

Shop! D-A-CH Awards 2026

Terms of participation





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General conditions of participation

The participant grants the unrestricted right to use and publish the project, the submitted images, videos in whole or in part and the answers from the questionnaire. Publication will take place on the Shop! D-A-CH e.V. [website](#), in press releases, at trade fairs, in Shop! D-A-CH Awards presentations, on YouTube, LinkedIn, Xing and Instagram. The texts and information in the questionnaire are published without verification of accuracy by Shop! D-A-CH e.V. The submitter is responsible for any errors. Contact details can be published in the digital yearbook on request. A participant may only submit materials, products or processes that they have manufactured or developed or for which they act as an agent or distributor.

This award covers all retail marketing activities. This includes sales promotion materials, displays (permanent, semi-permanent, temporary), packaging, POS services, retail design, shopper marketing activities including digital, cross-media and tools for retail or placement in retail.

The participant guarantees the organizer that the products and materials he/she exhibits in the competition do not infringe the rights of a third party or that he/she has obtained the necessary permission from this third party. The participant releases the organizer and its representatives from all liabilities that may arise from presentation of the participant's products and materials at Shop! D-A-CH Awards. The participant indemnifies the organizer and its representatives for all damages they suffer and guarantees them that no action will be taken against the organizer by a third party.



Waiver of the exhibition requirement

Following the great success of the submission videos, we have decided to waive the exhibition requirement for the Awards 2026 as well.

The Awards 2026 will **only accept video submissions** in all categories. The quality and effort of the videos are irrelevant.

All nominated submissions will be presented digitally through their submission videos at EuroShop 2026 in Düsseldorf from February 16 to 22 in our Shop! Global Village.

We would like to continue to offer all entrants the opportunity to physically exhibit their submissions at EuroShop 2026. Since we need to coordinate the space and associated costs with the trade fair management, we require early registration for exhibiting requests.

Please understand that we may not be able to meet this requirement unless a minimum number of physical exhibits is displayed, as otherwise we would not be able to create an attractive exhibition space.

Any additional costs incurred for the exhibition will be invoiced separately to the entrant. Please refer to the participation fees for these costs.

Please notify us of any wish to exhibit your submission **by December 1, 2025, at the latest**.

Please note that the presentation area at the trade fair in our Shop! Global Village is not a company presentation area.



Entries accepted in the competition

The Shop! D-A-CH Awards are open to:

Manufacturers, publishers and developers of point-of-sale communication, design, promotion and advertising agencies, advertisers from any country and any industry. Participation is independent of Shop!/POPAI membership, but Shop!/POPAI members have a relevant price advantage. Applicants wishing to take part in the competition should apply via the website: www.shopassociation-dach.de.

Once the application has been received and confirmed, the participant has a firm and irrevocable obligation to pay the full amount for participation in the Shop! D-A-CH Awards according to the participation fees set out in the conditions of participation. Exception to this are cases where the organizer has rejected the participants application.

Deadlines

03.11.2025	Start of submission
01.12.2025	Registration deadline for optional exhibition of the submission at EuroShopp
16.12.2025	Early Bird Deadline (€ 75,00 discount per submission)
23.01.2026	Deadline for submission
18.02.2026	Jury meeting
19.02.2026	Announcement of the nominees
22.-26.02.26	Presentation of submission videos at EuroShop
Mai 2026	Shop! D-A-CH Award Gala



Categories

Please note: The jury reserves the right to divide or expand the categories if necessary and required.

The categories can be divided into 3 sections:

I. Packaging and Display

Category-No.	Category
1	Travel, leisure and automotive, sports and games (no software)
2	Beverages, Tobacco
3	Food, articles of daily use and confectionery
4	Home, DIY & Garden
5	Telecommunication & Computer (software, personal electronics, cameras, home entertainment, consoles und videogames)
6	Health
7	Beauty & Fragrances
8	Personal accessoires, paper, office, stationary; services
9	Luxury & Fashion
10	Short runs, concepts (also Universities)

In each of the above categories, prizes can be awarded in the following subcategories:

- a. Displays $\leq$ 3 months (Temporary)
- b. Displays $>$ 3 months (Semi-permanent, Permanent)
- c. Promotional Packaging
- d. Product Packaging



II. Holistic/Digital retail/marketing concepts, shopper marketing

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

Category-No.	Category
11	Visual Merchandising, Retail Design, Shopfitting, Shop in Shop Systems, Flagship Stores
12	Retail Technologies
13	Smart Shopper Journey
14	Innovation
15	Data Driven Retail

III. Honorary prizes

The number and exact designation of honorary prizes may vary from year to year and is determined by the jury's interest in recognizing exceptional projects. The jury suggests possible winners. An independent application for this category is not possible.



General evaluation criteria and explanations for all categories (if applicable)

Communication and image:

- Are the product's brand and brand values 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 objectives and requirements?
- Attention-grabbing?

Production/materials:

- Do materials and technology correspond to the design, construction and product?
- Do they meet the objectives and requirements?
- Attention-grabbing?

Overall impact and effectiveness in relation to the objectives:

- How effective was/is the submission?
- Were the targets achieved? Indicate key figures if possible!

Creativity/innovation/originality:

- Is the submission creative or innovative?
- Creative use of novel materials and/or technologies?

Impact on purchasing behavior:

- Influencing shopping behavior?
- Case studies, profitability calculations, ROI

Trade compliance:

- Are trade requirements being met?
- Is a specific retail problem solved?
- Are the requirements of the trade in terms of handling, environment, size restrictions, usability met to a particular degree?

Sustainability/circular Economy

- Use of environmentally friendly methods/technologies
- Use and/or saving of renewable raw materials or recycled materials

Further evaluation criteria are listed in the detailed explanations of the categories.



Detailed explanation of the individual categories

Below you will find a list of the categories to which your submission belongs.

1. Travel, leisure, automobile, sports and games

- Cars and special vehicles
- Aftermarket (incl. tires, car batteries, wax, car shampoos, polishes, tools and accessories)
- Books, newspapers and magazines
- batteries
- Travel accessories
- Pet accessories
- Sports equipment (incl. bicycles, sportswear)
- Card and board games
- Toys and games

2. Beverages & tobacco

- Wine, beer, sparkling wine, spirits and alcoholic mixed drinks
- Non-alcoholic drinks, mineral water, fresh juices
- Powdered drinks (incl. teas, coffee, canned and concentrated juices)
- Tobacco products

3. Foodstuffs, everyday consumer goods and confectionery

- Processed and processed foods
- Frozen, fresh and chilled food
(incl. fish and seafood, bakery products, fruit and vegetables, dairy products, meat)
- Paper products, soap, animal feed (incl. preserved food, food in packs, sprays)
- Confectionery, chewing gum
- Snacks, cookies and crackers

4. Home, DIY and garden

- Household appliances (large and small)
- Household furnishings/furniture
- Household goods (incl. furniture fittings, upholstery, carpets, wallpaper and floor coverings, fireplace accessories, patio and garden furniture, bed linen, kitchen products and towels)
- Appliances and tools for domestic use (incl. brooms, brushes, mops, chainsaws, drills)
- Building utensils (paints, dyes, paneling, ceiling panels, lighting, lighting fixtures, roofing materials, lumber, wall paneling, heating and plumbing fixtures)
- Patio and garden accessories (lawn mowers, fertilizers, seeds, tools, insecticides and pesticides)



5. Telecommunications & computers

- Personal electronics (mobiles, disposables, cameras, home entertainment, consoles and video games)
- Telecommunications (telephones, software, licenses)
- Computer software/hardware
- Gaming software

6. Health

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

7. Beauty & fragrances

- Make-up, hairspray, shampoo, perfume, aftershave
- Facial care (creams, cleansing lotions and beauty masks)

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

- Leather goods
- Footwear, shoe care
- Haberdashery (incl. wallets, glasses, fountain pens, luggage, sunglasses, lighters)
- Office supplies
- Stationery, party supplies, wrapping paper, disposables
- Stationery
- Greeting cards and greeting cards
- Vouchers, cash cards, prepaid vouchers
- Services and facilities (trade, crafts)

9. Luxury goods and fashion

- Clothing and accessories
- Jewelry
- Luxury goods

In this category, no distinction is made between product groups, but all products that fall under the following definition can be submitted: Luxury products have more than necessary and ordinary characteristics compared to other products in their category, reflected in their relatively high level of price, quality, aesthetics, exclusivity, extravagance and status symbol character.

10. Small editions and concepts (including universities)

A special category for particularly eye-catching individual installations, projects, displays or designs. Concepts from the fields of packaging, display, design or promotional packaging can also be submitted here. Student work or university projects are particularly welcome. Rollout less than 50 units.



11. Visual merchandising, retail design, shopfitting, shop-in-shop concepts, flagship store

- Holistic store concepts
- Brand stores in malls, department stores
- Travel retail
- Pop-up stores
- Store in store systems

Visual merchandising relates to the appearance of the point of sale or store. This overall view includes, for example, the external effect via the façade and shop windows as well as in the entrance area, the conception and topicality of the merchandise display and decoration, faithful implementation of the visual presentation of a company and product to the outside world.

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

Evaluation criteria here are appealing store concepts; communication of the product range, effective addressing of the target group(s), successful mix of architecture, colors, materials, lighting for staging, customer flow; clear communication of the idea and story to the shopper.

12. Retail technologies*

Technologies in all their diversity with high effectiveness at the point of purchase for a convincing and effective shopper experience. Creative digital solutions that inspire people, activate shoppers or improve processes and logistics find a home here.

- **Best Ambient Commerce:** In ambient commerce, retailers surround consumers with technologies to offer them an immersive and sensory shopping experience.
- **Best Cross Channel:** Technologies, along the shopper journey, that harness the power of merging relevant channels across channels to provide a holistic shopping experience from initial search to purchase.
- **Best XR:** Integration of VR, AR and MR technologies to enhance the shopper journey.
- **Best Operational Excellence:** Operational excellence means finding better and new ways to develop products, fulfill orders, provide customer service or any other activity such as payment, check-out or logistics function that an organization performs. This is about digital solutions that increase operational excellence.
- **Best shopper activation:** Shopper activation involves shoppers in marketing campaigns by extending the brand experience and the shopper experience beyond the point of purchase. In addition to the playful staging of the brand or products, for example, a further aim of shopper activation is to gain direct insights into the behavior, opinions and actions of shoppers based on their reactions to the designed experience.



13. Smart Shopper Journey

We are looking for best cases in shopper touchpoint management as well as integrated and hybrid shopper campaign management across various touchpoints along the entire shopper journey. We are looking for pre-store, in-store, post-store campaigns or shopper marketing campaigns with classic sales promotion measures, promotions or direct marketing activities that successfully and efficiently link the various touchpoints. The focus here is on holistic, cohesive, shopper-centered communication.

Please explain in the submission video how and which different touchpoints were addressed.

14. innovation

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

15. Data Driven Retail*

It's not for nothing that data has been called the new "oil" - it can be the most valuable resource in the hands of shopper marketers. However, the way in which it is collected and used is still very different. We are looking for best cases from the following areas:

- **Best of CRM Data:** By collecting and using data along the shopper journey and customer data, shoppers can be addressed individually.
- **Best of Analytics Data:** The bundling and effective analysis of data creates new insights into the shopper experience and thus ensures a decisive advantage in the market.
- **Best of Loyalty Program Data:** Data is increasingly the solution for developing customer loyalty programs that create brand love and loyalty at a time when customers are more open than ever to switch brands.
- **Best of In-Store Data:** The use of data from e.g. sensors, cameras, POS systems, etc. at the POS to optimize and strategically develop the shopper experience.
- **Best of Supply Chain Data:** Today's customers want to move seamlessly between the physical and digital worlds and have a lot of choice at every step. As they move through these two worlds, large amounts of data are generated during the procurement, processing and distribution of goods. The aim of retailers is to gain insights from this and create added value for the shopper. From supply chain analysis to supply chain management

*In categories 12 and 15, all entries are submitted in the superordinate category. The jury will determine the sub-category.

If you have any questions, please contact us!

Please note:

These are general criteria. The application of these and the weighting of the individual factors will be determined by the jury according to the specific requirements of the individual category.



Submission procedure / payment deadlines

The participant fills out the submission documents online on the website. One submission document must be completed for each submission.

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

Approved materials / acceptance conditions / explanations on the type of submission

The submitted materials must fulfill the following conditions:

- The material must be for the purpose of communicating/marketing to the shopper 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 several categories. Each submission is subject to a fee.
- Each company may submit as many projects as it wishes.
- Only completed entry forms will be accepted.

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

- Prototypes,
- test materials
- Pre-series materials

However, these are expressly permitted in categories 10 and 14.



Criteria for the submission video

This year, all categories must be submitted by video.

The following criteria for the video must be considered when submitting:

- Please produce only one submission video in mp4 format
- The duration of the video should not exceed 90 seconds. When creating your video, always keep your target audience in mind: the jury, and the audience at the gala. Keep it short, crisp, and concise.
- The submission videos must be made available to us via [WeTransfer](#).

Please note:

Even though submissions are only permitted via video this year, **3 high-quality photos** should also be provided. Ideally from different perspectives that emphasize the uniqueness of the submission. At least one of them must be cropped.

This is necessary so that we can appropriately depict the submissions in our nominee presentation as well as the winners in our presentation for the award ceremony. The photos will also be used for your presence on our social media channels.

Content of the submission

Your submission video should present the uniqueness and value for money.

The video will be used for jury evaluation and will be published on our social media channels and on YouTube.

We recommend covering the following areas in the film:

- Basic task
- What should be achieved in the brief?
For example market launch, secondary placement etc.
- Presentation of the submission
What makes this submission worthy of an award? Show details that will convince the jury about your project. This should be the main part of the film.
- Reactions to your project. Has it been reported in the press, by the customer or in social media?

It does not have to be an artistically sophisticated film. We are also happy to receive films shot with a smartphone. The main thing is that the jury and the audience are convinced by the enthusiasm and uniqueness of your development. A touch of humor and wit is good for the video. Feel free to check out some of the [past submissions](#).



Control (approval)

The organizer may exclude products and/or materials that do not appear to be in line with the subject matter of the competition or 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 paid will be refunded by the organizer MaR D-A-CH GmbH/Shop! D-A-CH e.V. will refund the participation fee paid.

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 submitter.

Withdrawal

If a submission is withdrawn, the participation fee will be retained by the organizer.



Participation fee

The total submission fee is made up as follows:

1. Marketing fee

A one-time marketing fee is charged for the submission. This includes the appearance on all social media platforms available to us (LinkedIn, Instagram, YouTube, etc.).

2. Fees for submissions and exhibition

Marketing fee (one-time fee upon submission)		490,-€
PLUS		
Number of submissions/Display	Members*	Non members
1. submission	990,-€	1.390,-€
2. to 4. submissions	950,-€	1.350,-€
5. submissions +	850,-€	1.200,-€
EuroShop 2026 - OPTIONAL		
Exhibiting the submission at Shop! Global Village**	Members*	Non members
Each Display (without electricity)	650,-€	850,-€
additional charge for electricity (if necessary)	+ 100,-€	+ 100,-€

* a valid Shop!/POPAL membership for the year 2025 is required.

** we provide an area the size 1200 x 800 mm. Additional charges apply for displays exceeding this size.

Prize for **start-up companies** (up to 3rd year of foundation; max. 2 submissions) **500,00 €**

Students and Universities **without participation fees**

All prices are subject to the applicable statutory VAT.

3. Member companies from other countries

Shop!/POPAL member companies from other countries or Shop!/POPAL chapters that have no company representation in D-A-CH can of course submit at the member price in D-A-CH. For companies with company representation in D-A-CH, membership in D-A-CH is expected to be eligible for the member price.



Terms of payment

Payment of the participation fees and all ancillary costs incurred shall be made in accordance with the conditions set by the organizer, which can be viewed by the applicant on the website www.shopassociation-dach.de and in the conditions of participation.

Following submission, you will receive an invoice in accordance with the online submission. The submission fee must be paid by bank transfer within 7 days. Invoices will be issued by MaR D-A-CH GmbH, a subsidiary of Shop! D-A-CH e.V.

Default in payment / inability to pay

The due date or method of payment from the above conditions must be complied with. If they are not complied with, the organizer is authorized to assert the above-mentioned condition "

Withdrawal".

Entries for which payment is not received by the due date may be disqualified immediately and without the right to a refund of fees.

Winning an award

Winning a gold, silver or bronze trophy in each category depends on the evaluation or judgment 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 necessary, or to move submissions within the categories, if this is to the advantage of the submitter or ensures comparability.

The jury's decisions are final. The participant declares that he/she has been informed of the jury's evaluation method and accepts it without reservation. In particular, he/she waives any right to claim recourse against the jury or the organizer.

The awards ceremony may take place as part of a gala (for a fee).

Upon winning an award, the entrant receives one trophy. Additional trophies can be purchased for a fee.



Application of the regulations - disputes

By entering the competition, each clause of these rules is accepted. Any violation of the provisions of these rules or internal regulations issued by the organizer may lead to the exclusion of the participant concerned, even without prior notice.

Only the law of the Federal Republic of Germany shall apply, excluding the UN Convention on Contracts for the International Sale of Goods.

The place of jurisdiction is Düsseldorf in Germany.

Ideal sponsor: Shop! D-A-CH e.V.

Organizer: MaR D-A-CH GmbH

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