

PSI Academy Awards

In 2025, the Promotional Product Service Institute (PSI), together with its partner Green Product Award, will present the PSI Academy Awards for the first time as part of the PSI Academy.

The new industry award recognises sustainable products and campaigns as well as companies and newcomers in the promotional products industry and their industrial and commercial customers. It creates transparent and communicable competitive advantages in the area of sustainability and is designed as an incentive and inspiration for the entire promotional products industry.

The kick-off event and award ceremony will take place on 11 September 2025 in Cologne.

Your added value of submitting your entry

- Initial review of your application by an independent jury based on defined evaluation criteria
- Receive qualified feedback on your application and support during the process
- Transparent feedback from a neutral expert jury for all nominees and winners
- Exclusive presentation of the nominated products and campaigns
- Access to important expertise on the topic of sustainability and access to the latest promotional product trends
- Image building and increased reach
- Communication of the nominations and winners:
 - via the social media channels of PSI and the PSI Academy partners
 - Publications with selected media partners
 - Receipt of a press kit for the nominees and winners

Would you like to suggest a partner or customer for a nomination?

Send your proposal with a brief explanation to:
psi-academy@rxglobal.com

Are you interested in sponsoring?

Feel free to contact PSI.
+49 211 90191-702
psi.sales@rxglobal.com

Categories and fees

For suppliers:

- Product of the Year in the product categories:
 - Apparel & Textiles
 - Electronics & Multimedia
 - Lifestyle & Accessories
 - School & Office Supplies
 - Bags, Luggage & Travel
- Special Prizes*
 - Company of the Year
 - Newcomer of the Year**

For Retailers & Agencies:

- Campaign of the Year
- Special Prizes*
 - Company of the Year
 - Newcomer of the Year**

For industrial and commercial customers:

- Campaign of the Year
- Special Prizes*
 - Company of the Year

For PSI members

first submission	1,250 Euro
second and third submission	625 Euro
each further submission	300 Euro

For non-PSI members plus

first submission	250 Euro
second and third submission	175 Euro
each further submission	100 Euro

For newcomers**

350 Euro

all prices plus VAT.

Your next steps

Submit your application by 30 June 2025 via
www.psi-academy.com

- By the end of July 2025: Review and evaluation of the applications by the expert jury
- By mid-August: Selection of the nominees by the expert jury and communication via the channels of the PSI Academy and its partners
- 11 September 2025: Festive presentation of the PSI Academy Awards at the Gürzenich Köln, Martinstraße 29-37, 50667 Cologne

We look forward to seeing you Your PSI Team

About the PSI Academy: A new format for the PSI brand

A new, independent industry gathering under the umbrella of the Promotional Product Service Institute (PSI) - that's the PSI Academy, which brings the promotional products industry together a second time a year to complement the PSI trade show. The event, which takes place annually at different locations in Europe, is an exciting combination of training and networking event and the industry highlight PSI Academy Awards.

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