

SuperstarITALIA 2010

REGISTRATION FORM

DATE + ORGANIZER

The **SuperstarITALIA 2010** contest and the **Special Display Show** will take place at the "VISCOM – Visual Communication" (21 to 23 October 2010 in Milan).

CONDITIONS OF PARTICIPATION

All display and packaging producers and/or companies ordering displays/packaging can participate. **Any number of exhibits can be nominated.** The exhibit nominated must have been produced or used in 2010. The **displays** must qualify for one of the product-categories mentioned below. **Packagings** are combined in one category, as well as **Digital Signage**.

for the first 3 exhibits
 – with booked stand EUR 450 for each exhibit/m²
 – without stand EUR 600 for each exhibit/m²

from the 4th exhibit
 – with booked stand EUR 400 for each exhibit/m²
 – without stand EUR 550 for each exhibit/m²

from the 10th exhibit
 – with booked stand EUR 350 for each exhibit/m²
 – without stand EUR 500 for each exhibit/m²

The Superstar-Award will be awarded to the displays/packagings receiving the most points from the independent jury as best displays/packagings of the year 2010. **There will be 14 Superstar GOLD:** for group **A** (longterm display), **B** (shortterm display), **C** (international) – category 1, 2, 3 –, group **D** (consumers packaging), group **E** (digital signage) as well as for the best design (**F**), technical realisation (**G**) and for the most innovative solution (**H**). All exhibits entered will be on show for the whole duration of the "VISCOM – Visual Communication" (21 to 23 October 2010 in Milan) at the **Special Display Show** and will be published in the display magazines (print and online).

Display-Groups: (please tick)

- A longterm display**
 - B shortterm display**
 - C international**
 - D consumers packaging**
 - E digital signage**
 - F (design)***
 - G (technical realisation)***
 - H (innovation)***
- *judged automatically by the jury**

Categories (Group A, C): (please tick)

- 1 (displays value under 300 EUR)**
- 2 (displays value between 300 and 700 EUR)**
- 3 (displays value over 700 EUR)**

Categories (Group B): (please tick)

- 1 (displays value under 100 EUR)**
- 2 (displays value between 100 and 200 EUR)**
- 3 (displays value over 200 EUR)**

Definition longterm display: used more than 3 months at P.o.P.

Definition shortterm display: up to 3 months at P.o.P.

Specification for the exhibit entered: Measurements

Height..... (cm)
 Width..... (cm)
 Depth..... (cm)
 Floorspace..... (m²)

Nature of exhibit

- | | |
|---|--|
| <input type="checkbox"/> Floor display | <input type="checkbox"/> Shelf display |
| <input type="checkbox"/> Window display | <input type="checkbox"/> Illuminated display |
| <input type="checkbox"/> Suspended display | <input type="checkbox"/> Floortester |
| <input type="checkbox"/> Counter display | <input type="checkbox"/> Floor Graphics |
| <input type="checkbox"/> Presentation display | <input type="checkbox"/> Consumers Packaging |
| <input type="checkbox"/> Information display | <input type="checkbox"/> Digital Signage |
| <input type="checkbox"/> Product-carrying display | |

Pedestal required: yes no

Electricity required: yes no

Participant:.....

Contact person:.....

Telephone:.....

Fax:.....

Address:.....

Vat nr.:.....

Website:.....

e-mail:.....

Customer:.....

Producer:.....

Designer:.....

.....
 Date, company stamp, signature

Definition longterm display: used more than 3 months at P.o.P.

Definition shortterm display: up to 3 months at P.o.P.

Please send your application, together with two high-quality (300 dpi) digital photos of your display/s, as soon as possible to the address below:

display Verlags GmbH

Wellingsbüttler Weg 148 • D-22391 Hamburg

Phone: +49405360054 • Fax: +49405360111

E-Mail: info@display.de

Register now!