



ABC

THE  
WORLD  
OF  
MOBILITY

TREND  
BAROMETER OF  
MOBILITY

Guidelines for submission  
to the ABC Award



**Rat für Formgebung**  
German Design Council

## #Step by step to success

Please consider the requirements listed here as they ensure neutral, accurate comparability and help to present your submission in the best possible way.

### REGISTRATION FOR THE AWARD

Register for the ABC Award 2021 at [www.mdc.german-design-council.de](http://www.mdc.german-design-council.de) and convince the jury that your project deserves to be awarded.

You will be asked for your personal data (if you do not yet have your own account in the "My Design Council" database) and the data on your submission (description, dimensions, images, etc.). Then you release the submission.

### SENDING THE SUBMISSION FOR THE JURY SESSION

After successful registration, please provide us with a presentation of your project which will be viewed and evaluated by the jury.

### EVALUATION BY THE JURY

The judging is carried out by an independent, interdisciplinary jury of experts from the media, design, brand communication and universities. The result is communicated in writing.

### AWARDS CEREMONY

A great award deserves a worthy appearance: The ABC Award 2021 will be presented at a festive awards ceremony in the fall of 2021.

## #Details on how to send in the submission for the jury session

Original products, models, presentation charts or digital media can be entered for the contest. All entries and packaging must be clearly marked with the project ID assigned during the registration procedure (on the outside of the package and on the submission itself).

The original product may be accompanied by a brochure detailing the product. Please deliver your products with batteries or light bulbs, if applicable, and note that wall or ceiling mounting is not possible.

Entrants bear the costs and all risks for delivery and collection of the registered items. Objects are to be delivered in transport-safe and re-usable packaging. The German Design Council will not accept any liability for possible damage incurred during delivery or collection and recommends that entrants take out the relevant insurance.

Please note the varying addresses for delivery/collection and observe the delivery deadlines.

### DIGITAL MEDIA

Digital entries must be provided as downloads via wetransfer, Dropbox or from your FTP server. The data file(s) must be clearly marked with the project ID, and sent together with the data sheet by May 12, 2021 to the German Design Council. The following data formats are permitted: GIF, JPEG, TIFF, PDF, MPEG 4, Quick-Time, AVI or MOV. For websites please include the URL in your online registration. Videos should not be longer than 3–4 minutes.

**E-mail for digital media: [abc@gdc.de](mailto:abc@gdc.de)**

## SIZE S AND PRESENTATION CHARTS

When submitting presentation charts, please send firm DIN A2 cardboards (max. 4 pieces), in order to ensure a good presentation in front of the jury.

Delivery should be between **10 May and 21 May 2021**, between 9 a.m. and 4 p.m. to our logistics service provider in Frankfurt. Parcels cannot be accepted prior to 10 May 2021. The data sheet must be included with the shipment. The deadline for collection is between **31 May and 04 June 2021**, between 9 a.m. to 4 p.m. also from our logistics service provider.

### **Delivery address for size S products:**

Sempex (Deutschland) GmbH  
c/o DGL International Express Logistics UG  
ABC Award Project ID: (please always include)  
Ms. Katrin Witzke  
Wurzelstrasse 2  
60327 Frankfurt/Main  
Germany

All entries are to be collected again by entrants within the dates/times given. Items that are not collected within this period will be stored by our logistics service provider up to two weeks after deadline. Storage costs amount to 40 € per item and day. After expiry of this extended deadline products are disposed of for a cost to the entrant of 40 € per entry plus any special costs that may be incurred.

Size S products can, if desired, be sent back to the person who registered them – within the EU – at their cost. The German Design Council charges 40 € per entry for this (plus postage and packaging where necessary). All prices quoted are per item and are subject to statutory VAT.

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## SIZE M AND L

Size M and L products must be unpacked on site (and possibly assembled) on the self-assembly days by the registering party, and then dismantled and packed afterwards on the self dismantling days. In addition, it is possible to arrange delivery via our service provider Sempex; for an individual offer, please contact *Ms. Katrin Witzke directly (k.witzke@sempex.com, 0049 69 9746 5300)*.

Products are to be assembled on **May 25, 2021**, between 10 a.m. and 2 p.m. The entrant must organize any equipment needed (fork-lift, ramps, etc.); it can also be rented via the German Design Council. For very large and especially heavy products, please contact the German Design Council in advance. The data sheet must be included with the shipment.

Size M or L products must be dismantled on **May 27, 2021**, between 10 a.m. and 12 p.m. All entries are to be collected again on the days/times given. Entries that are not collected will be stored there at a cost to the entrant of 40 € per day and item for maximum two weeks. After expiry of this deadline products are disposed of for a cost to the entrant of 40 € per entry plus any special costs that may be incurred.

All prices quoted are per entry and are subject to the statutory VAT.

### **Delivery address for size M and L products:**

Sempex (Deutschland) GmbH  
c/o DGL International Express Logistics UG  
ABC Award Project ID: (please always include)  
Ms. Katrin Witzke  
Wurzelstrasse 2  
60327 Frankfurt/Main  
Germany

## SIZE XL (VEHICLES ONLY)

Vehicles are to be delivered on **May 25, 2021** between 10 a.m. and 2 p.m.

It is possible to arrange delivery via our service provider Sempex; for an individual offer, please contact *Ms. Katrin Witzke directly (k.witzke@sempex.com, 0049 69 9746 5300)*.

Vehicles are to be collected on **May 27, 2021**, between 10 a.m. and 12 p.m.

### **Delivery address for size XL (vehicles):**

Sempex (Deutschland) GmbH  
c/o DGL International Express Logistics UG  
ABC Award Project ID: (please always include)  
Ms. Katrin Witzke  
Wurzelstrasse 2  
60327 Frankfurt/Main  
Germany

## SPECIAL CATEGORIES

Entrants for the category »Innovation of the Year« must explain the innovation aspect of the entry in the description text when registering, or supply further information when delivering the entry – depending on the size. Please consider the delivery and collection dates for the sizes S to XL.

Entrants for the categories »Brand of the Year«, »Team of the Year« and »Agency of the Year« apply by means of a short portfolio containing descriptive images and articles. The entire portfolio may not exceed 20 pages and must be submitted as a PDF. Information films or presentations no longer than five minutes (AVI, QuickTime or MOV) can be send as additional material. The German Design Council must receive the documents by **May 12, 2021** at the latest.

**E-Mail-Address for portfolios: abc@gdc.de**

## #Further general information on delivery

### CUSTOMS

Should you deliver your product yourself from abroad then naturally you must bear the costs for all the necessary customs procedures. The shipment must be delivered with the franking DDP (delivered duty paid).

Furthermore, a proforma invoice/commercial invoice must be enclosed with the shipment. To ensure smooth customs processing the invoice should contain the following information:

- > Sender of the goods (complete address)
- > Recipient's address: Sempex Deutschland GmbH, Wurzelstrasse 2,  
60327 Frankfurt am Main, Germany
- > Exact description of the goods (in German or English)
- > Amount and weight of the shipment
- > Customs value declaration

Alternately, you can commission Sempex with the customs clearance DDU (delivered duty unpaid). If you wish to do this, please contact Sempex before dispatching the goods. Processing fees, customs, import value-added tax or customs security services are to be transferred to DHL Trade Fairs & Events in advance – please include credit card details.

Failure to coordinate customs regulations may result in the late delivery of your entry. We strongly urge you to bear this in mind!

#### **Contact for customs clearance:**

Sempex (Deutschland) GmbH  
Ms. Katrin Witzke  
Wurzelstrasse 2  
60327 Frankfurt/Main  
k.witzke@sempex.com

## INSURANCE

Should the German Design Council be commissioned with the assembly of objects it will not accept any liability for this. The same applies both to dismantling the objects and their return transport. Liability for the loss or damage of products is excluded unless the German Design Council, its legal representatives, or agents can be proven to have acted with intent or gross negligence.

In case of grossly negligent behaviour the German Design Council shall be liable to a maximum amount of 1,500 € per entrant, regardless of the number of entries submitted. The entrant is obliged to arrange all the necessary insurance cover for the object.





TEAM  
ABC AWARD

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DAS RADKULTURMAGAZIN

**INTER  
SECTION**