

Terms of Participation POPAI D-A-CH Awards 2020

Terms of Participation

The submitter is giving permission to publish the project, submitted pictures, videos (in part or as a whole) and the answers of the questionnaire. The publication will take place on the POPAI website, press releases, on the trade show and in POPAI D-A-CH Awards presentations.

The texts and information in the questionnaire will be published without checking for accuracy by POPAI D-A-CH. In case of errors it is the submitters responsibility. Submitters contact details can be published in the digital yearbook if desired. The applicant can only submit materials, products or processes, which he/she has manufactured or developed or when he/she is active as a sales agent or distributor.

The content of the award is all marketing activities in and around the retail environment. This includes sales promotion material, displays (long- and short-term), packaging, POS-Services, Retail Design and Shopper Marketing Activities including digital, cross-media instruments for retail.

The Participant guarantees the promoter that the products and materials presented in the competition do not violate the rights of a third party or have obtained the approval of the third party. The participant releases the organizer and his representative from all liabilities that could possibly arise from presentations of the products and materials of the participants in the POPAI D-A-CH Awards.

The participant will compensate the organizer and his representatives for any damages they may sustain, and will guarantee that no action will be taken by a third party.

- **Exhibition Duty**

The exhibits or projects submitted will be presented at the world largest trade show for retail investment requirements, the EuroShop 2020 in Duesseldorf. The submitter is obliged to place their display-, packaging- or product-submission at the marked award area at EuroShop 2020. Retail design concepts, digital submissions or complex shopper marketing activities can either be presented via screen with stand with adapted content (see p.12) or else with images, slides or posters.

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• Entries approved in the competition:

The POPAI D-A-CH Awards are open to:

- manufacturers, publishers and developers of Point-of-Sale communication, design-, promotion- and advertising agencies, advertisers from every country and every industry. The participation is independent from a Shop!/POPAI membership, however Shop!/POPAI members have a relevant price advantage. Applicants, who would like to participate in the competition can apply via the website www.popai.de. Except in cases where the Promoter has rejected the submitters application, upon receipt and confirmation of the application, the participant will have a firm and irrevocable obligation to pay the full amount for the participation in the POPAI D-A-CH Awards in accordance with the Participation Fees under the Terms and Conditions.

• Dates:

02.11.2019:	Entries open
13.12.2019:	1. Early Bird Deadline (€ 100.00 discount per submission)
10.01.2020:	2. Early Bird Deadline (€ 50.00 discount per submission)
24.01.2020:	Entries close
07. until 14.02.2020:	Online view by the Jury
16.02. until 20.02.2020:	Exhibition of entries at the EuroShop 2020. Delivery dates for the exhibition material will be announced separately in due course.
16.02.2020:	On site judging in the award area by the jury, evaluation and announcement of the finalists at the EuroShop 2020 in Düsseldorf.
May/June 2020:	POPAI D-A-CH Award Gala and presentation of the awards.

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• Categories

Attention: The jury reserves the right to divide or expand the categories if required.

I. Packaging and Display

In each of the categories 1 - 10, prizes can be awarded in the following subcategories:

- a. **Displays ≤ 3 Months (Temporary)**
- b. **Display > 3 Months (Semipermanent, Permanent)**
- c. **Promotion Packaging**
- d. **Produkt Packaging**

Cat.Nr.	Product Category
1	Travel, leisure and automotive, sports and games (no software)
2	Drinks, tobacco
3	Food, convenience goods and confectionery
4	House, hardware store & garden
5	Telecommunications & Computers (Computer Software, Game Software, Personal Electronics (Cameras, Home Entertainment, Consoles & Video Games)
6	Health
7	Beauty, scents
8	Personal accessories, paper, office, stationery, Services
9	Luxury und Fashion
10	Small scale projects, concepts (including universities)

II. Holistic / Digital Retail / Marketing Concepts, Shopper Marketing and Special Prices

In categories 11 - 15, the jury is responsible for the number of prizes awarded!

Cat.Nr.	Category
11	Visual Merchandising, Retail Design, Shop fitting, Shop in Shop Systems, Flagship Stores
12	"All Things Digital"
13	Best Excellence Shopper Journey
14	Special Award: Innovation
15	Special Award: Environment

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III. Honory Awards

Honory Award for:

- Best in Digitization
- Best in Digital Verticalization

will be awarded by an independent, high profile jury.

• Evaluation criteria and explanations for all categories (if applicable):

- **Communication and Image:**
 - ✓ Are the brand and brand values of the product supported?
 - ✓ Is the message clear?
 - ✓ Are several customer touchpoints addressed?
- **Aesthetic quality and design:**
 - ✓ Is the chosen design appropriate for the product / service / project?
 - ✓ Does it meet the goals and requirements?
 - ✓ attention strength?
- **Production / Materials:**
 - ✓ Do materials and technology match the design, construction and product?
 - ✓ Do they meet the goals and requirements?
 - ✓ attention strength?
- **Overall impact and effectiveness in terms of objectives:**
 - ✓ How effective was / is the submission?
 - ✓ Have the goals been achieved? If possible, enter reference numbers.
- **Creativity / Innovation / Originality:**
 - ✓ Is the submission creative or innovative?
 - ✓ Creative use of novel materials and / or technologies?
- **Impact on buying behavior:**
 - ✓ Influence on buying behavior?
 - ✓ case studies, profitability calculations, ROI
- **Retail conformity:**
 - ✓ Are retail requirements met?
 - ✓ Is a specific retail problem solved?
 - ✓ Are the requirements of the retail in handling, environment, size restrictions, applicability particularly fulfilled?

Further evaluation criteria, if more detailed or different, are listed within the detailed explanations of the categories!

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- **Detailed explanations of the award categories**

I. Packaging und Display

1. Travel, leisure, automobile, sports and games

- Cars and special vehicles
- Spare parts market (including tires, car batteries, wax, car shampoos, polishes, tools and accessories)
- Books, newspapers and magazines
- Batteries
- Travel accessories
- Pet accessories
- Sports equipment (including bicycles, sportswear)
- Card and board games
- Toys

2. Drinks, tobacco

- Wine, beer, sparkling wine, spirits and alcoholic mix drinks
- Non alcoholic drinks, water, fresh juices
- Powdered drinks (including tea, coffee, preserved and concentrated juices)
- Tobacco products

3. Food, articles of daily use and sweets

- Processed and processed foods
- Frozen, fresh and chilled foods (including fish and seafood,
- Baked goods, fruits and vegetables, dairy products, meat)
- Paper goods, soap, animal feed (including preserved food, packaged foods, sprays)
- Confectionery, chewing gum
- Snacks, biscuits and crackers

4. House, hardware store and garden

- Household appliances (large and small)
- Household equipment/ furniture
- Housewares (including furniture, upholstery, carpet
- Wallpapers and floor coverings, fireplace accessories, patio and garden furniture,
- Bed linen, kitchen products and towels)
- Appliances and tools for domestic use (including brooms, brushes, mops, chainsaws, drills)

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- Construction materials (including paints and dyes, cladding, ceiling panels,
- Lighting / lighting equipment, roofing materials, construction timber, wall cladding, heating and sanitary installations)
- Terrace and garden accessories (lawnmowers, fertilizers, seeds, tools, insecticides and pesticides)

5. Telecommunications & Computer

- Personal Electronics, (mobile phones, Disposables and Fun Cameras, Home entertainment, consoles and video games)
- Telecommunications (Phones)
- Computer soft- / hardware
- Games software

6. Health

- Personal hygiene, nappies, baby care products
- First aid and medicines (painkillers, vitamin supplements, cough and cold remedies)
- Dental care, mouthwash and dental care utensils

7. Beauty, fragrances

- Make-up, hair spray, shampoo, perfume and aftershave
- Facial care (cream, cleansing lotions and beauty masks)

8. Personal accessories, paper, office, stationery; Services

- Leather goods
- Footwear, shoe care
- Haberdashery (including purses, eyewear,
- Fountain pens, luggage, sunglasses, lighters)
- Office supplies
- Paper goods, party supplies, wrapping paper, disposable material
- Stationery
- Congratulatory and greeting cards
- Vouchers, cash cards, prepaid vouchers
- Services and facilities (trade, craft)

9. Luxury goods and fashion

- Clothes and accessories
- Jewellery
- Luxury goods

In this category there is no distinction between categories of products, but all products can be submitted that fall under the following definition:

Luxury products have more than necessary and ordinary characteristics compared to other products of their category, reflected in their relatively high level in price, quality, aesthetics, rarity, exceptionality and symbolic meaning.

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10. Small scale and concepts (also universities)

A special category for particularly eye-catching individual installations, Projects or displays. Concepts in the field of packaging, display, promotional packaging can be submitted. Particularly welcome are student works or university projects. Rollout less than 50 units.

II. Holistic / digital retail / marketing concepts, shopper marketing and special prices

11. Visual Merchandising, Retail Design, Shopfitting, SIS Concepts, Flagship Store

- Holistic store concepts
- Brand stores in malls, department stores
- Travel Retail
- Pop-up stores
- Shop in shop systems

Visual merchandising affects the appearance of the point of sale or business. This overview includes for example the external effect through façade and shop window, customer stopper and entrance area, sense and up to date goods presentation and decoration, original implementation of the visual representation of a company and product.

Retail design affects the entire holistic shopping experience. The following aspects are included in the assessment of the submissions: spatial planning, interior design, branding, presentation of the goods. Prerequisite is the finished implementation.

Assessment criteria are appealing store concepts; Communication of the product range, effective addressing of the target group(s), successful mixture of architecture, colours, materials, lighting for staging; clear communication of the idea and history to the shopper.

12. "All Things Digital"

As digital solutions have ideally an effect on the whole shopper's journey, we don't use classic criterias. This category is for creativ solutions to excite people, improve processes and get shoppers moving.

13. Best Excellence Shopper Journey

This award is about Customer Touchpoint Management, e.g. through shopper marketing activities, sales promotions or direct marketing activities. All projects that have been completed and carried out after January 1st 2018 are eligible to participate.

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The award will be given to the marketing or advertising campaign that optimally accompanies the shopper on the stations of the Shopper Journey and serves the touchpoints.

Touchpoints are classified in the following stations:

- PreStore
- ToStore
- InStore
- PostStore

14. Special Prize: Innovation Award

POS solutions and displays that represent an innovative use of design, materials, usability / user friendly or innovative technology.

15. special prize: Environment Award

This category assesses the use of environmentally friendly methods / technologies, or the use and / or conservation of renewable resources or recycled materials.

III. Honorary Prizes

Honorary prizes for:

- Best in digitization
- Best in verticalization

are awarded by an independent, high profile expert jury.

Best in Digitization

Retail is facing a digital disruption. This category awards companies who meet the requirements of customer centric retails and promote their own digitization decisively.

Best in Verticalization:

Verticalization is one of the recognized potentials for brands and retail. This category honors companies that have successfully implemented the verticalization of their value chain.

Please contact us for further information if needed!

Please note:

These are general criteria. The application and the weighting of the individual factors are made by the jury according to the particular requirements of each category.

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• **Submission process / payment deadlines:**

The submitter completes the submission documents online on the website. Each submission will require a separate registration form.

Payment of the participation fee becomes binding upon registration. If the participation fee is not paid by the payment deadline, POPAI D-A-CH e.V. reserves the right to exclude the application from the competition.

• **Approved materials / Admission requirements:**

The submitted materials have to meet the following conditions:

- The material must be for the purpose of communication / marketing with the customer or serve this purpose in a broader sense.
- Each project can only be submitted by one company. However, the same project may be submitted in multiple categories. Each submission is subject to a charge.
- Each company can submit as many projects as wanted.
- Only fully completed registration forms are accepted.
- Please do not use any references within the submission to the manufacturing company to exclude any possibility of influencing the jury.

Submitters should not be present during the assessment of the jury.

Business cards, markings or any other expressions of the submitter on the exhibited project are expressly prohibited. The award presentation area at the fair is not to be used as a corporate presentation space. Disregard leads to exclusion!

We strongly recommend to apply the exhibited projects with goods (dummies) and display them completed! Only then will the jury get an authentic impression!

The following material types are excluded from the competition in categories 1 - 9:

- prototypes,
- test materials
- concept materials

These types of materials are expressly approved in category 10.

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Submissions must be limited to photos, pictures or videos that meet the following conditions:

- jpg or .pdf format, resolution: at least 300dpi on DIN A4
- Minimum / Maximum 3 pictures
- If possible, also use a photo within the retail location/situation.
- no logos or company markings on photos and videos
- Video duration limited to 60 sec., Must have .wmv format, max. 20 MB.
- All submissions can be handed in with additional video footage.

Submissions that do not meet the above criteria will be disqualified immediately without the right to reimbursement.

• Admission:

The organizer may exclude products and / or materials that do not appear to be in accordance with the subject matter of the competition or that do not meet the required criteria.

The organizer is not obliged to justify its decisions. If an application for participation is refused, the participation fee will be refunded by the organizer MaR D-A-CH GmbH / POPAI D-A-CH e.V. The participation of the submitter will be confirmed by the organizer. This confirmation of acceptance may also be in the form of an invoice addressed to the applicant.

• Cancellation:

If a submission is withdrawn or if the materials are not presented, the participation fee will be retained by the organizer. Submissions that fail to **pay** on time will be disqualified immediately without the right to reimbursement.

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• Participation fees:

The total amount of the submission costs is as follows:

1. Basic expenses:

- **Registration and administration fee (compulsory) 390.00 €**
This registration fee will be paid once per submission!

+

2. Price of submissions

Non-exhibitor EuroShop 2020

Number of submissions	Price per submission (800x1200 mm placement = Euro pallet)	
	Non Member	Shop! POPAI Member's *
1	1.350,00 €	950,00 €
2 - 4	1.290,00 €	890,00 €
5 and more	1.090,00 €	790,00 €

Exhibitor EuroShop 2020

Number of submissions	Price per submission (800x1200 mm placement = Euro pallet)	
	Non Members	Shop! POPAI Member's *
1	1.150,00 €	650,00 €
2 - 4	1.090,00 €	590,00 €
5 and more	890,00 €	490,00 €

* Valid membership in D-A-CH for 2020

POPAI member companies from other countries or Shop!POPAI chapters who do not have a company representation in D-A-CH, are naturally eligible at membership fees in D-A-CH. For companies with representation in D-A-CH, a membership in DACH is expected to be eligible for member fees.

+

3. Additional costs (if applicable) for oversize, electrical connections and logistics support

- oversize *

300,00 €

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* We provide an area in the size of an Euro pallet (1200 x 800 mm). Submissions exceeding this limit will be charged € 300.00 for each additional Euro pallet size.

Explanation of the dimensions of the Euro pallet can be found popai.de

- Electrical connection 150,00€
- Rental screen with stand incl. uploading the content for placement at the fair by appointment
- Logistics support on time and material basis

All prices charged with the German VAT rate on top (19%)!!! Exempt are companies from EU countries with IDE identification number, as well as companies from individual third countries. Each applicant from third countries has to be checked individually beforehand!!!! Construction and dismantling costs are borne by the exhibitor!

Price for start-up companies (until the 3rd year of foundation)	500,00 €
+ possibly costs oversize s. above * per Euro pallet measure	300,00 €
+ possibly costs electrical connection	150,00 €
limited to max. 2 submissions	

Students and universities without participation fees.

• Terms of payment:

The payment of participation fees as well as all incidental expenses are subject to the conditions set by the organizer and can be seen on the website www.popai.de and in the terms of participation.

Subsequent to the submission you will receive an invoice according to the online submission. The submission fee is payable by bank transfer within 7 days. Invoicing is carried out by MaR D-A-CH GmbH, a subsidiary of POPAI D-A-CH e.V.

• Failure to pay / Inability to pay:

Failure to respect the due date or methods of payment as to the above conditions, authorizes the organizer to apply the article "Cancellation" above.

Submissions that fail to transfer the payment on time may be disqualified immediately and without the right to reimbursement of fees.

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- **Winning an AWARD:**

Winning a Gold, Silver or Bronze trophy in each category will depend on the evaluation or assessment of the jury, regardless of how many entries there are in the categories. **The jury reserves the right to divide or expand the categories if required.** Submissions may be moved to a more appropriate category without consultation. The decisions of the jury are final. The participant declares that he has been informed about the jury's evaluation and accepts them fully. In particular, he waives his right to claim recourse against the jury or the organizer. The award ceremony takes place during a festive Gala. Participation is subject to a charge.

By winning an award, the submitter receives **one** statue at the POPAI Award Gala; Additional statues can be purchased for a fee. Each additional trophy will be charged with 220,00 € + VAT. Delivery is about 8 weeks after the award ceremony.

- **Products / Goods / Materials**

Each participant is responsible for transport and delivery (drop off and pick up) of his materials that have been submitted to the competition. For the delivery and collection of the materials we ask you to follow the instructions of the organizer. These will be communicated at given time.

- **Application of regulations -
Disputes / conflicts:**

By participating in the contest, each clause of these rules is accepted. Any violation of the provisions of these rules or internal regulations issued by the Organizer may result in the exclusion of the Participant without prior notice. This applies in particular to non-compliance with the stand fittings, failure to observe safety regulations, failure to display material, the display of products that do not correspond with the product stated in the application. Remuneration will have to be paid by the participant in form of compensation for moral or material damage suffered by the event. This compensation amount is at least equal to the sum still to be paid by the participant to the organizer.

The Organizer requires in this context the right to additional damages, retention of the exhibited products and furniture of the participant. There is only the law of the Federal Republic of Germany excluding of the UN sales law. Jurisdiction is Dusseldorf in the Federal Republic of Germany.

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