

ORNARIS AWARD



At the upcoming ORNARIS August 2026, the best product presentations will once again be honored with the ORNARIS AWARD, putting the spotlight on exhibitors' product displays. All exhibitors at ORNARIS August 2026 are eligible to participate, with the exception of exhibitors in the special areas Fresh Ideas, O-Starter and Gourmet due to the specified stand concepts.

A high-caliber, neutral jury of experts will evaluate the product presentations according to the following criteria:

PRESENTATION OF INDIVIDUAL PRODUCT

1. Product presentation (labeling, use of product carriers, inspiration for POS)
2. Potential for cross-selling or upselling available/concept recognizable?
3. Product combination (if overlapping areas)

HIGHLIGHTING NEW PRODUCTS AND/OR BESTSELLERS

4. If so, how?

OVERALL APPEARANCE OF THE BOOTH

- Staging/lettering/structuring/lighting
- Inspiration/emotionality
- Storytelling/feeling
- Differentiation Competition
- Personnel/employees

On Sunday evening, August 16th, 2026, the winners will be honored at the ORNARIS exhibitors' evening. In addition to fame and glory, exhibitors with the best product presentations will receive generous prizes and a certificate that can be displayed at their booth for the remaining days of the fair.

PRICES:*

1. Price: CHF 750
2. Price: CHF 500
3. Price: CHF 250

* Can be credited as a discount when registering for an ORNARIS edition in 2027. Cash payments are not possible.

OUR EXPERT JURY



MICHEL HUETER

- Co-founder & Co-Managing Director of Kaiserhaus OF GOODS
- Strategy Consultant for Positioning and Communication

«Michel Hueter brings extensive experience in strategy, brand management, and communications, gained through leadership roles at the Swatch Group and Presence Switzerland, as well as his former service on the jury of the Swiss Design Award.»



ERICH GEISSER

- Partner and Managing Director, Changemaker AG
- Many years of international experience in the brand industry and retail

«At a time when the market is dominated by short-lived mass-produced goods, retailers need more courage, creativity, and a focus on values and people than ever before. Ornaris offers a great opportunity to put this into practice.»



FABIENNE BISSIG

- Coordinator / Department Manager, Manufactur and unik, Schlossgarten Riggisberg AG
- Former Head of Visual Merchandising at Manor and Magazine at Globus AG

«I find design that is forward-looking, inclusive, responsible, and sustainable to be fascinating. Design in the context of our society.»

We look forward to your creative and innovative product presentations and wish you the best of luck!
If you have any questions, please do not hesitate to contact us.

Your ORNARIS-Team
E-Mail: ornaris@bernexpo.ch
Tel.: +41 31 340 11 11

ORNARIS
Trade fair for Trends.Inspiration.Design