

EFTTEX & ANGLING INTERNATIONAL 2025 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 2025, **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 2025 are open to products launched **for the very first time in Europe from the 1st January 2025.**



Choose from 25 product categories

The Best New Product Awards 2025 are a celebration of the diversity of fishing in Europe and the tackle innovations that keep our industry moving forward. Choose from these 25 categories to give your new products the exposure they deserve.

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
Saltwater Fishing – Hooks, Rigs and Accessory
Spinning & Baitcasting – Rod
Spinning & Baitcasting – Reel
Spinning & Baitcasting – Line
Spinning & Baitcasting – Hard Lure
Spinning & Baitcasting – Soft Lure
Spinning & Baitcasting – Hooks, Rigs and Accessory
Fly Fishing – Rod
Fly Fishing – Reel
Fly Fishing – Fly line
Fly Fishing – Waders
Fly Fishing – Accessory
Apparel & General – Clothing
Apparel & General – Sunglasses
Apparel & General – Electronic device
Apparel & General – Accessory
Apparel & General – Footwear

*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 7 products
- A maximum of 2 products in the same category, **only if they are sold under different brands**

What's the schedule for entries?

Call for entries opens on **4th July 2025**.

Closing date for entries is **20th August 2025** (No entries will be accepted after).

Where should you bring your product at EFTTEX?

You need to bring your product to the Best New Product Stand (stand F12) between 09.00 and 17.00 on Tuesday, 9th September 2025. No late entries will be allowed.

When will the winners be announced?

The winners will be announced at the Gala Evening, held on Thursday, 11th September. Each winner (1st) will receive an award and the runners-up (2nd) will be mentioned too. Once you enter your product in the competition, don't forget to book your tickets for the Gala Evening by emailing info@efttex.com

What are the judging criteria?

Judging will take place on Wednesday, 10th September and on Thursday, 11th September, 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, practicality and value for money.

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?

Fill in the entry form sent to you by email, making sure all entry materials (text, image and logo) are clear and concise. The image provided has to be of the best quality possible. Poor quality visual media will weaken your entry.

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 (F14).

Please send your entry (template) to peter@efttex.com Once received, we will send you a confirmation of receipt. If you have a query regarding the Best New Product Awards competition, please contact Peter on +36 17555815

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

