

# Winner Packages for the Red Dot: Best of the Best distinction

Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and Advanced Licence	Advanced Licence* + EUR 5,500
Official winner's certificate and Red Dot Trophy	2 framed A3 certificates Red Dot Trophy	4 framed A3 certificates Red Dot Trophy	Certificate + EUR 49 Certificate with credit change + EUR 200 Red Dot Trophy + EUR 530
Presentation in the Red Dot Design Yearbook	2/1-page product presentation 2/1-page designer profile	2/1-page product presentation 2/1-page designer profile	-
Presentation in the Design Diary	1/1-page product presentation	1/1-page product presentation	-
Specimen copies of the Red Dot Design Yearbook and the Red Dot Design Diary	Yearbook single volume Design Diary	Yearbook set 4 Design Diaries	Yearbook single volume + EUR 35 Yearbook set + EUR 140 Design Diary + EUR 24
Presentation on the Red Dot website	Product presentation in the Winners Section	Product presentation in the Winners Section incl. video clip and designer profile publication	-
Presentation on social media	-	Instagram post of the product LinkedIn post of the designer profile	Instagram post* + EUR 1,500 LinkedIn post* + EUR 750
Presentation in the Red Dot Design Museum Essen	1 exhibition unit (EU) included, additional costs depend on product size	1 exhibit (EU) included, additional costs depend on product size	-
Private guided tour at the Red Dot Design Museum Essen	-	Private guided tour	Private guided tour + EUR 90
Trophy presentation at the Red Dot Gala	Stage appearance incl. video clip of the winning product and presentation of the Red Dot Trophy	Stage appearance incl. video clip of the winning product and presentation of the Red Dot Trophy, video recording of the stage appearance	Video recording of the stage appearance + EUR 350
Tickets for the Red Dot Gala and Designers' Night	2 tickets for the Red Dot Gala incl. Designers' Night	4 tickets for the Red Dot Gala incl. Designers' Night	Ticket for Designers' Night + EUR 75 Ticket for the Red Dot Gala incl. Designers' Night + EUR 95
Costs	<b>from EUR 7,500</b>	<b>from EUR 12,800</b>	

\*Available with the Winner Package "Regular"

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Product Description	Winner Package "Regular"	Winner Package "Bold"	Optional Extras
Licence to use the Red Dot Label	Basic Licence	Basic Licence and Advanced Licence	Advanced Licence* + EUR 5,500
Official winner's certificate	2 A4 certificates	4 A4 certificates	Certificate + EUR 39 Certificate with credit change + EUR 200
Presentation in the Red Dot Design Yearbook	1/3-page product presentation	1/1-page product presentation	-
Specimen copy of the Red Dot Design Yearbook	Yearbook single volume	Yearbook set	Yearbook single volume + EUR 35 Yearbook set + EUR 140
Presentation on the Red Dot website	Product presentation in the Winners Section	Product presentation in the Winners Section	-
Presentation on social media	-	-	Digital designer profile and LinkedIn post + EUR 2,500
Presentation in the Red Dot Design Museum Essen	1 exhibition unit (EU) included, additional costs depend on product size	1 exhibition unit (EU) included, additional costs depend on product size	-
Private guided tour at the Red Dot Design Museum Essen	-	Private guided tour	Private guided tour + EUR 90
Tickets for the Red Dot Gala and Designers' Night	-	-	Ticket for Designers' Night + EUR 75 Ticket for the Red Dot Gala incl. Designers' Night + EUR 95
Costs	<b>from EUR 4,900</b>	<b>from EUR 8,900</b>	

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# Winner Package – exhibition units

## Presentation forms in the exhibition

The exhibition team will decide on how to best present all of the award-winning products. This may take the form of multimedia (a film), a poster or the original product. The exhibition space for the original is based on the size of the product to be exhibited plus a peripheral area for viewing (see sample calculation).

## Sample calculation of the exhibition units (EU) for the original product

### 1 EU (minimum) ⓘ

Mobile phones, jewellery, watches and pens or exhibition of the award-winning product as a film or poster

**EUR 800** (included in the Winner Package)

### 2 EU

Table lamps, notebooks, tableware, coffee machines, rice cookers, bags, luggage, camera, headphones

**+ EUR 800** in addition to the Winner Package

### 3 EU

Chairs, armchairs, built-in appliances, refrigerators, washing machines, bicycles, televisions

**+ EUR 1,600** in addition to the Winner Package

### 4 EU

Bath tubs, sofas, desks, dining tables, lighting systems

**+ EUR 2,400** in addition to the Winner Package

### 5 or more EU

Vehicles, large-scale machines, furniture systems

**from EUR 3,200** in addition to the Winner Package

ⓘ If the exhibitor team envisages your product as a poster or film, one exhibition unit will be calculated, regardless of the size of the original product. You will see how many exhibition units are needed when you book the Winner Package.

# Winner Package – Red Dot Label and usage licences

The Red Dot Label is an internationally recognised quality seal that highlights excellent design and makes your design expertise visible. A valid licence is required for its use.

By booking a Winner Package "Regular", you automatically receive the licence "Basic", which allows for the worldwide use of the Red Dot Label for your awarded product.

For extended use – such as on additional brands, at the point of sale, or through distribution partners – the "Advanced" licence is available. This can be purchased separately or obtained at optimal conditions through the Winner Package "Bold".

## Quick Overview: Which Licence for Which Use?

### Application Area

Corporate Communication

Website & Social Media

Press & PR

Product Packaging

Sales & Promotional Materials

Use by Retailers & Partners

Use for Private Label Brands

### Basic Licence

✔ Allowed

✔ Allowed

✔ Allowed

✘ Not allowed

✘ Not allowed

✘ Not allowed

✘ Not allowed

### Advanced Licence

✔ Allowed

✔ Allowed

✔ Allowed

✔ Allowed

✔ Allowed

✔ Allowed

✔ Allowed