

IFA Innovation Awards 2026

Application Preparation Guide

The following information is recommended to support your submission. Where applicable, gather what you have available. Judges will evaluate your product based on the materials you provide, and we encourage you to submit even if you don't have everything on this list.

Product Information

- Product name
- Category selection (up to 3)
- Launch date or planned launch date
- Brief description and key features

Company Information

- Company name and website
- IFA exhibitor status
- Contact information
- Brief company description

Technical & Engineering

- Technical specifications (if applicable)
- Engineering highlights and build quality
- Test results or certifications (if available)
- Technical diagrams or spec sheets (if available)

Innovation & Impact

- What problem does your product solve?
- How is it different from existing solutions?
- User experience highlights
- Expected impact or market opportunity

Visual Materials

- Product photos (clear, well-lit)
- Lifestyle or in-use photos (if available)
- Product demo video (optional, up to 2 minutes)

Submission Content to Prepare

- 60-second product summary
- Product description (2-3 paragraphs)
- What makes it innovative
- Market readiness and timeline

Questions? Email [**customerservice@gadgetyawards.com**](mailto:customerservice@gadgetyawards.com)