

### Terms of participation for the Automechanika Frankfurt Innovation Awards 2026

- On the occasion of Automechanika Frankfurt 2026 (8 to 12 September 2026 in Frankfurt am Main), Messe Frankfurt Exhibition GmbH, Ludwig-Erhard-Anlage 1, 60327 Frankfurt am Main, Germany (hereinafter referred to as 'Messe Frankfurt') is organising the Automechanika Innovation Awards 2026, which honour projects for their outstanding innovation. All products selected by the panel as 'Nominees' will be presented and awarded at a festive ceremony. Additionally, they will be presented digitally in a special showcase.
- The application period opens on 1 February 2026. All entries must be received by 30 April 2026. Any submissions received after this time will be disregarded. Messe Frankfurt reserves the right to cancel the competition or terminate it prematurely at any time without specifying reasons.
- The Automechanika Innovation Awards 2026 are given in recognition of outstanding technological developments with market relevance for products, services or processes in the automotive supplier industry, automotive workshop and services sector, or original equipment manufacturers in the following categories:
  - Sustainable Drive Solutions
  - Data, Connectivity & Cybersecurity
  - Smart Workshop & Service Solutions
  - Advanced Parts & Vehicle Technologies
  - Body & Paint
  - Car Care, Cleaning & Detailing
  - Smart Accessories & Lifestyle
  - Commercial Vehicle & Fleet Innovation
  - AI Solutions & Digitalisation
  - Circular Economy & Remanufacturing
- There are two classes of the award: 'Nominees' and 'Winners'. In the first step, multiple 'Nominees' will be selected from among the submissions in each category. The category winners will be chosen from these nominees. Messe Frankfurt reserves the right to confer two 'Winner' awards in individual categories when circumstances warrant. The official awards ceremony for the Automechanika Innovation Awards will take place on 8 September 2026.
- Participation is limited solely to exhibitors at Automechanika Frankfurt (hereinafter referred to as 'participants'). By participating in the competition, applicants give their consent to these terms of participation.
- Participants can enter the competition by submitting the necessary documentation to Messe Frankfurt online at [www.automechanika-innovation-awards.com](http://www.automechanika-innovation-awards.com).
- The products entered must not have won awards elsewhere and must be in compliance with safety regulations.
- The registered product must be assignable to one of the product categories listed in the application form. The jury reserves the right to reassign the product to another category if necessary. If the submitting company disagrees with the panel's assignment, it may withdraw its application free of charge.
- All submissions are subjected to a preliminary examination to determine their innovative content. The jury reserves the right to exclude those products that it has deemed non-innovative from participation in the Automechanika Innovation Awards.
- The number of registrations per exhibitor per category is limited to two. Each submission is counted and invoiced separately.
- It is necessary to register at [www.automechanika-innovation-awards.com](http://www.automechanika-innovation-awards.com) to submit the required documentation. To be eligible to participate, applicants must complete the full registration process and submit all the required documentation on time and in the proper form. Incorrect or incomplete submissions will not be considered during the evaluation process.
- All application documentation is to be submitted in German. It is recommended to also submit the documentation in English. The awards panel will not evaluate submissions made partially or entirely in any other language.
- As part of the registration process for each participant, a contact person for Messe Frankfurt must be designated who will be responsible for dealing with any questions regarding the submission.
- The participant is solely responsible for the correctness of the data provided for the application. All information and documentation provided must be accurate and truthful. Should this not be the case, the participant may be excluded from the competition.
- By submitting their entry, the participant grants Messe Frankfurt (and its affiliated companies) the simple right to store and reproduce the submitted documentation digitally for an unlimited amount of time. This is for the purpose of evaluation by the jury and for archiving. Messe Frankfurt has the right to use all registration documentation (including photos, videos, illustrations, etc.) for reporting and for marketing and advertising purposes in connection with Automechanika Frankfurt and Messe Frankfurt for all forms of use and exploitation. This includes all media, particularly the online presence on the event website and social media channels such as Facebook, LinkedIn and Instagram.
- The application includes the following documentation:
  - a product description that accounts for the assessment criteria (length: 1,800 characters including spaces); promotional language should be avoided.
  - a description of the innovation and how it differs from its competitors (length: 1,800 characters including spaces); promotional language should be avoided.
  - a brief description of the product for communications as part of the Automechanika Innovation Awards (length: 300 characters including spaces).
  - a photograph of the product for the internet presentation and for presentation during the awards ceremony and in the special showcase should the product be honoured (to be supplied as a high-resolution JPEG or PDF file, printable photo material with a resolution of 300 dpi).
  - optional: a product video for presentation during the awards ceremony and in the special showcase should the product be honoured (format 16:9, length: max. 30–60 seconds; please submit film in FULL HD 1920 x 1080px (without sound)).
- Participants themselves are responsible for the requisite rights clearance for all documentation/products/concepts submitted (in particular with regard to intellectual property rights and personal rights). The rights of third parties must not be infringed.
- By applying, each participant confirms that they are legally in possession of the rights to use the documents/products/concepts or that there is an unbroken rights chain and declares that no third party rights have been infringed.

- In the event that any rights have been infringed, the participant shall indemnify Messe Frankfurt against any and all third-party claims arising therefrom. This indemnification shall also include the reimbursement of any costs that are/have been incurred by Messe Frankfurt as a result of prosecution/legal defence.
- The nominees and winners of the Automechanika Innovation Awards are permitted to use the label for their own advertising. References to the award found on devices and in advertising media must be related to the product receiving the award. Award winners will be provided with a corresponding logo.
- A fee must be paid to enter the contest (please see table below). At the official awards ceremony at Automechanika Frankfurt, the 'Winners' will be selected from among the 'Nominees' for each category. All of the winning products which received an Innovation Award will be presented digitally in a special showcase at Automechanika Frankfurt. Additionally, all 'Nominee' products (2nd to 5th place at most) will also be presented digitally in this showcase. This special showcase area will be overseen by Messe Frankfurt staff and be devoted exclusively to the presentation of the award-winning products; further presentation is not permitted. All of the 'Winners' and products selected as 'Nominees' for an Innovation Award (2nd to 5th place at most) will be included in a visitor brochure. Companies who have submitted innovations but who were not nominated or awarded will be designated as Innovation Award participants on the Automechanika website.
- An independent, international jury, assembled by Messe Frankfurt, decides which innovations receive an Automechanika Innovation Award and are honoured at the trade fair.
- The jury will make its decision based on the following criteria:
  - innovative content and excellence of the solution
  - economic efficiency, user benefits, functionality and ease of use
  - market potential and relevance for the aftersales market
  - quality, durability and safety
  - sustainability, energy efficiency, climate protection, environmental protection, conservation of resources

The jury may determine the importance of the individual criteria at its own discretion. All decisions made by the panel are indisputable. No justifications will be issued.

- Participating companies will be notified via e-mail by the end of July 2026 as to whether their innovation has been nominated. The winner will be selected from amongst these 'Nominees' and honoured at the awards ceremony on 8 September. Messe Frankfurt reserves the right to present participating companies and their relevant details (name, company and perhaps a photo) in print media and online, on the event website and in social media such as Facebook, LinkedIn, Instagram, as well as within the framework of post-event reporting. Messe Frankfurt shall not be liable for any incorrect or untruthful information.
- Participants selected by the jury undertake to make available the digital media required for the presentation of their product in the special showcase at Automechanika Frankfurt.
- Messe Frankfurt will not cover any costs incurred by applying and/or within the framework of their subsequent trade fair presentation in excess of the prize itself.
- Messe Frankfurt will take photos and videos of the awards ceremony. Messe Frankfurt reserves the right to use this material for reporting and for marketing and advertising purposes in all media, particularly online on the event website and in social media channels (such as Facebook, LinkedIn and Instagram), including reference to the person and position where appropriate.
- Should individual provisions of these terms of participation be or become invalid, the validity of the remaining provisions shall not be affected.
- All decisions are final. No reasons will be given for decisions not to present individual products with an award.

Service	Participating companies	Nominee 2nd to 5th place at most	Winner 1st place
Use of the label		✓	✓
Information in the exhibitor search	✓	✓	✓
Inclusion in the visitor brochure		✓	✓
Participation in the special showcase		✓	✓
Online presentation on the Automechanika website		✓	✓
Awards ceremony on stage			✓
Special event in the special showcase			✓
Press work			✓
Participation fee for submission received on or after 1 February 2026	€ 149.00 per submission*	€ 149.00 per submission*	€ 149.00 per submission*
Additional fee for the award:		€ 599.00*	€ 799.00*

\*The prices shown are net and do not include VAT.

Invoices for the Automechanika Innovation Awards will be sent from late August 2026 onwards.