, from 17:00 o'clock: dismantling of the exhibits

Set-up and dismantling

Set-up will take place on 7th January 2019 from 11.00 o'clock to 18.00 o'clock. Set-up and dismantling and the transport of the entered exhibits are taken over by each competitors. The exact details regarding delivery date, etc. will be notified in due time by the fair organizers. If you need to store packages/pallets etc. during the trade fair please contact the display team for information. Exhibits that are sent by courier to the booth cannot be accepted by us or by the staff of the fair for legal reasons. Please make sure that your set up is completed in the allotted time.

Dismantling will take place on 10th January 2019 from 17.00 o'clock. Please make sure to be at the display booth at the latest at 16.45 o'clock because there is no surveillance during dismantling. For damages no liability can be accepted.

Superstar Exhibition Area

Each exhibit will be shown on the Superstar Exhibition area together with all other submissions. Beside each exhibit – easily visible to any exhibition visitors – signs are located with the most important information (applicant, manufacturer, designer, producer). On the Superstar area all the participating exhibits will be presented over the full three days of the exhibition. The organizers will not be liable for any loss or damages during open hours. To prevent it please secure the goods properly. The fair organizers will provide night watch for security. For damages no liability can be accepted.

Evaluation

An independent jury will evaluate the submitted exhibits. The jury consists of eight experts and its composition changes every year. The jury members are marketing and POS managers from industry, trade and agencies. The jury evaluates the entries according to the following criteria: design, functionality, communication, technical realization and innovation. The jury's deliberation take place behind closed doors. The verdict is unchallengeable and the jury's decision is final. The first three exhibits with the highest score at the respective categories will be awarded with a price.

Participation fees

For participation at the special display show the display Verlags GmbH will charge:

for the first 3 entries

- with booked stand EUR 800 for each exhibit/ sq. m + VAT
- without stand EUR 950 for each exhibit/ sq. m + VAT

from 4th entry

- with booked stand EUR 750 for each exhibit/ sq. m + VAT
- without stand EUR 900 for each exhibit/ sq. m + VAT

from 10th entry

- with booked stand EUR 700 for each exhibit/ sq. m + VAT
- without stand EUR 850 for each exhibit/ sq. m + VAT

This charge includes electric power and pedestal, if required.

The invoice is issued by the display Verlags GmbH and goes directly to the applicant.

Marketing fee

In the marketing fee is included a comprehensive presentation of the submitted exhibit in the display Superstar 2019 Yearbook. The presentation of the exhibit takes place on a whole page and includes a picture of the exhibit, mention of the submitter, manufacturer, customer and designer, contact information of the submitter and a description (8 lines of 45 characters) of the display and the POS action. The display Superstar Yearbook 2019 has a circulation of 15,000 copies and will be attached to the February issue of display. In addition, the submitter of the exhibit will receive 20 copies of the display Superstar 2019 Yearbook for his own use.

Price:

- For the first entry: 350 Euro + VAT
- For the second entry: 300 Euro + VAT
- For the third entry: 250 Euro + VAT
- For the fourth entry: 200 Euro + VAT
- For each additional entry: 200 Euro + VAT

Withdraw

In case of withdrawals or not presenting the exhibit due to any reasons, the participation fee will be retained by the organizer. The organizer reserves the right to exclude or withdraw from the contest any exhibits that do not meet the specified criteria or where the payment is not made on time.

Award ceremony

The awards ceremony takes place on the evening of January 9th 2019 in the inspiring location Rheingoldsaal of Rheinterrasse (Joseph-Beuys-Str. 33, Düsseldorf). For each registered exhibit the submitter will receive a free ticket to the awards ceremony. Additional tickets are available for purchase, please contact the publisher display.

The organizer has full discretion over the admission of a submitted exhibit. Recourse to the courts is excluded for disputes about exhibits evaluation. The organizer is liable in case of deliberate intent or gross negligence. In the case of breach of duty by the Organizer or its agents, the liability shall be limited to the foreseeable loss for such type of contract. The Organizer or its agents are not liable in the case of slightly negligent breach of non substantial contractual obligations. These limitations to liability do not apply bodily or health harm or loss of life. These general terms and conditions are governed by the laws of the Federal Republic of Germany, to the exclusion of the CISG (United Nations Convention on Contracts for the International Sale of Goods). The place of performance and venue is Mainz, Germany.