

EFTTEX 2026 BEST NEW PRODUCT AWARDS GUIDELINES



The ultimate showcase for exhibitors

You've booked your space on the show floor. Now make it count.

The **EFTTEX Best New Product Awards** are more than a trophy — they are your fast-track to industry-wide recognition. This is your chance to put your latest innovation in front of **thousands of decision-makers**, both on the show floor **and across the globe**.

- ✓ *Featured live at EFTTEX – where buyers are looking for what's new*
- ✓ *Promoted pre-show and post-show in Angling International to 10,000+ professionals worldwide*
- ✓ *Winners earn lasting credibility and year-round marketing momentum*

If you have launched something special in 2026, **don't keep it to yourself**. Past winners have turned their entries into sales gold – you could be next.

Enter now and make sure your products don't just show up... they stand out.



Who can enter?

EFTTEX exhibitors and co-exhibitors can enter their new products. The Best New Product Awards 2026 are open to products launched **for the very first time in Europe from the 1st January 2026.**



Choose from 30 product categories

The Best New Product Awards 2026 celebrate the diversity of fishing across Europe and the innovations in tackle that drive our industry forward. With 30 categories to choose from, there's a perfect platform to showcase your latest products and give them the visibility they deserve.

Take a look at our NEW categories:

Carp-Feeder and Coarse – Rod
Carp-Feeder and Coarse – Reel
Carp-Feeder and Coarse – Line
Carp-Feeder and Coarse – Bait
Carp-Feeder and Coarse – Hooks, Rigs and Accessory
Saltwater Fishing – Rod
Saltwater Fishing – Reel
Saltwater Fishing – Line
NEW Saltwater Fishing – Hard Lure
NEW Saltwater Fishing – Soft Lure
NEW Saltwater Fishing – Metal Lure
Saltwater Fishing – Hooks, Rigs and Accessory
Spinning & Baitcasting – Rod
Spinning & Baitcasting – Reel
Spinning & Baitcasting – Line
Spinning & Baitcasting – Hard Lure
Spinning & Baitcasting – Soft Lure
NEW Spinning & Baitcasting – Metal Lure
NEW Spinning & Baitcasting – Hybrid Lure
Spinning & Baitcasting – Hooks, Rigs and Accessory
Fly Fishing – Rod
Fly Fishing – Reel
Fly Fishing – Fly line
Fly Fishing – Accessory
Apparel & General – Clothing
Apparel & General – Sunglasses
Apparel & General – Electronic device
Apparel & General – Accessory
Apparel & General – Footwear and Waders
NEW Apparel & General – Best App

*A category will only be judged if it has a minimum of 3 entries.



How many products can you enter?

Each exhibitor & co-exhibitor is entitled to enter:

- A maximum of 12 products
- A maximum of 2 products in the same category

What's the schedule for entries?

Call for entries opens on **8th April 2026**.

Closing date for entries is **2nd June 2026** (No entries will be accepted after).

Where should you bring your product samples at EFTTEX?

You need to bring your product samples to the Best New Product Stand (stand G50) between 09.00 and 17.00 on Tuesday, 9th June 2026. No late entries will be allowed.

When will the winners be announced?

The winners will be announced at the main stage, held on Thursday, 11th June. Each winner (1st) will receive an award and the runners-up (2nd) will be mentioned too.

What are the judging criteria?

Judging will take place on Wednesday, 10th June and on Thursday, 11th June, until midday. Judges will be asked to choose their favourite product in every category. The products will be judged using the following criteria: innovation, usability, design, quality and practicality.

Points will be given as follows:

- First choice: 3 points
- Second choice: 2 points
- Third choice: 1 point

In case of a tie, the product with more 'first choice' points will be the winner.

What do you do now?

Simply click on the link you received via email and fill out the entry form for each of your products to nominate them to the Best New Product Awards. The image provided has to be of the best quality possible. Poor quality visual media will weaken your entry. We will use the images for the presentation of the winners.

No display stands or extra promotional material

Due to limited space, own displays can't be accepted. EFTTEX provides display stands for each product and mannequins for clothing and sunglasses. Posters or literature can't be accepted on the Best New Product stand but they can be displayed on the Press Stand (G60).

Please send your product photos with product name to peter@efttex.com If you have a query regarding the Best New Product Awards competition, please contact Peter on +36 17555815 or via email.

Don't miss out the opportunity to show your products to the world and win one of the prestigious EFTTEX awards!

