



## INTERNATIONAL TOY RESEARCH ASSOCIATION

### 10<sup>th</sup> ITRA WORLD CONFERENCE

Augsburg, Germany, 5-7 August, 2026

<https://itratoyresearch.org>

### CALL FOR PAPERS

The International Toy Research Association (ITRA) was founded in Utrecht, Netherlands, in September 1993. It is a broadly international association of toy and games researchers, developers, and practitioners who meet every two or three years to exchange information and research. We currently have about 150 members from every inhabited continent. You will find links to the organization and conference at <https://itratoyresearch.org>

The 10<sup>th</sup> ITRA WORLD CONFERENCE is on 5-7 August 2026 in Augsburg, Germany (about 50 km W of Munich). You are encouraged to submit a paper, symposium, poster, or workshop, or to attend even if you do not submit a paper. Two unique types of presentation are Flash Talks of no more than 5-minutes intended to exchange ideas or seek feedback on work in progress. Author-Meets-Curious-Readers (AMCR) to spotlight books that are of interest to ITRA members.

Submission guidelines can be found at <https://itratoyresearch.org/2026conference> We encourage submissions on any aspect of toys and games -- physical, digital or hybrid. The scientific committee welcomes abstracts of completed research, case studies, educational projects, including those in development, as well as ideas for future research.

Submissions must be in English and include: (a) the title, (b) names, affiliations, and contact information for each presenter, (c) an abstract of up to 400 words, and (d) up to 3 keywords.

**THE DEADLINE FOR SUBMISSIONS IS 31 DECEMBER 2025** The submission portal is via [Oxford Abstracts](#)

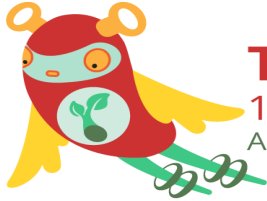
Registration fees: (includes coffee, lunch for 3 days and Gala Dinner

Student            €190 (after 1 July 2026 €275)

Professional    €325 (after 1 July 2026 €400)

Guest            € 80

For more information contact the Conference organizer, Volker Mehringer of Augsburg University:  
[volker.mehringer@phil.uni-augsburg.de](mailto:volker.mehringer@phil.uni-augsburg.de)



## The Zeitgeist in Toys & Games

10th ITRA World Conference

Augsburg Germany, 5-7 August, 2026

### 2026 ITRA PRIZES FOR OUTSTANDING TOY RESEARCH

#### CALL FOR NOMINATIONS

See <https://itratoyresearch.org/itraprize>

The purpose of the ITRA Prize is to recognize outstanding research in the field of toy research. The ITRA Prize was established with support from the British Toy and Hobby Association (BTHA; [www.btha.co.uk](http://www.btha.co.uk)). To qualify for the 2026 Prize, **the work must have been completed or published between 1 January 2023 and 31 December 2025**. The prizes are awarded at each ITRA World Conference. Two prizes are awarded. **The junior prize of 700 USD** for the best student research on toys (usually a masters or PhD thesis). **The senior prize of 1,400 USD is awarded to a senior scholar or practitioner** on the uses, design and effects of toys. **Prize recipients are expected to present their award-winning work at the 2026 ITRA World Conference in Augsburg, Germany 5-7 August 2026. Conference registration fees are waived for prize recipients.** The Junior Prize recipient may also receive a travel reimbursement up to 700 USD toward the costs of attending the 2026 ITRA World Conference.

**Submissions:** ITRA Prize nominations are to be submitted directly to the prize committee chair, Greta Pennell ([gpennell@uindy.edu](mailto:gpennell@uindy.edu)) as a PDF attachment by **31 December 2025**.

For further information or questions, please contact [volker.mehringer@phil.uni-augsburg.de](mailto:volker.mehringer@phil.uni-augsburg.de)