

16-18.02.2026 | IFEMA MADRID

**NEXT LEVEL
UNLOCKED**

CALL FOR AWARDS

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1. PURPOSE OF THE NEW BUSINESS MODELS AWARDS

The HORECA NEW BUSINESS MODELS AWARDS are focused to recognize the work, leadership and transformation of those companies that are committed to innovation in the horeca sector focusing on the areas of business model, new products, equipment, communication management, processes operational, marketing or customer experience.

2. CATEGORIES

The proposals that will be considered and admitted to participate in these awards must respond to the following topics:

A. TECHNOLOGY INNOVATION

Digital or technological projects or solutions aimed at improving management, operations, marketing or customer experience in the Horeca sector. Possibility of submitting applications individually or jointly supplier and operator.

B. PRODUCT INNOVATION

Products, solutions or services that offer an improvement in service quality and final customer perception in one of the following categories. Food & Beverage Solutions

- Food & Beverage Solutions
- Smart Kitchens & Equipment
- Design & Experience
- Delivery & Food as a Service

** Possibility of submitting applications individually or jointly supplier and operator*

C. DESIGN & EXPERIENCE

Concepts of architecture and interior design both in new construction and in reform, which generate a better operation and / or customer experience.

D. PEOPLE, PRODUCT, PLANET

Business models, products or services aligned with the Sustainable Development Goals, contemplating the improvement of conditions for people, products and the planet.

E. BUSINESS DEVELOPMENT

New or reinvented concepts and models of independent, group or franchise catering, both in face-to-face models and in digital concepts.

F. NEW BUSINESS MODEL

New or reinvented concepts and models of independent, group or franchised restaurants, both in face-to-face models and digital concepts.

3. AWARDS ORGANIZER

The HORECA NEW BUSINESS MODELS AWARDS are organized by HIP – HORECA PROFESSIONAL EXPO.

4. WHO CAN PARTICIPATE?

The HORECA NEW BUSINESS MODELS AWARDS are aimed at any company in the horeca sector that is committed to innovation, disruption and constant improvement in processes.

5. RESTRICTIONS

There are no restrictions on the HORECA NEW BUSINESS MODEL AWARDS. The mission of these awards is to promote innovation in industrial automation. Any organization can be eligible for these awards, as long as they attest to their candidacy.

6. PRESENTATION OF PROPOSALS

To submit your application to the HORECA NEW BUSINESS MODELS AWARDS, please fill in the information in the online form ([here](#)). Proposals must be submitted electronically through this web page and the terms and conditions included in the online form must be accepted.

The form and all the complementary information that is delivered must be in English or in Spanish. Proposals in other languages will not be accepted.

No additional documents will be accepted to the form, unless required by the organization.

The organization reserves the right to request any clarification or additional information on the submitted proposals.

7. ENTRY DEADLINE

The key dates to keep in mind are the following:

- All applications must be submitted before January 12th, 2026.
- We will announce the results starting January 26th, 2026.

8. EVALUATION CRITERIA

Competing proposals will be evaluated by the HORECA NEW BUSINESS MODELS AWARDS Jury in terms of: Innovation, Leadership, Disruption, Strategy

9. EVALUATION PROCESS

PHASE1

Compliance with the regulations and pre-selection: the organization and the Technical Committee of experts will carry out the first evaluation to verify that each of the candidates meet the technical characteristics and meet the defined selection criteria.

The evaluation process will be carried out by the members of the International Committee of Experts individually and will serve to choose the finalists of each of the categories.

The finalist candidates will be informed during the week of January 26th, 2026.

PHASE2

Selection of the winners: the International Committee of Experts will meet the days prior to the Hospitality Innovation Planet celebration, evaluate the finalist projects and select the winner of each of the categories.

The finalists will be invited to the **HORECA NEW BUSINESS MODELS AWARDS**, which will take place on February 17th, 2026, and where the winner will be announced in each of the categories.

Any category of the prize could be declared void by the International Committee.

10. PRIZES

The **HORECA NEW BUSINESS MODELS AWARDS** will award the winners with the following prizes:

- Two invitations to attend the Awards Gala Dinner for all finalists in each category.
- Dissemination of the Award to all media accredited in HIP - Horeca Professional Expo.
- Commemorative trophy as winner in its category..

11. INTELLECTUAL AND PROPERTY

The participants are responsible for the authorship of the submitted proposal, he /she is the owner of the intellectuality and, where appropriate, the industrial rights. The participant undertakes not to violate the rights of intellectual property, industrial property rights, copyright and / or image rights, and assumes full responsibility of third parties: the organization is free of all responsibility.

If the proposal is finalist, the participant authorizes the organization to disseminate, reproduce and publish their proposal in any type of format and by any means to publicize the **HORECA NEW BUSINESS MODELS AWARDS**.

12. DATA PROTECTION

Due to the confidential nature of the information provided, the organizers, the coordinator and the members of the International Committee of Experts guarantee the identity of the participants and the content of their projects outside the sphere of the HORECA NEW BUSINESS MODELS AWARDS. This also includes all information about your current status or your development.

Once the project is selected as a finalist, the organizers of the prizes will be able to make public all the details considered as public (name of the project, responsible organization, person in charge, web pages, description, purpose and category).



13. DATOS DE CONTACTO

For any questions or suggestions regarding the Call for Awards, you can contact us at:

Phone: + 34 93 492 38 03
Email: congress.hip@barter.es

If you are also interested in exhibiting or knowing different options for participation in HIP, contact us at:

Phone: + 34 919 551 551
Email: exhibit@expohip.com



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#HIP2026

