

**Summit & Award**

# display Superstar Award

8<sup>th</sup> – 9<sup>th</sup> November 2022  
Rheingoldhalle Mainz

**display** KOMMUNIKATION  
POINT OF SALE  
VERKAUFSFÖRDERUNG

[www.display.de/superstar](http://www.display.de/superstar)

## display Superstar Award & display Summit: An event 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 **29-year-old tradition** and a very good reputation in the advertising and marketing industry. In 2022, the display Summit will be the first congress to be held together with the display Superstar Award.
- ▶ The participants will present their submitted exhibits at the **display Superstar Award 2022, which will take place parallel to the display Summit congress** in the Rheingoldhalle in Mainz (Rheinstraße 66).
- ▶ All participants will receive outstanding attention in the **display magazine, with a circulation of 11,000 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 2022** with a circulation of 12,000 copies. For self-promotion and marketing all participants will receive 5 copies per exhibit.
- ▶ The yearbook is incorporated into an **extensive press work** of the display Superstar Award.
- ▶ The winners of the display Superstar Awards 2022 will be handed their prestigious trophies **on 8 November 2022 in the festive atmosphere of Goldsaal at the Hilton Hotel in Mainz (Rheinstraße 66, 55116 Mainz, 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.
- ▶ The publisher of the display magazine accompanies the awards and the participants **on [www.display.de](http://www.display.de) and social media** (LinkedIn & Facebook).

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



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

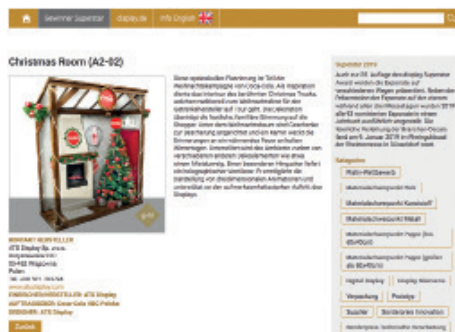


**Exhibit of all entries:**  
500 square metres showroom  
for all exhibits. 8-9 November  
at Rheingoldhalle in Mainz.



**Comprehensive media  
support:** detailed reports in  
display magazine with more  
than 11,000 readers.

**Encyclopedia for marketers:**  
each exhibit will be accurately  
described on a single page in the  
yearbook.



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



**display Summit:**  
For the first time the  
display Verlag is organising a  
congress parallel to the display  
Superstar Award.



**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 9 categories in bronze, silver and gold enriched by four category-wide special prizes. The Platinum award 2022 (product carrying and informative/decorative) will be selected among the 2021 Gold winners. They are the winners among the winners.

A jury of independent experts evaluates the candidate products at the Superstar area. 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 POS** **NEW**
- G • Display small series** **NEW: divided in corrugated & permanent**
- H • Prototype**
- I • Packaging**

## Special Awards (only Gold):

- **Innovation** (jury)
- **Technical realization** (jury)
- **Design** (jury)
- **Consumer Superstar** (visitors select their favourite)

The categories A to E 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.

## 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 12,000 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 2022 will be attached to the December issue of display. In addition, the submitter of the exhibit will receive 5 copies of the yearbook display Superstar 2022 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)\* EUR 990 + VAT
- from 4th entry  
(for each exhibit)\* EUR 950 + VAT
- from 10th entry  
(for each exhibit)\* EUR 900 + VAT

\* if your exhibit exceeds 1 square metre, each additional square metre is charged with 900 EUR + VAT extra

## Prices:

- For the first entry: 450 Euro + VAT
- For the second entry: 400 Euro + VAT
- For the third entry: 350 Euro + VAT
- For each additional entry: 300 Euro + VAT

## Exhibits:

The submitted exhibits must arrive in time at the showroom venue prior to the beginning of the competition. The shipment shall be entirely at the risk of the participant. More details can be found on the registration form: display Superstar Award 2022.

## 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 exhibit** 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 competition. 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.

## Award ceremony:

The award ceremony “night of the stars” will take place on 8 November 2022 in the festive ambience of Rheingoldsaal in the Hilton Hotel Rhein, Mainz (Rheinstraße 66, 55116 Mainz), if permitted by the regulations in force at that time. Representatives of the media are invited. Attendance at the award ceremony is subject to a fee. The amount of 99 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 2022:

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@ benvenuti@display.de

# display

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info@display.de  
www.display.de

# display Superstar 2022 8–9 November 2022 Rheingoldhalle Mainz

## 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 POS: NEW**  
Digital sales promotion or digital retail solution
- G Display small series NEW**  
: **Corrugated** (max 250 pieces)  
: **Wood, Plastic, Metall**  
(max. 100 pieces)
- H Prototype**
- I Packaging**

### 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](mailto: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, will use your data, including your company details, to organise the special show. display Verlags-GmbH also uses your data to inform you about topics relating to the display Superstar Award and associated events. You are always entitled to deny the promotional use of your data. Just send a mail to [info@display.de](mailto: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

Organizer of the contest display Superstar Award is display Verlags GmbH.

## Important dates

**14 October 2022:** Registration deadline

**7 November 2022:** Setting up of exhibits on the Superstar area

**8 November 2022, 10:00 a.m. – 5:00 p.m.:** show room of exhibits

**8 November 2022, approx. 10:00 a.m.:** Arrival of the jury

**8 November 2022, 1.00–5:00 p.m.:** congress display Summit

**8 November 2022, from 6:30: p.m.** Superstar awards ceremony

**9 November 2022, 10:00 a.m. – 1:00 p.m.:** show room of exhibits

**9 November 2022, from 1.00 p.m.:** Dismantling and removal of the exhibits

## Set-up and dismantling

Set-up will take place on 7 November 2022 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 competitor. 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 exhibition please contact the display team for information. Exhibits that are sent by courier to the booth cannot be accepted by the staff of The Rheingoldhalle for legal reasons. Please make sure that your set up is completed in the allotted time.

Dismantling will take place on 9 November 2022 from 13.00 o'clock. Please make sure to be at the showroom at the latest at

13.00 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). The exhibits will be open to registered visitors during official opening hours on 8 November 2022 from 10:00-17:00 and on 9 November from 10:00-13:00. 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 prize.

## Participation fees

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

**for the first 3 entries**

**EUR 990 for each exhibit\* + VAT**

**from 4<sup>th</sup> entry**

**EUR 950 for each exhibit\* + VAT**

**from 10<sup>th</sup> entry**

**EUR 900 for each exhibit\* + 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.

\* if your exhibit exceeds 1 square metre, each additional square metre is charged extra with 900 EUR + VAT.

## Marketing fee

In the marketing fee is included a comprehensive presentation of the submitted exhibit in the display Superstar 2022 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 of the display and/or the POS promotion. The display Superstar Yearbook 2022 has a circulation of 12,000 copies and will be attached to the December issue of display. In addition, the submitter of the exhibit will receive 5 copies of the display Superstar 2022 Yearbook for his own use. Each exhibit will be highlighted online on a separate landing page on [www.display.de/superstar/2022](http://www.display.de/superstar/2022).

### Price:

For the first entry: 450 Euro + VAT

For the second entry: 400 Euro + VAT

For the third entry: 350 Euro + VAT

For each additional entry: 300 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 award ceremony will take place on the evening of 8 November 2022 at Rheingoldsaal in the Hilton Hotel Rhein, Mainz (Rheinstraße 66, 55116 Mainz), subject to the regulations in force at the time. 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.