

PSI ACADEMY

A new format of the PSI brand



The PSI Academy is the European platform for training, certification, awards, and networking in the promotional products industry. It serves as the key industry event of the year and, alternating with the PSI Trade Show every six months, is the meeting point for the entire promotional products sector, as well as for industrial and commercial customers.



The PSI Academy supports the promotional products industry through a unique, up-to-date, and concentrated knowledge transfer. Together with the **Green Product Award** as a partner, it creates transparent and communicable competitive advantages in the field of sustainability.

Your Benefits at a Glance:

- **Independent initial** review of applications based on **predefined evaluation criteria**
- Receipt of **qualified feedback** on applications and support throughout the process
- Transparent feedback from a **neutral expert** jury for all nominees and winners
- **Exclusive presentation** of nominated products and campaigns
- Access to important **expertise** on sustainability and the latest promotional product trends
- **Image enhancement** and **increased reach**
- **Communication** of nominations and winners:
 - Via PSI's **social media** channels and those of its partners
 - **Publications** in selected media partner outlets
- Receipt of a **press kit** for nominees and winners

Categories and Fees

For Suppliers

- Product of the Year
 - Clothing & Textiles
 - Electronics & Multimedia
 - Lifestyle & Accessories
 - School & Office Supplies
 - Bags, Luggage & Travel

Each category has 3 winners = 15 in total, e.g., Gold / Silver / Bronze

- Special Awards*

€ 1.250
For Newcomers 350€**

For Distributors

- Campaign of the Year
- Special Awards*

€ 1.250
For Newcomers 350€**

For Industrial Customers

- Special Awards*

Special Awards depending on category*:

Company of the Year
Newcomer of the Year

Your Next Steps:

Submit your application by June 30, 2025, via the form at www.psi-academy.com/apply

Review of applications by the jury: End of July 2025

Nominations: Around mid-August 2025

Event date: September 11, 2025

More information is available on the website



Interested in Sponsorship?
Feel free to contact us!

We look forward to seeing you.
Your PSI Team