



GROWING WITH AI

New opportunities
for the baby & toddler
products industry
Cologne, Germany
15-17 September 2026

Note: This image contains AI-generated design elements.

Conditions of participation *Kind + Jugend Innovation Award 2026*

The *Kind + Jugend Innovation Award 2026* is organized by Koelnmesse GmbH, Messeplatz 1, 50679 Cologne, registered at the Cologne District Court, HRB 952 (hereinafter: the organizer)

1. Authorized companies

All exhibitors at *Kind + Jugend 2026* as well as their co-exhibitors, whose binding registration as exhibitors and co-exhibitors for the *Kind + Jugend Innovation Award* has been received by the registration deadline, are eligible to participate. All exhibitors and co-exhibitors are required to complete the online form.

2 Approved products and prices

New and further developed products that have not been on the market for more than 12 months (not before September 2026), will be admitted as well as those products that have not yet been exhibited at *Kind + Jugend* and those that differ from products already on the market in terms of shape, appearance, material properties, handling, sustainability and/or technology. The products must be fully developed and present as an exhibit at *Kind + Jugend 2026*. It is permissible for the product to be presented at the exhibition as a fully developed prototype. The competition is divided into seven categories: 'Moving & Traveling' / 'Furniture & Facility' / 'Home Textiles & Decoration' / 'Toys & Education' / 'Maternity & Kids Fashion' / 'Mom & Kids Care' / 'Safety & Monitoring'. Only one category can be selected per product.

Each exhibitor at *Kind + Jugend 2026* can register any number of products. Registration for the first product costs 300.00 euros, any additional product registration costs 250.00 euros each. If the product receives a nomination a further 150.00 euros per product will be charged. For first-time exhibitors at *Kind + Jugend*, the participation fee is 150.00 euros per product. If the product is nominated will a further 150.00 euros per product be charged. All registered products will also be considered for the additional prize "Midwives' Choice", regardless of the category they were registered in. Three additional winners will be selected for the "Midwives' choice". Every registered product therefore has the chance to win an additional prize. The additional prize will be judged by our partner Hebammen-testen.de. No additional costs will occur for the participants.

Cost structure participation *Kind + Jugend Innovation Award 2026*

Exhibitor (first product)	300,-- Euro
Each additional product	250,--Euro
First time exhibitor 2026 (first product)	150,-- Euro
Each additional for first-time exhibitors 2026	150,-- Euro
Nomination, per product (exhibitor + first-time exhibitor)	150,-- Euro

3. Registration deadline/submission deadline

The registration deadline for participation in the *Kind + Jugend Innovation Award* is June 27, 2026. Please register your innovation and a photo of it using our online form by this date. If you have not received confirmation from us within one working day of registering, please contact us to ask for confirmation of your registration (innovation-award@connected.de).

4. Media and press relations

By registering for the *Kind + Jugend Innovation Award 2026*, the registering company agrees that the press and media partners of the organizer (including Hebammen-testen.de) may publish the image material provided and the information about the innovation in accordance with this product description.

Special note:

The participant agrees to submit a description of the entry in German and English (to ensure optimal presentation for the judging) highlighting the particular novelty of the entry, with a minimum of 500 and a maximum of 1,200 characters (including spaces) as well as images for each registered competition entry. Renderings are not permitted, instead only images of the original products are permissible. For competition entries that require explanation, it is advisable to submit short videos which can be used both during the judging and, in the event of an award, during the digital presentation. The organizer is under no obligation to use these videos. The organizer may, at its own discretion, only utilize excerpts of these videos.

5. Product selection and design of the "Innovation Award Area"/product presentation

The registered products will undergo an online evaluation by an international panel of experts appointed by the organizer. During this online evaluation, products will be selected and invited to an in-person jury session in Cologne. At this session, the same expert panel will initially select outstanding products and nominate them for the final winner round. In a second evaluation round during this jury session, the winners will be selected from the nominated entries. A panel of midwives will select the three winners of the Midwives' Choice. Both the nominated and winning products will be showcased during the trade fair (K+J 2026), as the winners will be announced during the event.

The organizer will provide an exhibition space at the *Kind + Jugend* fair for the products selected (nominated) by the jury, where these nominated products will be displayed (hereinafter referred to as the "Innovation Award Area"). The selection of products presented in the "Innovation Award Area" is determined solely by the expert jury / the Jury of *Hebammen-testen.de* (see above) as well as the criteria listed in section 2. Not all products submitted for jury evaluation will be displayed in this area; only the nominated entries and winning products will be showcased.

Manufacturers whose products reach the final round (on-site jury session) will be notified by email in **July 2026** and will be asked in writing to send their products to the organizer at their own expense. The delivery address will be provided in the notification letter. The organization team of the *Kind + Jugend Innovation Award* will be solely responsible for the arrangement and positioning of product innovations within the "Innovation Award Area." The organizer is not liable for the presentation quality or technical functionality of the products.

6. Product Submission and Collection Procedures

Product innovations requested for the on-site jury session in Cologne (following the online evaluation) must arrive at the organizer's location in a presentation- and operationally-ready condition. It is permissible for the product to be submitted as a fully developed prototype. If a product is selected for the jury session, it must arrive in Cologne **no later than August 10, 2026**.

Products that have been nominated and will be exhibited at *Kind + Jugend* can be collected from the "Innovation Award" area on Thursday, September 17, 2026, between 6:00 PM and 7:00 PM. Products not collected will be donated to charitable organizations. **Products that have been selected but not nominated or donated must be collected from the warehouse at the exhibition centre from Tuesday 15 September 2026.** Further details will be provided as they become available.

7. Supervision / Security / Insurance

The "Innovation Award Area" will be supervised by staff members of the Innovation Award organization team throughout the event. The organizer will ensure insurance coverage for the exhibits from August 20, 2026, until September 17, 2026, 7:00 PM, during interim storage and the exhibition within the "Innovation Award Area."

8. Liability

8.1. The organizer shall be liable for all damages caused by intentional or grossly negligent conduct by its legal representatives, employees, or agents, subject to the following provisions.

8.2. In the event of damages caused by gross negligence on the part of the organizer's agents, liability is limited to those damages that are typically foreseeable within the framework of the contractual relationship.

8.3. In the event that damages are caused neither intentionally nor through gross negligence by the organizer, its legal representatives, employees, or agents, the organizer shall only be liable if a material contractual obligation ("cardinal obligation") has been breached. A material obligation is one that is essential to achieving the contractual purpose and on whose compliance the participant may particularly rely.

8.4. If liability is excluded or limited according to the preceding paragraphs, this exclusion or limitation shall also apply in favor of the organizer's employees and sponsors in case of direct claims by participants.

8.5. The organizer is not liable for the actions or decisions of the jury members.

8.6. The organizer shall assume no liability for damage or loss of submitted products or other objects belonging to participants or persons acting on their behalf.

8.7. Please note that the aforementioned liability limitation does not apply to liability under the Product Liability Act.

9. Early Termination, Exclusion

9.1. The organizer reserves the right to cancel or terminate the competition at any time without prior notice and without stating reasons. This option may be exercised if technical, legal, organizational, or pandemic-related circumstances prevent the proper execution of the competition.

9.2. The organizer reserves the right, at its reasonable discretion, to exclude individual participants from participation. This may apply in particular if participants violate these terms and conditions or use dishonest means or external assistance in their participation.

9.3. The organizer reserves the right to modify individual procedural steps of the Innovation Award 2026 without prior consent from participants. This is particularly relevant in the event of national or international risk situations, such as pandemic-related restrictions, that necessitate such changes.

10. Intellectual Property Rights

The participant warrants that they have unrestricted exploitation rights to the objects submitted, particularly concerning all product information, photos, image components, and other data. The participant guarantees that the objects they register, along with all related documents and data — such as photos, plans, sketches, models, etc. — are free of third-party rights. Objects that infringe on intellectual property rights, including trademarks, utility models, patents, copyrights, or similar protections, are excluded from participation.

Each participant must inform the organizer during registration if any legal proceedings, such as those related to competition law, patent law, trademark law, or copyright disputes, are pending in connection with the registered object. This requirement also applies to any corresponding out-of-court disputes.

If the organizer is subject to claims from third parties alleging that the participant's rights have been violated, the participant shall indemnify the organizer against all such claims. The participant is liable for any damages, particularly third-party claims, arising from violations of these conditions and shall indemnify the organizer to the same extent. This obligation to indemnify particularly applies to violations of copyright and trademark law.

Participants are responsible for ensuring that their photos, whether digitally or physically edited, do not contain any elements that could give rise to third-party rights or claims, such as image components from magazines, books, purchased CDs, etc. The responsibility for any infringements arising from these photos lies exclusively with the participant.

This comprehensive indemnification obligation for the organizer remains in effect even if the affected objects, product information, photos, image components, etc., have already been withdrawn.

Special Notice:

The organizer is not obligated to ensure the deletion of data stored in the cache of third-party websites, particularly search engine providers, following related links. In the event that the organizer is subject to claims from third parties alleging that their rights have been violated due to the participant's data in cached content of third-party websites, particularly search engines, the participant shall indemnify the organizer against all such claims. The participant is responsible for any damages, particularly third-party claims, arising from violations of these conditions and shall indemnify the organizer to the same extent.

11. Usage Rights / Participant's Liability

The participant grants the organizer a free, non-exclusive, and unlimited right to use the provided product information, photos, and other data in terms of time and geographical scope. This right extends to the following types of usage:

The right to use them in other media, such as promotional films, videos, books, brochures, and on the internet.

The right to reproduce and distribute, meaning the right to duplicate and disseminate the image materials as desired.

The right to archive refers to the collection and potential release of image materials as a trade fair- and/or product-related collection.

Koelnmesse reserves the right to transfer the rights granted to third parties, either partially or in full.

The right to edit or otherwise modify the image materials.

If third parties hold usage rights to the product information, photos, or other data due to their involvement in development and production, the participant transfers these rights to the organizer and guarantees independently that these transfers of rights are effective for all the listed types of use. The participant acknowledges that securing these rights from third parties is their sole responsibility. If a transfer of rights is not successful, the participant is liable under a guarantee.

The participant agrees to indemnify the organizer against any licensing fees and all third-party claims, regardless of the legal basis. Apart from this, the participant's liability is governed by statutory provisions.

12. Terms of Use for a Nomination / Winner's Award, Label Usage

In the event that an entry is nominated or awarded first place, the participant, the manufacturing company, and the responsible developer (designer or engineer) are authorized to utilize this award in relation to the winning competition entry or product.

The nomination or winner's award is granted in the form of a label. This label is intended for use in competition entries and related product communication and may be used by the participant and all

other parties only in connection with the awarded competition entry.

Please note that the nomination or winner's award will become invalid if the competition entry is modified as part of product maintenance and development. Participants must use the most current version of the label. If necessary, the participant must also ensure that third parties (e.g., manufacturers and distributors) using the label in advertising comply with this requirement.

The responsibility for verifying the compatibility of the nomination or winner's award with third-party rights, particularly third-party trademark rights, lies exclusively with the participant or the manufacturing company. The organizer will not be held liable for any damages that may result from the aforementioned actions. Instead, the participant or the manufacturing company shall indemnify the organizer against any claims arising from the infringement of third-party rights, particularly third-party trademark rights.

13. Jury / General Information on the *Kind + Jugend Innovation Award 2026* Process

13.1 The information regarding the process of the *Kind + Jugend Innovation Award 2026* is an integral part of these participation conditions.

13.2 Legal recourse is excluded.

13.3 Employees of Koelnmesse GmbH are excluded from participation.

13.4 The law of the Federal Republic of Germany applies, excluding the United Nations Convention on Contracts for the International Sale of Goods (CISG).

13.5 Should any individual provisions of this agreement be or become invalid or unenforceable, the validity of the remaining provisions shall not be affected. The organizer and the participants agree to replace the invalid provision with an effective provision that comes as close as possible to the intended legal and economic purpose of the original provision.

13.6 The organizer reserves the right to change individual processes of the Innovation Award 2026 without prior consent from the participants, particularly if national or international risk situations, such as pandemic-related restrictions, necessitate such changes.

Process and Timeline

Submission deadline for all entries: June 27, 2026

Preliminary selection: July 11 – July 15, 2026
The jury selects finalists from all submissions.

Important: No product samples are required for the preliminary selection! Participants who are selected for the final round will be requested in writing to submit their products.

Notification: July 2026

By email to all participants regarding the preliminary selection.

Jury session: August 20, 2026

The jury selects up to three nominees per category, including one winning product per category. The midwives' jury from *Hebammen-testen.de* will choose three winners from all pre-selected products to receive the special prize "*Midwives' Choice*".

Notification: End of August 2026 by email to the nominees

Awarding: End of August 2026

All nominees receive a nomination seal via email.

Winners: September 15, 2026

The winners will be announced during the award ceremony on the first day of Kind&Jugend, where they will receive the *Winner's Seal*. The three winners of the special prize "*Midwives' Choice*" will also be honored at this event.