

Summit & Award

display Superstar Award

27 October 2026

Rheingoldhalle Mainz/State Parliament Mainz

display KOMMUNIKATION
POINT OF SALE
VERKAUFSFÖRDERUNG

www.display.de/superstar

Awarding what sells:

The award that makes successful POS campaigns visible!

The display Superstar Award is the seal of excellence for outstanding sales promotion and creative promotional tools in retail.

With this award, display Verlag honors innovative and exceptional promotions and communication measures at the point of sale (POS). It serves as recognition for the creators and developers of these campaigns for their outstanding work and as a quality seal for partners in retail, branded goods industries, and suppliers.

Participation Requirements

Promotions and advertising campaigns that have been used at the stationary point of sale within the past 24 months are eligible to enter the display Superstar Award. The exhibit or POS promotion can be submitted by the brand, the retailer, the executing agency, or the producer of the promotion.

15 Reasons to Participate

- 1. Your award package:** winning a display Superstar Award highlights your POS expertise. Use this recognition for your communication – we provide you with a comprehensive package to support you.
- 2. Celebrate your success at the Awards Ceremony:** as a participant, you will receive one ticket per submission to the exclusive "Night of the Stars" awards gala in Mainz. During this prestigious event, the display Superstar Awards in Gold, Silver, and Bronze will be presented.
- 3. Inspiration and networking at the display Summit:** Before the awards ceremony, the display Summit takes place. At the heart of the Summit is dialogue – with speakers and audience engaging directly. Decision-makers from the branded goods industry, retail, agencies, display and packaging manufacturers, and trade media come together to share their knowledge: interdisciplinary and cross-industry.
- 4. Congress with current topics and solutions:** presentations by practitioners for practitioners is what sets the display Summit congress apart. Look forward to relevant talks on shopper activation at the POS. And of course, networking is key. You can expect top-tier networking in a relaxed atmosphere.
- 5. Showroom – see and touch the promotions:** all promotions submitted for the display Superstar Award will be displayed during the display Summit. Thorough examination of the exhibits is highly encouraged. A lab featuring many innovative and high-quality POS promotions that are second to none.
- 6. An award with prestige:** the display Superstar has been awarded since 1993 and is the most prestigious recognition in POS marketing.

7. Become part of a unique network: all visitors, award winners, jury members, and speakers at the display Summit form a unique network within the POS industry. Build new connections with experts and personalities from retail marketing.

8. Share your success story with the display Superstar: we provide you with the appropriate label, which you may start using from the day of the awards ceremony. Communicate your success in the display Superstar Award by using the label – on websites, in digital communication, in signatures, in sales folders, in print, and in other marketing materials.

9. Benefit from the extensive reach: coverage of the display Superstar Award competition, along with the participating exhibits and promotions, in display magazine, the display Superstar Yearbook, the online portal, email newsletters, and social media ensures your company significant visibility within your competitive environment.

- display magazine circulation: 10,500 copies (December 2026 issue)
- display Superstar Yearbook circulation: 12,000 copies
- Online portal: Over 1 million views per year, over 350,000 visitors per year
- Email newsletter: Over 7,000 recipients
- Social Media: LinkedIn and Facebook

10. Professional photos in front of the photo wall: at the "Night of the Stars" awards gala, as a winner, you can have professional photos taken with your Superstar Award trophy. The following day, we will provide you with the photos so you can use them for your own press and social media activities.

11. A prestigious highlight is the Superstar trophy: whether in platinum, gold, silver, or bronze, as a winner, you will receive a true highlight. For example, for your company's foyer or showroom. The Superstar Trophies are exclusively presented on stage during the "Night of the Stars" awards gala.

12. Permanent presentation: all promotions participating in the display Superstar Award will be extensively featured in the display Superstar Yearbook, along with contact details of the submitting company. The same applies to our online gallery at www.display.de/superstar – including a link to the submitting company's website. This ensures your company's ongoing visibility beyond the awards ceremony.

13. Content for your communication: For the award winners, the editorial team of display Verlag provides a short statement about the recognition. This will be included in the presentation of the promotion or exhibit in the yearbook as well as in the online gallery, alongside the related entry, and can be effectively used for your own communication.

14. Awarded with distinction: award winners will receive a certificate in a high-quality frame. This will be sent to you by mail after the awards ceremony.

15. Share your success with our communication tools: you will receive a whitepaper with useful tips and examples for your own award communication. Additionally, we provide text templates that you can use for your press activities.

At a Glance – The Key Benefits of the display Superstar Awards



display Superstar Award:
the most prestigious award
in POS marketing.



Showroom with exhibits:
on October 27th and 28th, every
exhibit will be displayed at the
Rheingoldhalle in Mainz.



Coverage:
extensive coverage before and after
the event in display magazine, with
a circulation of over 10,500 copies

The reference guide:
the display Superstar Yearbook
provides detailed descriptions of
all exhibits and participants



Online & social media:
each exhibit will be extensively
featured online and on social
media, including contact
information of the manufacturer.



display Summit:
a congress focused on sales
promotion and product presenta-
tion at the POS. A meeting point
and information platform in one.



An unforgettable evening:
the awards ceremony combines
a fantastic vibe with great food
and drinks.



Networking:
the display Superstar is the
platform where colleagues,
suppliers, and customers come
together.

Awards, Special Prizes, and Categories

Awards:

The display Superstar Awards are presented in 7 categories in bronze, silver, and gold. Four special prizes are awarded across categories. The Platinum Awards are determined among the gold winners from the previous year. These are the champions of champions. An expert jury evaluates the exhibits during the exhibition and decides on the awards. display Verlag invites new competent participants each year and introduces them to the public. The jurors receive a grading tool and get an on-site impression of the exhibits at the exhibition area in the Rheingoldhalle Mainz.

Special Awards (in Gold):

- **Innovation** (Jury)
- **Technical realization** (Jury)
- **Design** (Jury)
- **Consumer Superstar** (The visitors of the display Superstar Award exhibition choose their winner)

Categories:

- A • Displays** made of wood, plastic, and/or metal
- B • Small cardboard displays** (base size up to and including quarter pallet)
- C • Large cardboard displays** (base size greater than a quarter pallet)
- D • Digital POS**
- E • Small Series Display** *divided into cardboard & permanent display*
- F • Prototype**
- G • Packaging**

Categories A to D are further divided into two subcategories:

- 1. Floor display (product-carrying/self-presenting)**
- 2. Counter/shelf/window display**

Participation:

All display manufacturers, packaging and digital signage producers, as well as their clients, are invited to participate in the display Superstar competition. Each participant can submit as many projects as they wish. The requirement is that the POS solutions, displays, packaging, and/or sales furniture have already been placed at the POS (except for the Prototype category).

For the participation fee, display Verlag provides an extensive special exhibition area and handles all organizational tasks related to the display Superstar competition event.

Marketing fee

The display Superstar Award is part of the prestigious awards in the advertising and marketing industry. Extensive press and public relations efforts are essential for this. Notably, the display Superstar Yearbook (a reference work for users) and the web portal www.display.de/superstar (the landing page for innovative POS concepts) stand out. Here, the submitted exhibits are effectively presented. Since 2015, the yearbook and the landing page have featured all winners and nominees of the display Superstar Award, with a circulation of 12,000 copies and over 25,000 visits. Each submitted and nominated exhibit receives a full page in the yearbook/website, including the data and facts about the exhibit. The yearbook will be sent out with the display magazine issue 6/2026 (December) and will reach decision-makers in POS marketing and purchasing. Additionally, each participant receives 5 copies for each entry to use for customer information and promotional purposes. Of course, the exhibits will also be showcased online on www.display.de/superstar and spread through social media. Furthermore, the display Superstar and its participants will be introduced to the media world (press work).

Participation fee per exhibit:

for the first 3 exhibits:	1,190 EUR per exhibit*
from the 4th exhibit:	1,090 EUR per exhibit*
from the 10th exhibit:	990 EUR per exhibit*

(all prices are subject to 19% VAT, if applicable)

* Each exhibit is provided with up to one square meter of floor space. If more space is required for the presentation, display Verlag GmbH will charge 390 EUR plus VAT (if applicable) for each additional square meter.

Marketing Fee

for the first exhibit:	490 EUR
for the second exhibit:	450 EUR
for the third exhibit:	390 EUR
for each additional exhibit:	350 EUR

(all prices are subject to 19% VAT, if applicable)

Exhibits:

all exhibits submitted for the display Superstar Awards must arrive on time before the start of the competition. Shipping and setup on October 26, 2026, from 11:00 AM to 6:00 PM are the responsibility of the participant. For more details, please refer to the registration form: display Superstar Award 2026.

Exhibit description:

each exhibit will be documented in the materials for the expert jury of the awards. This documentation also serves as the basis for the editorial presentation of the exhibit in the display Superstar Yearbook and its display on the website/landing page. **Therefore, display Verlag requires at least one photo and a description text for each exhibit.** The editorial team at display will assist participants in creating the text.

The expert jury:

the jury members are marketing and product managers, decision-makers from retail and industry, product designers, engineers, and brand representatives. The jury usually consists of eight to ten members and is reappointed each year. They are experts invited by display Verlag and are committed to neutrality. The jurors meet on the first day of the exhibition. They review the materials, take a tour to assess the exhibits, and then retreat for consultation.

Award Ceremony:

The award ceremony will take place on October 27, 2026, in the festive setting of the State Parliament in Mainz (Platz der Mainzer Republik 1, 55116 Mainz), provided that the applicable regulations at that time allow it. Media representatives will also be invited.

For each exhibit submitted, the submitting company will receive one complimentary ticket to the celebration evening. This and additional tickets will be available for 119 EUR from August 2026 at www.display.de/superstar.de

Competition categories:

the registrant decides in which category their exhibit will be entered. display Verlag GmbH, as the organizer of the display Superstar Award, will review the categorization for plausibility and reserves the right to reclassify. If a required minimum number of three exhibits is not reached in a competition category, the organizer will consider merging categories or subcategories.

Your contact person
at display Verlag GmbH
for all questions regarding
the display Superstar Award:

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display

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www.display.de

display Superstar 2026

October 27, 2026

Rheingoldhalle Mainz/State Parliament Mainz

REGISTRATION FORM

DETAILS ABOUT THE EXHIBIT

Categories: (please check)

- A Display made of wood, plastic, or metal materials**
Floor display (product-carrying/self-presenting)
Counter/shelf/window display

- B Display primarily made of corrugated cardboard with a base size up to and including 40x60 cm (quarter-pallet)**
Floor display (product-carrying/self-presenting)
Counter/shelf/window display

- C Display primarily made of corrugated cardboard with a base size larger than 40x60 cm**
floor display (product-carrying/self-presenting)
Counter/shelf/window display

- D Digital POS**
Use of digital media
Floor display (product-carrying/self-presenting)
Counter/shelf/window display

- E Small series display**
Product-carrying, self-presenting, or counter/shelf display
Corrugated cardboard (max 250 units)
Wood, plastic, or metal (max. 50 pieces)

- F Prototype**

- G Packaging**

Special Awards:

- Design** (Jury Special Award)
- Technical realization** (Jury Special Award)
- Innovation** (Jury Special Award)
- Consumer Superstar** (The visitors of the display Superstar Award exhibition choose their winner)

Dimensions:

Height (cm)

Width (cm)

Depth (cm)

Footprint (m² including merchandise)

Quantity/Units

Pedestal required: Yes No

Power connection required: Yes No

Please attach digital photos (300 dpi) to your fully completed registration and send them to:

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

Contact Person:

Company/Registrant:

Street, No.:

City, ZIP Code:

Country:

Phone Number:

Email:

Website:

Project Name:

Display Type:

Client:

Manufacturer:

Designer:

VAT ID No.:

The information you provide will be recorded and stored in the database of display Verlags GmbH. display Verlags GmbH, Dekan-Laist-Straße 17, D-55129 Mainz, uses your data, including company details, for organizing the special exhibition. display Verlags GmbH also uses your data to inform you about topics related to the display Superstar Award and associated events. You have the right to object to the promotional use of your data at any time. To do so, please send an email to info@display.de with the subject: Data Protection.

I have read and accept the participation conditions.

.....
Date, Company Stamp, Signature of the Registrant

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 F (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

September 18, 2026: Registration deadline
October 26, 2026: Setup of exhibits in the Superstar area
October 27, 2026, approx. 10:00 AM: Arrival of the Superstar jury
October 27, 2026, from 1:00 PM to 5:00 PM: display Summit
October 27, 2026, from 6:30 PM: Superstar Awards ceremony at the restaurant of the Mainz State Parliament
October 28, 2026, from 10:30 AM: Dismantling and transport of exhibits

Set-up and dismantling

Set-up will take place on 26 October 2026 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 (until October 28, 10:30 AM) 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 28 October 2026 from 10.30 o'clock a.m. Please make sure to be at the showroom at the latest at 10:00 o'clock a.m. because there is no surveillance during dismantling. For damages no liability can be accepted. Note: Delivery at ground level. There is no lift available! If you have any questions, please contact us in advance.

Superstar Exhibition Area

Each exhibit will be shown on the Superstar Exhibition area together with all other submissions. At the same time, the display Summit will take place. 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 October 28, 2026, from 10:00 AM to 5:30 PM and on October 28, from 10:00 AM to 10:30 AM. The organizers will not be liable for any loss or damages. during open hours. To prevent it please secure the goods properly.

Evaluation

The jury session will take place on October 27, 2026. The jury consists of eight to ten members and is reappointed every year. The jury members are marketing and POS managers from industry, trade and Agencies. The jury will examine each exhibit in person and evaluate it according to the criteria. The exhibit description and points assignment will be carried out via a digital device (tablet). The evaluation will take place behind closed doors. The jury's decision is final and cannot be appealed. The exhibit with the highest points in each category will win. The exception applies to the special awards: The top three rated exhibits in each evaluation category will be presented, and the jury will decide by simple majority whether a special award for innovation, design, or execution will be granted.

Participation fees

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

for the first 3 entries	EUR 1,190 for each exhibit* + VAT, if applicable
from 4th entry	EUR 1.090 for each exhibit* + VAT, if applicable
from 10th entry	EUR 990 for each exhibit* + VAT, if applicable

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 390 EUR + VAT, if applicable.

Marketing Fee

Since 2015, the display Superstar Yearbook has been a comprehensive reference work featuring all winners and nominated participants in a run of 12,000 copies. Each exhibit is presented in the yearbook on a full page, including data and facts about the manufacturer and the campaign. The marketing fee is mandatory for participants in the display Superstar Award. The yearbook meets high standards of design and material. It will be sent with the 6/2026 issue of the display magazine. Additionally, each participant will receive 5 copies per exhibit to use for their own promotional purposes. Furthermore, the content of the display Superstar Award 2026 yearbook will be implemented and spread online and via the display Verlag's social media channels. The display Superstar Award and its participants will also be prominently presented to the media (press outreach). This positions the display Superstar Award among the most prestigious awards in the advertising industry.

Marketing Fee

First exhibit:	490 EUR plus VAT, if applicable.
Second exhibit:	450 EUR plus VAT, if applicable.
Third exhibit:	390 EUR plus VAT, if applicable.
Each additional exhibit:	350 EUR plus VAT, if applicable.

Withdraw

In case of withdrawn 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 27 October 2026 in the restaurant of the State Parliament (Platz der Mainzer Republik 1, 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.