
Innovationspreis Architektur+ Präsentation 2026

Award Documents

February 22 – 26, 2026
EuroShop 2026
Messe Düsseldorf



The innovation awards are aimed at companies and manufacturing businesses as well as interior designers and architects working in these fields. They reward products and conceptual solutions that impress in terms of both design and functionality, based on architectural criteria.

Innovationspreis Architektur+

Präsentation

Products and materials for trade fair and shop construction
EuroShop 2026, Dusseldorf
February 22 – 26, 2026

In other sectors:

Technique

Lighting, lighting components, electrical engineering, home and building automation
Light + Building 2026, Frankfurt am Main
March 8 – 13, 2026

Office

Office furniture, accessories and equipment, lighting, floor coverings and other products for use in office buildings
ORGATEC 2026, Cologne
October 27 – 30, 2026

Building

Products and materials for all aspects of commercial and industrial construction, as well as residential and interior design
BAU 2027, Munich
January 11 – 15, 2027

Technique

Products and solutions for sanitary engineering and ceramics, heating and air conditioning technology, home and building automation, and surfaces
ISH 2027, Frankfurt am Main
March 15 – 19, 2027

The Advantages

- High-end tool for exhibitor communications with trade visitors
- Each product entered becomes part of the special exhibition
- Additional online representation print publication in an extensive special section of AIT and PR work
- Intensive discussion and assessment of the products entered by experts of the target group
- Presentation of the certificates for the Innovation Award, the Special Mentions, and Mentions as part of a public event
- Use of the logo by award-winners for their own advertising measures until the next awards session

Opinion

“If you consider the award as feedback from the architects and designers to industry and manufacturers and thus raise mutual understanding of the needs of both sides, much has been gained.”

*Prof. Ritz Ritzer, bogevsichs buero
(jury member)*

Innovationspreis Architektur+ Präsentation

February 22 – 26, 2026, EuroShop 2026

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Booth of the Award Photo: Silke Steinraths Photography

Are interior designers and architects your target group?

In this case, the Innovationspreis Architektur+ Präsentation (Architecture+ Presentation Innovation Award) is of great interest to your company: industrial companies and designers submit their products to the critical judgement of interior designers and architects.

The renowned Innovationspreis Architektur+ Präsentation (Architecture+ Presentation Innovation Award) from the architecture magazine AIT is being held in cooperation with Messe Düsseldorf as part of next year's 'EuroShop 2026 – The World's No. 1 Retail Trade Fair'. The renowned Innovationspreis Architektur+ Präsentation, organised by the architecture magazine AIT in cooperation with Messe Düsseldorf, will be held for the ninth time next year as part of 'EuroShop 2026 – The World's No. 1 Retail Trade Fair'. It aims to highlight the importance of architectural quality in presentation, as it is this very quality that provides a solid foundation for promising results. Among the numerous products available on the market, those that particularly meet the needs of interior designers and architects will be awarded.

Competition terms and conditions

The competition is open to all exhibitors at EuroShop 2026 who have developed an innovative product or a novel solution. The product must have been developed within the last three years and must be available on the market at the point in time of the trade fair. Each company can enter up to four products. Non-exhibitors may possibly participate in the award upon request.

Special exhibition

Every product registered for the Innovationspreis Architektur+ Präsentation will be part of the special exhibition that will run for the entire duration of the fair. In addition to the product exhibition, you have the opportunity to display brochures about your product. By participating in the award, you will thus have access to a second presentation platform throughout the entire trade fair period.

Jury meeting

The products entered will be judged exclusively by industry experts with the relevant specialist knowledge or by architects and interior designers working in the sector on February 23, 2026.

Awards ceremony

The Innovationspreis (Innovation Award), Special Mentions, and Mentions will be bestowed on the recipients in the context of a public event on February 23, 2026 at 5 p.m. at the Innovation Award booth.

Awards

The jury will bestow the Innovationspreis itself as well as Special Mentions and Mentions. The award certificates attest to the outstanding quality of the winning products. Moreover, every award-winner receives the logo of the Innovationspreis Architektur+ Präsentation and can use it for their own advertising purposes until the next award session. It highlights for customers that the product has been evaluated by renowned experts and found to be outstanding.

Print Publication

All participants in the Innovationspreis Architektur+ Präsentation will have their products published in an extensive special section of AIT (with a reach of up to 20,000 readers) following the jury meeting.

Online Representation

In addition, all participants in the Innovation Award will be presented with their products in the publisher's digital media. This includes documentation on innovationspreis.ait-xia-dialog.de, a presentation in the AIT-Dialog by GKT newsletter (around 15,000 subscribers) and distribution via social media channels.



Publication in the AIT magazine



Jury Meeting Photo: Silke Steinraths Photography

Documentation to be submitted

After successful registration, an information sheet including images must be filled out and submitted by January 29, 2026. After receipt of confirmation of registration, you will be sent a link to the digital form. This will be made available to the jury to help them better understand the product.

Exhibit

For the special exhibition at the award booth at EuroShop 2026, we also require your product or a representative sample. This will be evaluated by the jury and will remain in the special exhibition at the Innovation Award stand until the end of the trade fair.

The procedure

Step 1: Register your product(s) by January 15, 2026 on ip-praesentation-2026.ait-xia-dialog.de

Step 2: You will receive confirmation of entry with a link to the digital form.

Step 3: Fill out the digital form with the details on the product by January 29, 2026

Schritt 4: Set up exhibits at the Innovation Award stand on February 21, 2026

Step 5: Attend the award ceremony on February 23, 2026, 5 p.m. at the Innovation Award booth

Schedule

- *Registration deadline:*
January 15, 2026
- *Submission of documents:*
on January 29, 2026
- *Setup of exhibits at the Innovation Award stand:*
February 21, 2026
- *Jury meeting:*
February 23, 2026
- *Award ceremony:*
February 23, 2026, 5 p.m. at the Innovation Award booth

Entry fee

for exhibitors of EuroShop 2026:

- 1.750 Euro (plus VAT) for the first product
- 750 Euro (plus VAT) for every additional product
- You may submit up to four products.

Non-exhibitors may possibly participate in the award upon request.

Cancellation fee

- 40% of the entry fee for cancellations, up to four weeks before the jury meeting
- 70% of the entry fee for cancellations, from four weeks before the jury meeting
- 100% of the entry fee for cancellations, from one week before the jury meeting

Registration

until January 15, 2026:



➦ ip-praesentation-2026.ait-xia-dialog.de

Contact person

Friederike Boy
Project manager AIT-Dialog
+49 40 7070 898-18
+49 174 91 15 737
innovationspreis@ait-dialog.de
www.ait-dialog.de