



CELEBRATING EXCELLENCE
IN E-COMMERCE

11-13 JUNE 2026
YENIKAPI - ISTANBUL



WORLDEF AWARDS ISTANBUL 2026 is a premier recognition program celebrating the most successful and innovative players shaping the future of e-commerce. Taking place from 11–13 June 2026, during WORLDEF ISTANBUL 2026, the event will honor excellence across more than 57 categories, covering key retail and digital commerce segments such as fashion, electronics, FMCG, technology, and lifestyle.





57

CATEGORIES

200+

TOP E-COMMERCE
SELLERS

80+

COUNTRIES

3

DAYS OF AWARD CEREMONIES
ON THE MAIN STAGE

50+

INFLUENCERS AND MEDIA
REPRESENTATIVES

EXECUTIVE LEVEL VISIBILITY

UNMATCHED ACCESS & PRESTIGE

WORLDEF Awards: Celebrating Digital Innovation Across the Entire E-Commerce Landscape



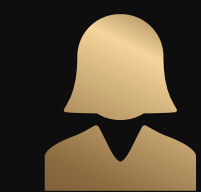
Recognizing top performers across 57+ major e-commerce categories, from fashion to electronics and home living.



Covering all key segments including fashion, beauty, electronics, home & furniture, supermarket, baby & family, outdoor, office supplies, and more.



Highlighting industry inspiration through WORLDEF Special Awards, celebrating influential names and outstanding collaborations.



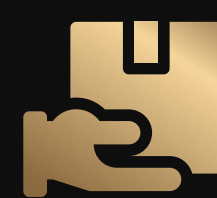
Showcasing the achievements of Women Entrepreneurs of the Year and emerging high-potential brands.



Honoring the fastest-growing companies, most creative campaigns, and brands delivering exceptional customer experience.



Rewarding innovation with awards for excellence in e-export, AI-driven transformation, and social commerce strategies.



Featuring digitally born brands expanding into physical retail and pioneers in rapid delivery operations.



Recognizing key investors and breakthrough e-commerce startups shaping the future of the ecosystem.



Timeline

APRIL 17, 2026

Announcement
of Nominee Lists



All category nominees are officially announced, marking the beginning of the competition process for brands and sellers.

APRIL 20

MAY 22, 2026

Public Voting Period



The voting platform opens for all nominees. Participants cast their votes for their favorite brands, completing the most critical phase of the evaluation process.

JUNE 1, 2026

Announcement
of Winners



The top three finalists in each category are revealed, and official invitations for the awards ceremony are sent out.

JUNE 11-13, 2026

The WORLDDEF
Awards Ceremony



The WORLDDEF Awards Ceremony will take place between 11–13 June 2026. During the three-day ceremony, the top three finalists in each category will be invited to the stage and officially awarded.

Main Partnership

Lead the Future of Digital Commerce as an Main Partner!

Executive Level Visibility

- Wall of Partners Placement
- Website Exposure
- During 3 Months S. Media Campaign
- Featuring on the Cover of the
WORLDDEF E-Commerce Magazine

(Applicable to the two main partners of the WORLDDEF Awards)

Premium Presence

- Executive Ticket Rights: 50
- VIP Ticket Rights: 10
- Company Participants: 100
- WORLDDEF Awards Main Partnership

Unmatched Access & Prestige

- WORLDDEF Awards Ceremony
Opening Speech
- WORLDDEF VIP Connect Event Access
- VIP Lounge Access

Exclusivity - Extended Partnership Perks

Highest Tier Recognition

Officially positioned as the largest level of partnership.

Top-Level Branding

Most prestigious and visible brand presence throughout the event.

PRICE

\$ 75.000

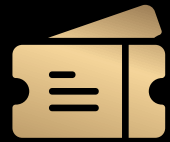


Category Award Partnership

Category Award Partnership provides full brand ownership over the selected category and offers more targeted visibility.



As a Category Award Partner, your brand will be associated directly with a key sector of the e-commerce ecosystem.



2 Awards Ticket



On-stage recognition as the official partner of that category



This partnership provides a targeted branding opportunity, directly associating your company with excellence and innovation in your selected sector.





THANKS