Think before you print!

Participating in the iF DESIGN AWARD Benefits and General Information

Since 1953, the iF DESIGN AWARD has been known as an internationally recognized label for excellent design. For designers, the iF DESIGN AWARD serves as confirmation of their outstanding abilities and as both a reference and a communication tool. For companies, the iF DESIGN AWARD is an effective marketing tool that helps to access new markets.

About 60 renowned experts from more than 20 countries select the award winners in a clearly structured process based on well-defined criteria. Below you will find many good reasons to participate in the iF DESIGN AWARD, as well as information on how to use your award effectively.

Your Benefits as an Award Winner

As an award winner, you will receive a comprehensive service packet to communicate your success effectively.
All benefits are included in the fees for award winners. There will be no additional or follow-up costs.

iF DESIGN AWARD Logo

You can use our internationally recognized label for as long as your award-winning product is on the market.

- Display your award winner's logo directly at the point of sale, on the product packaging, at trade fairs and in showrooms.
- Use the logo both nationally and internationally for product presentations and pitches, on your website, in your social media channels and in advertising and commercials etc.

iF WORLD DESIGN GUIDE

**As an award winner, your company and your entry will be showcased – for an unlimited period of time – in the largest design exhibition on the Web:
the iF WORLD DESIGN GUIDE.**

- Presentation of your award-winning entry in the DESIGN EXCELLENCE collection, which is reserved exclusively for award winners.
- In addition to the entry's presentation: company profile for manufacturers, project owners and designers

iF design award night

A glamorous awards ceremony, an international networking event and a great design party in the impressive architectural environment of BMW Welt with more than 2,000 guests from 20 countries.

- As an award winner, you and three more people will be invited to the awards ceremony.
- iF gold award winners will be celebrated on the big stage, where they will be presented with the iF trophy.
- All award winners will receive a certificate including a photo service.

iF design exhibition Hamburg

We will showcase your award-winning design in the city center of Hamburg, where it will be presented to an audience with a special interest in design and architecture.

- Products and packaging will be presented as original designs for a duration of several months.
- Digital entries will be presented permanently.
- You can use the 12 meter-long iF showcase free of rent for a four-week special exhibition.
- You can book the iF design exhibition free of rent for your own events.
- Entry to the iF design exhibition is free.

iF design app

Your award-winning entry will be showcased in a comprehensive presentation in the iF design app, including description, photos and videos.

- Free app for Android and iOS
- So far, the app has been downloaded about 60,000 times.

Press and PR

Our extensive international PR activities will put you in the spotlight.

- You will receive useful text modules for use in your own communications.

A complete overview of all benefits for award winners is available *here*.

Want to participate in the iF DESIGN AWARD?
Then register your entries *online* by 20 October 2016.

Dates

Early bird registration deadline	30 June 2016	
Last chance to register	20 October 2016	
Submission of entries to jury	02 December 2016	Upload digital media or ship entries for jury assessment
Jury session	24 to 26 January 2017	Results will be communicated at the end of January
Awards ceremony	10 March 2017	iF design award night at BMW Welt in Munich
Publication	10 March 2017	iF WORLD DESIGN GUIDE, iF design app, press releases
Exhibition	starting on 11 March 2017	opening of iF DESIGN AWARD 2017 exhibition part I from June 2017: exhibition part II from October 2017: exhibition part III

Fees

Discipline	Registration by 30 June 2016	Registration by 20 October 2016	Fees for Award Winners
Product	EUR 350 per entry	EUR 450 per entry	EUR 2,700 per entry
Packaging	EUR 275 per entry	EUR 375 per entry	EUR 2,700 per entry
Communication, Interior Architecture, Professional Concept, Service Design, Architecture	EUR 275 per entry	EUR 375 per entry	EUR 1,600 per entry

Disciplines

You can enter your work to the iF DESIGN AWARD 2017 in these seven disciplines:

Product
From USB sticks to combine harvesters: in this discipline, you can enter products of all kinds. A product that beats the competition in this discipline successfully proves its superior value.

Packaging
The packaging is the first thing consumers will see, especially when it features innovative design. In the packaging discipline, the overall design, materials and graphics will be assessed.

Communication
Whether it's a website, an annual report or a complete CI concept for a company: here, we are looking for great work by communication and graphic designers.

Interior Architecture
Interior design is fundamental to how we perceive the ambience of a space, whether it's a hotel lounge, an exhibition stand, a retail space or a home. The spaces are as diverse as the discipline itself.

Professional Concept
You have developed an innovative idea or a great concept? Then don't hide it from us. The professional concept discipline is for groundbreaking work and experimental concepts from all design fields.

Service Design
In this discipline, customer focus and usability are more than just buzzwords. Because service-related processes require holistic design concepts.

Architecture
Buildings, facades, landscapes and public squares: in our daily life we are surrounded by architecture. Architecture generates identity, which is why it is an important part of the iF DESIGN AWARD.

You can find both the participation conditions and your respective iF contact person *here.*