



Press release

IFA Innovation Awards 2026: Applications are now open

Berlin, 1 June 2026 – IFA Berlin, the world’s largest event for home and consumer tech, today announces the return of its global awards programme: the IFA Innovation Awards 2026. Following a successful inaugural edition in 2025, which attracted more than 500 submissions from manufacturers, start-ups and technology companies around the world, the second edition will once again place outstanding innovation and market impact centre stage.

New for this year: the awards ceremony will take place during IFA 2026, and the Innovation Awards Zone will be expanded to include an interactive area on the show floor, where the winning products will be showcased for all visitors. Applications are open now. The deadline for applications is 7 August.

The Innovation Awards Zone returns – bigger and better

A defining element of the opening programme, the Innovation Awards Zone will return in 2026 as a dedicated showcase platform for all winning products across the IFA exhibition grounds. Designed as a central destination for industry professionals, international media representatives and visitors, the Zone will provide winning brands with sustained, high-traffic visibility throughout all five days of the show – extending far beyond the moment of the awards ceremony itself.

In 2025, the Zone made its debut within IFA Next in Hall 25 and quickly became a highly frequented destination. This year’s edition will build on that momentum, with a larger footprint and an even stronger selection of award-winning innovations.

Innovation Awards ceremony live at IFA

As a key new development, the IFA Innovation Awards ceremony will take place live during IFA 2026, which runs from 4 to 8 September, with the exact date to be announced. The ceremony will provide winning brands with their own high-profile stage. Building on last year’s success, which saw hundreds of representatives from national and international media in attendance, this year’s IFA Innovation Awards ceremony will bring together exhibitors, retailers, press and the global tech community to celebrate the award winners.

“Following an outstanding first year with more than 500 submissions, the IFA Innovation Awards have quickly become one of the defining highlights of our show,” said Leif Lindner, CEO of IFA Management GmbH. *“In 2026, we are taking the programme a significant step further, ensuring that the winning products receive the attention they deserve throughout the entire IFA.”*

Applications open on 1 June 2026

Applications for the IFA Innovation Awards 2026 are open now. The deadline for applications is 7 August. Applications can be submitted here: <https://www.ifa-berlin.com/enquiry/ifa-innovation-awards>

The programme is open to manufacturers, start-ups and technology companies worldwide – from Fortune 500 companies to first-time exhibitors. Submissions will be reviewed by an independent international jury of technology journalists, industry analysts and innovation specialists.

Comprehensive recognition across the full technology spectrum

The 2026 programme will once again recognise outstanding achievements across a wide range of categories, including Home Appliances, Beauty & Personal Care, Emerging Tech, Home Entertainment, Audio, Content Creation, Computing & Gaming, Communications & Connectivity, Smart Home, and more. Entries will be assessed on technology and functionality, as well as uniqueness and innovation.

In addition to category-specific awards, three top awards will once again be presented:

- **Best of IFA** – The overall most outstanding product
- **Best Tech Innovation** – The most forward-looking technological achievement
- **Best Brand** – Overall performance across innovation, impact

All winners will receive an official IFA Innovation Awards trophy, an official certificate, prominent presentation opportunities, and coverage across official IFA publications and social media channels. Winners may also opt for additional benefits, including unrestricted licensing rights to use the IFA Innovation Awards logo in marketing materials and prominent placement in the Innovation Awards Zone at IFA 2026.

About the IFA Innovation Awards

Launched in 2025, the IFA Innovation Awards, presented in partnership with Gadgety Awards, recognise technical excellence across the global technology landscape. The programme is open to companies of all sizes worldwide.

Further information on the IFA Innovation Awards 2026, including application guidelines and category specifications, is available at ifa-berlin.com/innovation-awards or by contacting awards@ifa-berlin-awards.com.

About IFA Berlin

IFA Berlin is the world's leading event for home and consumer technologies and celebrates over a century of innovation. Since 1924, IFA Berlin has been the leading global platform where technology leaders, innovators and industry experts come together to showcase groundbreaking products and shape the future of consumer electronics. The event takes place every year in September in Berlin.

Further information on IFA Berlin 2026: www.ifa-berlin.com

Journalists can apply for accreditation for IFA 2026 [here](#).
Experience IFA with your ears (Innovation For All - The IFA podcast): open.spotify.com

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