



bpma

**PRODUCT
AWARDS
2026**

Your Awards Entry Guide

Visit bpma.co.uk/productawards for more information and terms and conditions of entry.

Entries open 08:00 01.09.26 – 17:00 09.10.26

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About the Product Awards

Welcome to the 2026 BPMA Product Awards!

The Product Awards are back to celebrate the very best in promotional merchandise from across the UK. Now is the time for our industry to showcase its most innovative, inspirational and inventive products, recognising excellence in creativity, quality and product development.

For 2026, we've refreshed the awards with an exciting new **Brand Product** category and have separated the former **Award & Exhibition** category into two dedicated categories, creating even more opportunities for outstanding products to be recognised. With **11 award categories**, there's a category to suit every product, making it easier than ever to showcase your latest innovations.

As an added bonus, every eligible entry will also be automatically considered for an additional **three awards** at no extra cost, giving your products an even greater opportunity to shine.

Celebrating your success

This year, the Product Awards will be celebrated at the BPMA Christmas Lunch. Join us on Thursday 10th December at The Underglobe, London, for a spectacular celebration of our industry. Details for the event can be found on bpma.co.uk/events.

In addition, each Platinum Winner will have the opportunity to win the Grand Prix Award, celebrating the ultimate winner. This coveted award will be presented at the BPMA Annual Awards on 20th January 2027.

Entries open at 08:00 on 1 September 2026 and close at 17:00 on 9 October 2026.

Terms and Conditions apply. Please make sure you have read and understood the terms of entry.

Eligibility & Confidentiality

The Product Awards open on 1st September to all current BPMA supplier members and any Qualifying Supplier.

Qualifying Suppliers are those companies who have registered status in the UK or overseas, have been actively trading in the UK market for more than 12 months and are classed as 'Trade Only' or 'Multi-Channel'. The Product Awards are not open to Distributors or Agencies.

Please note, you do not need to exhibit at Merchandise World to enter these awards.

Please see the Terms & Conditions of entry for full details of how your information is stored and used.

Criteria

The Product Awards are open to any product available in the UK (England, Scotland, Wales, Northern Ireland) market between January 2026 and October 2026, produced, marketed, or manufactured by the supplier presenting the product and who can evidence they have the right to market and supply. The product can be new to the market during the period or an existing product on the market. You must be able to provide evidence on the market dates. If you are unsure if your product qualifies, please contact us via awards@bpma.co.uk.

All information submitted will be viewed by our judging panels. Unless you indicate otherwise, any information submitted may be used for case studies in future to promote the Awards. If you wish for information to be kept confidential as part of your entry, please tick the box on your entry forms 'For Judges Eyes Only'. Please note all our judges sign a binding confidentiality agreement to be able to participate in the Product Awards process.

Previous Winners (NEW)

Products that have previously won a BPMA Product Award remain eligible for entry, provided they continue to meet all entry requirements.

Why Enter?

The entry criteria has been opened and with extensive promotion to ensure more suppliers can enter, providing the basis for an excellent competition to find the best promotional merchandise available to the UK market.

Already a renowned award in the industry, widening the eligibility criteria gives suppliers and products that were previously ineligible the opportunity to showcase their innovation.

How to Enter

Entries must be submitted via our online platform. Visit bpmaawards.awardsplatform.com. Entries open at 08:00 on 1st September. Follow the steps below to enter your products, noting entries open on 1st September 2026 and cannot be submitted before this date.

01 Visit the online platform to sign in or and create a user profile

02 Choose your Product Category and start your entry(s)

03 Agree to the Product Awards Terms and Conditions

04 Submit and pay for your entries

Under your profile, you can draft and submit multiple entries, with relevant fees applying to each entry submitted. BPMA members receive complimentary and discounted entry fees from first entry.

Please follow the entry instructions carefully and include all requested and relevant images, information and certifications.

Please note:

- All fields must be completed.
- You can supplement your submission with images, videos and links to information for the judges to consider.
- Incomplete entries may be dismissed or disqualified.
- As you complete your entry, you will see helpful criteria and notes to ensure you are able to submit the correct information in each submission.
- We recommend creating your profile, choosing the relevant categories, understanding the questions and criteria then drafting each submission before entering.
- Once you have submitted your entry, you can edit it until the closing date.
- There is no limit to the number of entries a company can submit, noting the charges that apply after the first entry submission unless stated otherwise.
- You can, where relevant, enter the same product into more than one category.

Branded Product Samples

Be ready to supply a branded sample with your entry

Please note it is a condition of entry to supply a physical, branded sample on request for judging. If your product reaches the final stages of judging, our judges must have a branded sample to review along with your entry.

If you are unable to supply a branded sample, your entry may be disqualified but still charged.

All products submitted for selection are done so at the supplier's risk. Whilst every effort will be made to return the products, the BPMA cannot be held responsible for any loss.

All products selected for further judging will be requested on 21st October and must be received by Monday 2nd November 2026 at the BPMA's offices.

Entry Fees

BPMA Members

1st entry: Free of charge (Members receive a discount code)

Subsequent entries:

£30+VAT if submitted by 17:00 on 11th September 2026

£60+VAT if submitted on or after 17:01 on 11th September 2026

Non-Members

All entries: £160+VAT

Please note that all entries are payable by 2nd November 2026. Fees can be paid by credit card or via BACS with invoices provided.

Entry Timeline

**1st September
2026**

Entries open at 09:00

**11th September
2026**

Early Bird entries close

For BPMA Members only

**9th October
2026**

All Entries close at 17:00

**21st October
2026**

Shortlist released and
samples requested

**2nd November
2026**

Sample products with
BPMA

**10th December
2026**

Winners announced at
BPMA Christmas Lunch
The Underglobe, London

What Judges are Looking For

In every category, we have supplied the specific range of products which relate to each category, the evidence we are looking for to support your entry including images, videos, presentations and certifications, plus prices. We will note if any exclusions apply. The presentation of your entry is important to ensure every judge who reviews your submission understands your entry and why you think it's an award winner.

Our independent panel of judges will be looking for the following: originality, innovation, creativity, ethical and sustainable credentials where relevant, value for money and any other criteria specified in the category. You will also be asked to submit trade prices available to BPMA distributor members.

Scoring

Your entries will be scored on

- The product details
- The supporting story and documentary evidence
- Your market positioning
- Unique selling proposition

Tell the judges who the product is designed for and why it meets the needs of that audience.

Judges will be looking for products that have met the goals they set out to achieve. This can be demonstrated in a number of ways, but simple facts and figures often tell the story best. Qualitative feedback and responses are also important when applicable – so quote your audience as this can make the entry more compelling.

What Judges are Looking For

Use context

The judges are experts in their field but may not have intimate knowledge of the particular product. Think of your entry as your elevator pitch to a new buyer – make them understand why this product is important to the audience you want to sell to, but not necessarily the minutiae behind it.

Bring your entry to life with images and videos

On the entry form, it will prompt you to provide images and videos. There are minimum and maximum file sizes so make sure you read this carefully. Should your entry reach the shortlist stage, these images may be used for publication, promotion and may be used on-screen during the BPMA Christmas Lunch in December 2026.

The use of video; this gives you the chance to bring your entry to life and give the judges something different to see than still documents and images. The video doesn't need to be high quality or take up extra time. You could upload a product video or do an interview with the team behind the product – let them tell the story in their own words. Get creative!

Keep it concise and don't forget to check your spelling!

Keep in mind that judges may be reading up to 20/30 entries as part of the judging process. Get as many eyes on your entry before you submit as possible, and listen to feedback. Delete unnecessary jargon, check your spelling. This applies to supporting material as well. Do you have 15+ great campaign images? Great! Put them into one clear PDF so that judges don't have to open all 15. Keep things simple!

Categories

This year, all entries entered into the below categories will automatically be entered into an additional three categories.

- Apparel Product
- Award Product
- Bag & Folder Product
- Brand Product (**NEW**)
- Drinkware Product
- Exhibition Product
- Food & Drink Product
- Health, Travel & Leisure Product
- Stationery Product
- Technology Product
- Writing Instrument Product

Additional Categories

- Sustainable Product
- Innovative Product
- UK Made Product

Categories

APPAREL PRODUCT

Covering all promotional apparel, including clothing, headwear, ties & scarves, uniforms, workwear and sportswear.

All items must be suitable for branding decoration. Face coverings and PPE are not eligible.

Standout products that showcase originality and innovation. What makes your entry different and memorable. Be sure to include details of presentation and packaging.

AWARD PRODUCT

Including awards, gifts and executive products not covered elsewhere. Entries may feature items such as desk accessories, personal gifts (e.g. cufflinks, card cases, vanity mirrors), trophies, and curated gift packs (including mail-out packs, boxed sets, and conference packs).

“Pack” can refer to multi-item sets or products where packaging plays a key role in the overall gift experience.

We’re looking for products that celebrate reward and recognition—show us what makes your range stand out. Please include details of presentation and packaging.

BAG & FOLDER PRODUCT

This category includes all types of bags and carriers, such as folders, business bags, travel bags, backpacks, laptop sleeves, drawstring bags, totes, shopper bags, carrier bags, gift wrap, cooler bags and can coolers—anything designed to carry or present items.

We’re looking for products that combine practicality with innovation and strong application in today’s high-demand market. Show us what makes your range stand out, and include details of presentation and packaging.

Categories

BRAND PRODUCT

This new category is for products featuring recognised consumer or retail brands that are available for co-branding as promotional merchandise. Entries may include a wide range of items where established brand appeal enhances the perceived value and impact.

We're looking for products that successfully combine the strength of a well-known brand with effective promotional application—show us how brand equity is leveraged to create standout merchandise. Please include details of presentation and packaging.

DRINKWARE PRODUCT

Including all types of drinkware, such as sports bottles, flasks, reusable coffee cups, travel mugs, mugs, glasses, coasters and bar accessories, across all materials (including plastic, ceramic and glass).

As one of the most in-demand promotional product areas, we're looking for entries that showcase fresh thinking in design, branding techniques and usability. Show us how your product stands out in a competitive market, and include details of presentation and packaging.

EXHIBITION PRODUCT

Covering products designed for exhibitions and events, including festive items (for all faiths), party products, confectionery and drinks, as well as promotional staples such as magnets, badges, lanyards, wristbands, medals, cards, stickers and paper-based items (excluding stationery). It also includes items like balloons, seed products, small flags, display materials and signage.

With such a broad scope, this category highlights high-demand event products. We're looking for your standout performers—show us the items that truly capture attention and deliver impact.

Categories

FOOD & DRINK PRODUCT

Covering any edible product offered as a promotional item, either through direct branding or branded packaging. Entries may include sweets, drinks (cans or bottles), cakes, biscuits, chocolate, confectionery, rebranded licensed goods, and sachet drinks such as tea, coffee or hot chocolate.

From simple giveaways to premium gifting, we're looking for products that deliver impact and appeal—something that truly tempts the taste buds. Show us what makes your offering stand out, and include details of presentation and packaging.

HEALTH, TRAVEL & LEISURE PRODUCT

Covering a wide range of practical, wellbeing and activity-based products. Entries may include health and safety items (such as sanitisers, thermometers, first aid kits and PPE), travel essentials (including luggage accessories, adapters, pillows and document holders), and everyday personal items.

It also embraces leisure and activity products, from games, puzzles and soft toys to outdoor accessories, sports items, tools and promotional display materials like umbrellas, banners and flags.

From useful everyday solutions to engaging leisure products, this category celebrates versatility and appeal across the promotional mix. Show us what makes your product stand out, and include details of presentation and packaging.

STATIONERY PRODUCT

Including all stationery items, from everyday essentials like notebooks, pads, pens and calendars to desk accessories, organisers, binders and stationery packs. It also covers activity packs where stationery forms the core, along with products made from both traditional and innovative materials.

We're looking for entries that showcase quality, creativity and modern thinking in stationery design. Show us what sets your product apart, and include details of presentation and packaging.

Categories

TECHNOLOGY PRODUCT

Including a wide range of tech-related items, such as chargers, speakers, headphones, earbuds, phone stands, USB hubs, cables, clocks, watches, webcam covers, mobile accessories, lens cloths, USB drives, memory products and mouse mats.

We're looking for products that showcase innovation, functionality and relevance in everyday life—bringing technology into the spotlight in creative and useful ways. Show us what makes your product stand out, and include details of presentation and packaging.

WRITING INSTRUMENT PRODUCT

This category includes all writing instruments, from everyday pens and pencils to premium pen sets and stationery kits. Entries may feature ballpoints, gel pens, rollerballs, fountain pens, highlighters and stylus pens where the primary function is writing.

We're looking for products that celebrate the craft of writing—through design, innovation, durability and user experience. Show us what sets your product apart, and include details of presentation and packaging.

Additional Categories

INNOVATIVE PRODUCT

Innovative Product celebrates innovation across the industry. Entries must demonstrate true originality within their sector—whether through a brand-new product, a significant evolution of an existing range, a unique or first-to-market concept, or advances in production or finishing techniques. Products must have been launched and available between January 2026 and October 2026, in line with the Awards criteria.

Innovation can also extend to branding methods and materials, from fresh approaches to enhancements of traditional techniques.

We're looking for products that push boundaries and set new standards. Be clear about what makes your entry innovative and why it deserves to win. Please include details of presentation and packaging.

UK MADE PRODUCT

Recognising products that are proudly made in the UK. Entries must be either fully manufactured in the UK or have undergone substantial finishing or transformation here, with at least 50% of the process completed domestically.

Open to all qualifying products, this category celebrates British craftsmanship, capability and production expertise. Tell us the story behind your product—highlight the UK-based process, the business involved and the people who bring it to life.

Additional Categories

SUSTAINABLE PRODUCT

Recognising products, sets or ranges that prioritise sustainability—whether through materials, design or production. This can include reusable, recyclable, recycled or organic products (such as organic cotton).

Entries should demonstrate clear sustainability credentials in at least one area, such as materials, manufacturing or presentation (including packaging). Certification is encouraged—covering product, processes or logistics—but uncertified products may also be entered if claims are clearly evidenced.

We're looking for genuine, measurable impact. Be sure to highlight any certifications, accreditations or memberships, and include details of presentation and packaging.

Grand Prix

All winners from each category are automatically entered into the Grand Prix.

The Grand Prix award will be awarded after all category winners have been selected: during Round 2 each Judging Panel member will select their 'top three' products in order of preference and allocate 3, 2, and 1 marks accordingly.

The Grand Prix winner will be the product that collects most points from the final Judging Panel. In the event of a draw, the remaining products will be subject to a second vote by the Judging Panel.

The Grand Prix winner will be announced at the BPMA Annual Awards on 20th January 2027.

FAQs

What are the additional categories?

All entries will be automatically entered into the following categories:

Sustainable Product
Innovative Product
UK Made Product

Can products that have won a BPMA Product Award before be entered again?

Yes. Products that have previously won a BPMA Product Award remain eligible for entry, provided they continue to meet all entry requirements.

Can I enter the same product year after year?

Yes. Products can be entered year after year, including those that have previously won a BPMA Product Award, provided they continue to meet all entry requirements.

When can we enter the Marketing Campaign awards?

Members can enter The Marketing Campaigns of the Year during the same period. More details about these categories can be found under bpma.co.uk/awards. These Award categories will be presented in December 2026.

Is there a limit on the number of entries?

You can enter as many times as you like.

Do the categories only apply to brand new products?

The products which are already on the market can be entered into any category as long as you can evidence the dates on the market.

The only category which requires a brand new product is the Innovation of the Year and takes into account new products on the market available from January 2026 to October 2026. See our terms for more details.

FAQs

What period do these awards relate to?

The Product Awards apply to any product available to the UK (England, Scotland, Wales, Northern Ireland) market between January 2026 and October 2026, produced, marketed, or manufactured by the supplier presenting the product and who can evidence they have the right to market and supply. The product can be new to market during the period or an existing product on the market.

Can we enter more than one category?

Yes, you can as long as the product is relevant to the category description. Any entry submitted which does not fit the category criteria may be rejected with no refund available

Can we enter the same submission in more than one category?

Yes, you can. Provided they meet all entry requirements.

How will I know if my submission has been received?

Once you have submitted your entry, you will receive an email confirming your entry name and the category you have entered. This email will also contain a unique reference number that will be used in future correspondence relating to your entry.

If you do not receive your confirmation email, please contact awards@bpma.co.uk. Please note that we cannot be held responsible for any server, technical or broadband issues.

Who can enter?

The Product Awards are open to all BPMA supplier members and any Qualifying Supplier with products on the market in 2026. Qualifying Suppliers are those companies that have registered status in the UK or overseas, have been actively trading in the UK market for more than 12 months and are classed as Trade Only, Multi-Channel. Not open to Distributors or Agencies.

FAQs

What are the specific entry form requirements?

Please read each question carefully on the entry process and ensure you answer fully. You will be asked to provide:

- Description of the product, its key qualities and attributes, functionality and purpose
- Product USP (unique selling proposition) captured in a sentence
- Minimum order quantities (MOQs)
- 3 trade price points
- Any credentials, claims, clearly evidenced and substantiated
- Where relevant, eco or sustainable credentials
- Sustainable Product Information
- Innovative aspect of your product
- UK Made qualifying criteria
- A short statement on why your product should win in this category
- Supporting imagery showing the product clearly
- Supporting documentation

When does the website open for entries?

Entries open at 08:00, 1st September 2026.

When is the closing date for entries?

Entries close at 17:00, 9th October 2026.

Are there any time extensions?

There are no time extensions to this date, however we reserve the right to extend should circumstances dictate. Please see our terms for more information.

How do I enter?

You need to set up a profile on the BPMA Awards platform and you can start drafting your entries once entries have opened at 08:00 on 1st September 2026.

Will I get charged to set up an entry?

No, you will only be charged once your entry has been submitted.

FAQs

Can I edit my entry after it has been submitted?

If you have submitted your entry before the entry deadline on 9th October at 17:00, you can log back into your account and edit your entry, though this will need to be resubmitted. If you do not submit your entry again for judging by the deadline, your entry won't be submitted for judging and you will still be charged.

When will I find out if we have been shortlisted?

Our shortlist will be announced on 21st October 2026 via email and social media.

Do we need to supply a sample of our entered product?

If shortlisted, you will be required to send your branded product sample to the BPMA office on or before 2nd November 2026. You must supply a branded sample as a condition of your entry so if you do not have one and get shortlisted, you will be disqualified.

How are the entries judged?

An independent panel made up of experienced industry professionals will judge the Product Awards in two rounds, concluding in a face to face discussion. Full details on the judging criteria can be seen in our Terms & Conditions.

Can I get feedback on my entry?

If you require specific feedback on your entry, this may be provided on request after the Awards are concluded. We reserve the right not to provide feedback. Please note we cannot comment on any submissions during the judging process and some comments may not be shared.

Can the BPMA provide any guidance?

The BPMA can help recommend categories for your products, but they are unable to vet, proofread or edit any part of your entry or discuss any aspect of entries received.

When and where are the winners announced?

Each category will be awarded a Platinum, Gold and Silver winner. The winners will be announced on 10th December 2026 to the industry at the BPMA Christmas Lunch and featured in Merch Magazine, except the Grand Prix winner, who will be awarded at the BPMA Awards Dinner, 20 January 2027.

FAQs

What promotion and PR do we get if we win?

We provide a raft of PR and publicity around each winner to ensure every Award reaches a wide audience. This includes promotion in Merch Magazine, through press releases and at Merchandise World. This also includes your digital winner logos which can be used on social media, promotional materials and more.

All winning products receive an 'Award Winners logo' which suppliers can use for their own marketing and promotional purposes before, during and after Merchandise World.

All Platinum, Gold and Silver product winners will feature in the January/ February 2027 issue of Merch Magazine as well as the BPMA Newsletter and on Sourcing City News. Winners will be notified prior to Merchandise World January 2027, so that they can feature winning products and award logo in their marketing and communications.

All Platinum Award presentation photos will feature in the post-show edition of Merch Magazine and newsletter and on Sourcing City News & other trade publications.

Winners can ask catalogue groups who feature their products to add their winner logo next to their product entries.

Terms & Conditions

BPMA Product Awards 2026: Terms & Conditions

1. Promoter: The BPMA Product Awards are operated by the British Promotional Merchandise Association Ltd (BPMA).
2. The BPMA Product Award entries open on 01.09.2026 at 08:00 and close on 09.10.2026 at 17:00. The closing date and time are final, and no entries can be accepted after this time. Proof of entry is not proof of receipt.
3. The BPMA Product Awards are open to all BPMA supplier members in the year 2026 and any 'Qualifying Supplier'. Qualifying Suppliers are those companies with registered status in the UK or another country, have been trading for more than 12 months, trade in the UK market and are classed as Trade Only or Multi-Channel. Not open to Distributors or Agencies.
4. The Product Awards apply to any product available to the UK (England, Scotland, Wales, Northern Ireland) market between January 2026 and October 2026, produced, marketed, or manufactured by the supplier presenting the product with evidence of the right to market and supply. Evidence of the right to market and supply in the UK is a requirement of entry for this Award programme.
5. Previous entries that have won a Product Award remain eligible for entry into The BPMA Product Awards 2026, provided they continue to meet all entry requirements.
6. BPMA reserves the right to remove a category if a minimum number of supplier entries is not met.

7. Categories: Suppliers can enter the following categories (please see the category criteria for each category)

There are 11 categories to enter.

- Apparel Product
- Award Product
- Bag & Folder Product
- Brand Product
- Drinkware Product
- Exhibition Product
- Food & Drink Product
- Health, Travel & Leisure Product
- Stationery Product
- Technology Product
- Writing Instrument Product

All entries will be automatically entered into the following categories:

- Sustainable Product
- Innovative Product
- UK Made Product

8. Grand Prix

An overall winner will be awarded from all winning entries across the 11 categories, awarded on an accumulator points basis. The Grand Prix Award will be revealed at the BPMA Awards in January 2027.

Terms & Conditions

- How to Enter
 - Entry is via the BPMA's online platform only. Each entrant must register to receive an email link which can be used at <https://bpmaawards.awardsplatform.com/>. Entrants must complete the information required and agree to the Product Award terms and conditions before starting the first entry submission.
 - Under the entrant profiles, entrants can draft and submit multiple entries, with relevant fees applying after the first entry submission. BPMA members receive complimentary and discounted entry fees from first entry. Please see 'Entry charges' for more information.
 - There is no limit to the number of entries a company may submit, noting the charges that apply after the first entry submission, unless stated otherwise. Entrants can, where relevant, enter the same product into more than one category.
 - All mandatory fields must be completed. Incomplete entries may be dismissed or disqualified. Please note the criteria for each category and answer all questions when prompted.
 - Entrants must submit each entry for the entry to qualify for the competition and onward judging. The BPMA cannot submit entries on entrants' behalf. Entries not submitted by the deadline will not be counted.
 - Entry charges: all entries are subject to a charge unless specified. Only submitted entries will be accepted and charged.
 - BPMA member rates BPMA Members receive the first (1st) entry free of charge and all subsequent entries are charged at £60+VAT. BPMA members can claim an early bird rate of £30+VAT, which will be charged to all entries submitted by 12.09.26. Please note to claim this rate, the entry must be submitted and received by 17:00 on 12.09.26. Non-members All entries are charged at £160+VAT.
- Entry fees are payable no later than 02.11.2026. Fees will be billed on receipt and submission of entry. Any entry that remains unpaid after this date may be disqualified. Payment can be made via debit or credit card, or invoice and entrants can choose payment method at time of entry.
- How to submit entries: using your logins created, complete as instructed including adding images and submit using the online system. Entrants can save entries during the process, returning to entries before the submission deadline.
 - Please read the accompanying Entry instructions carefully before you start which can be found on bpma.co.uk and on the Awards website.
 - Entrants must acknowledge with each entry, they are able to supply a physical branded item for judging should products be shortlisted as this is a condition of entry. Please note products will be requested by 21.10.2026 and must be received by 02.11.2025. If you are unable to supply a branded product for judging, your entry may be disqualified.
 - Upload any required descriptions and other requested information for entry, prompted by the online process.
 - Entrants will also be required to upload documentation to support each entry, to prove its valid date on the market, providing relevant certifications and product information where requested, noting any required formats and maximum document size. All documents, certificates and other supporting documents must be valid, property of the entrant and refer to the specific product entered. Please note all supporting evidence will be reviewed before judging commences.
 - All products submitted for judging and selection will not be returned to the supplier.

Terms & Conditions

- Entry criteria in addition to category descriptions
 - Entries are accepted for any product which was available to the market during January 2026 and October 2026. For all categories entered products do not have to be new to the market, just available on the market. Evidence will be required to support each product entered.
 - Please ensure your product is entered in the correct category as all entries will be considered correct at time of entry. Please read category criteria carefully.
 - Products can be entered into more than one category, observing category criteria.
 - All sections of each entry submitted must be completed in line with the criteria set out. Missing information may mean entries will not be shortlisted. Incomplete or corrupt entries will be void and may still be charged.
 - Any images or supporting information submitted on an entry must be owned by the entrant or have permission to submit from the originator.
 - All entries must be the work of the entrant company, not subject to any litigation, intellectual property or any other claim by another company.
 - By entering, the entrant gives the BPMA permission to store the information on their secure server for the duration of the Product Awards and for the purposes of judging.
 - Images of shortlisted and award-winning products will be shown at the BPMA Awards Dinner in January 2027 and in digital marketing, press and PR. You may be required to submit additional product photography.
 - All product entries must be submitted with trade prices which means prices available to BPMA distributor members. Entrants may be required to submit a range of pricing.
 - If a category receives less than three (3) entries, the BPMA reserves the right to remove the category from the competition.
- Judging criteria: an independent panel of judges from the industry will judge the Product Awards in two rounds. Each judge is required to sign a non-disclosure agreement as part of the judging participation.
- Round 1: shortlisting each category will be judged via the online platform, with access to each entry and its supporting information, from all valid entries submitted.
- Round 2: the judging panel chairs will meet to decide from the shortlisted entrants the winners of each category. The Grand Prix winner will be awarded at the end of Round 2 judging based on points awarded to the winning product.
- The BPMA will oversee but not participate in this judging process but will be on hand to ensure rules are followed.
- Judges must allocate a winner for each category. The judging process will consider originality, innovation, creativity, ethical and sustainable credentials, value for money and any criteria specified in the category.
- Each product will be scored accordingly at each judging stage. This will create a short list which will be submitted for Round 2 judging where winners are allocated. A platinum, gold and silver award will be awarded from the shortlisted entries if the judges deem the remaining entrants worthy of award. Judges can award two winners in each category where the judging panel is unable to agree on a single winner. Judges may also elect not to award a silver award at the panel's discretion.
- The Grand Prix award will be awarded as follows, after all category winners have been selected: during Round 2 each Judging Panel member will select their 'top three' products in order of preference and allocate 3, 2, and 1 mark(s) accordingly. The Grand Prix winner will be the product that collects most points from the final Judging Panel. In the event of a draw, the remaining products will be subject to a second vote by the Judging Panel. If any Panel member has not voted by the deadline outlined by the Awards of Chair, their vote(s) will be discarded.
- Winners of the Grand Prix Product Award will be announced in January 2027 to the industry, featured in Merch Magazine and at Merchandise World 2027. The awarding of these exceptions will be checked by the BPMA before judging concludes.
- In exceptional circumstances, Judges may not select a winner in a category. If this situation arises, the category will be cancelled, and entry fees refunded.
- Judges' decisions are full and final. No correspondence will be entered into.

Terms & Conditions

- **Moderation and vetting:** all judging is moderated to ensure fairness and equality between panels. All possible steps are taken to avoid allocating judges in panels where they have a vested interest. However, where a vested interest is unavoidable a judge will not mark, score or comment on that entry during the process and the entry will not be penalised as a result. The BPMA Executive team will be in attendance at all panel sessions and reviews the results before panels depart but does not participate in judging. All nominations are vetted for compliance with Product Awards Terms and Conditions together with legal compliance, where applicable. Entries may be downgraded or disqualified at this stage.
- In the event of circumstances outside the reasonable control of the BPMA, or otherwise where fraud, abuse, and/or an error affects or could affect the proper operation of these awards or the awarding of prizes, and only where circumstances make this unavoidable, the Promoter reserves the right to cancel or amend the awards or these Terms and Conditions, at any stage, but will always endeavour to minimise the effect to entrants in order to avoid undue disappointment.
- All entries will remain the property of the BPMA, and the Association may wish to use information from entries in PR activity, case studies or educational content without payment to entrants. Please ensure any information that is confidential and for the judges' eyes only is clearly marked as such in your submissions, any failure to do so is the sole responsibility of the entrant.

Promoter: British Promotional Merchandise Association Ltd (BPMA).

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PRODUCT AWARDS 2026

Visit bpma.co.uk/productawards for more information and terms and conditions of entry. Please contact awards@bpma.co.uk if you require assistance.