


## red dot award: product design 2010 – Winner services and costs



**reddot design award**  
best of the best 2010

**red dot gala:**  
Presentation of the red dot trophy (sculpture) and two certificates on stage at the Aalto-Theater

Presentation of the award-winning product in a film on stage at the Aalto-Theater

**red dot design museum:**  
Presentation of the award-winning product together with all the award-winning products in a four-week special exhibition in the red dot design museum and afterwards in the red dot design museum for at least one year  
**from 530 euros**


Use of the club card, guided tours of the special exhibition for up to 25 people and use of the press service

**red dot label:**  
Use of the "red dot: best of the best" label for the whole lifecycle of your award-winning product  
**470 euros**

**red dot design yearbook:**  
Presentation of the award-winning product on 2/1 pages in the red dot design yearbook 2010/2011 as well as the Design Diary 2011  
**2,940 euros**

**red dot online:**  
Presentation of the award-winning product as a web file, with images and text in the online exhibition for at least one year  
**610 euros (optional from 2<sup>nd</sup> presentation year 210 euros)**

Total  
**4,550 euros**



**reddot design award**  
winner 2010

**red dot gala:**  
Presentation of two certificates in the red dot design museum following the awards presentation

**red dot design museum:**  
Presentation of the award-winning product together with all the award-winning products in a four-week special exhibition in the red dot design museum and afterwards in the red dot design museum for at least one year  
**from 530 euros**


Use of the club card, guided tours of the special exhibition for up to 25 people and use of the press service

**red dot label:**  
Use of the "red dot" label for the whole lifecycle of your award-winning product  
**470 euros**

**red dot design yearbook:**  
Presentation of the award-winning product on 1/3 page (on request on 2/3, 1/1, or 2/1 page) in the red dot design yearbook 2010/2011  
**from 730 euros**

**red dot online:**  
Presentation of the award-winning product with images and text in the online exhibition for at least one year  
**410 euros (optional from 2<sup>nd</sup> presentation year 210 euros)**

Total  
**2,140 euros**



**reddot design award**  
honourable mention 2010

**red dot gala:**  
Presentation of two certificates in the red dot design museum following the awards presentation

**red dot design museum:**  
Presentation of the award-winning product as a poster together with all the award-winning products in a four-week special exhibition and afterwards in the red dot design museum for one year (this includes the printing of the poster as a free service)  
**530 euros**

Use of the club card, guided tours of the special exhibition for up to 25 people and use of the press service

**red dot label:**  
Use of the "honourable mention" label for the whole lifecycle of your award-winning product  
**470 euros**

**red dot design yearbook:**  
Presentation of the award-winning product on 1/3 page (on request on 2/3 or 1/1 page) in the red dot design yearbook 2010/2011  
**from 730 euros**

**red dot online:**  
Presentation of the award-winning product with images and text in the online exhibition for at least one year  
**410 euros (optional from 2<sup>nd</sup> presentation year 210 euros)**

Total  
**2,140 euros**

### red dot design yearbook 2010/2011

Expanded entry for "red dot" and "honourable mention" winners (optional)

on 2/3 page	420 euros (1,150 euros in total)
on 1/1 page	690 euros (1,420 euros in total)
on 2/1 page	1,260 euros (1,990 euros in total)

### Presentation in the red dot design museum, Germany, and in the online exhibition

The contract automatically extends for another 12 months unless terminated by 31 March of the following year. The presentations in the permanent exhibition (red dot design museum) and online exhibition are billed separately.

The exhibition space depends on the size of the product to be exhibited plus a peripheral area for viewing; please refer to the exemplary calculations on the right. The prices listed are for one presentation year.

The venue is Germany. All prices are subject to VAT nationally and internationally.

### Sample calculations of exhibition units (EU) for the presentation in the red dot design museum, Germany

1 EU (minimum)	530 euros
Table lamps, tableware, jewellery, large image	
2 EU	1,060 euros
Chairs, built-in units, DVD players/recorders, notebooks, wash basins, TV sets and video recorders, power tools	
3 EU	1,590 euros
Armchairs, tables, cabinets, refrigerators, bathroom furniture, bicycles, washing machines, motor scooters	
4 EU	2,120 euros
Sofas, table systems, motorcycles, lighting systems	
From 5 EU	from 2,650 euros
Furniture systems, large machinery, vehicles	