

# #HIP2018

19-21 FEBRUARY

MADRID - IFEMA

—  
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Changers



## CALL FOR AWARDS

**HIP** Horeca  
Professional  
Expo

HOSPITALITY INNOVATION PLANET

# SUMMARY

1. Purpose of HORECA NEW BUSINESS MODELS AWARDS
2. Topics covered
3. Organizer of the award
4. Who can participate?
5. Restrictions
6. Presentation of proposals
7. Entry deadline
8. Evaluation Criteria
9. Evaluation process
10. Pre-selection communication
11. Prizes
12. Intellectual and Industrial Property Rights
13. Data Protection
14. Queries and suggestions Propósito de los HORECA NEW BUSINESS MODEL AWARD

## 1. PURPOSE OF HORECA NEW BUSINESS MODELS AWARDS

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



## 2. TOPICS AND CATEGORIES

The proposals that will be considered and accepted to participate in these Awards must respond to the following categories:

### A. PRODUCT INNOVATION

Award for innovation to the best product for the horeca sector. Proposals are accepted around the categories of food, beverages, machinery, equipment, interior design and design. All products that contribute to competitiveness, cost improvement, new formats and sustainable development with the environment will be valued.

### B. CUSTOMER EXPERIENCE

Award for the best project in the management of the customer experience, understanding it as a multidimensional interactive process between a brand (manufacturer or establishment) and a customer-person, from brand recognition, experience development, expectations, to the recommendation of the same, going through its purchase and consumption process.

### C. PROFESSIONAL / EXECUTIVE OF THE YEAR

Prize to the leadership in the hotel sector or of the restoration. Candidates who have promoted a transformation of the company or management area, talent management, the digitalization of the business, impacting on the growth, expansion and recognition of the brand by the customers will be valued.

### D. DIGITAL TRANSFORMATION

Award for the best digital solution in management processes, customer experience, revenue, customer loyalty program, mobile APP, marketing campaign and communication. The contribution of value and improvement of competitiveness for both the organization and the impact created by interest groups such as clients, employees, shareholders, etc. will be valued.

### E. INTERIOR DESIGN

Prize for the best interior design project for hotels, bars, restaurants. The conceptualization, design, development and production of the created environment, based on originality, creation of a concrete atmosphere, sustainability or generation of an experience for the client will be valued.

### F. NEW BUSINESS MODEL

HORECA NEW BUSINESS MODELS AWARDS, to the implementation of a new business model disruptive in the horeca area, of the hotel and restaurant industry. Industrial alliances, new distribution models, new services and all those disruptive proposals that add a new dimension to the traditional horeca model will be valued.

### 3. ORGANIZER OF THE AWARDS

The HORECA NEW BUSINESS MODELS AWARDS are organized by Hospitality Innovation Planet, (Next Business Exhibitions SL).

### 4. WHO CAN PARTICIPATE

HORECA NEW BUSINESS MODELS AWARDS are aimed at any company in the horeca sector that bets on innovation and constant improvement in the processes.

### 5. RESTRICTIONS

There is no restriction on HORECA NEW BUSINESS MODELS AWARDS. The mission of these awards is to foment and promote innovation in the horeca sector. Any organization can qualify for these awards, as long as it can attest to its candidacy.

### 6. PRESENTATION OF PROPOSALS

To enter in the running HORECA NEW BUSINESS MODELS AWARDS, please fill in the form available <https://www.expohip.com/awards/call-for-awards-inscripcion>.

Proposals must be submitted electronically via this website and have to accept to the terms and conditions included in the online form.

The form and all complementary information will have to be filled out entirely in English or Spanish. (No proposals in any other languages will be accepted)

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

The organization reserves the right to ask for any clarification or additional information about the submitted entries.

### 7. ENTRY DEADLINE

All entries should be submitted **before December 15th 2017, 23:59:59 CET**.

### 8. EVALUATION CRITERIA

Competing proposals will be evaluated by our Steering Committee in terms of:

INNOVATION

LEADERSHIP

DISRUPTION

STRATEGY

## 9. EVALUATION PROCESS

The evaluation process is divided in two phases:

### PHASE 1

Regulation compliance and pre-selection: the organization and a Technical Committee of experts will conduct the first evaluation to check whether the proposal complies with the requirements and selection criteria defined.

Pre-selected candidates will be informed **from January 8th to 12th, 2018.**

The evaluation process will be held by the members of the Steering International Committee individually, with the aim of selecting the finalists of each category.

The organization will then be able to request additional information in order to complete the information.

### PHASE 2

Winners' selection: the International Committee of experts will evaluate the projects selecting the winner by prize category.

The composition of the panel and the prizes winners will be communicated during the **HORECA NEW BUSINESS MODELS AWARDS Gala Dinner Ceremony to be held on February 20th, 2018.**

Any prize award category could be declared void by the International Committee

## 10. PRE-SELECTION COMMUNICATION

Preselected candidates will be informed **from January 8th to 12th, 2018.**



## 11. PRIZES

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

- A single invitation to assist to the Awards Gala Dinner for all the finalists of each category.
- Media recognition and dissemination of the award to all the HIP - Hospitality Innovation Planet channels and Media Partners.

## 12. INTELLECTUAL AND INDUSTRIAL PROPERTY RIGHTS

The participant is responsible for the authorship of the submitted proposal; he/she is the owner of the intellectual and, where applicable, industrial property rights thereof.

The participant is accountable for the proposal submitted not violating intellectual property rights, industrial property rights, copyright and/or image rights and assumes complete responsibility with regard to third parties: the Organization is free of all liability.

Should the proposal be short-listed, the participant authorizes the Organization to disseminate, reproduce and publish the proposal in any format and using any medium to publicize the Horeca Business Models Awards.

## 13. DATA PROTECTION

Due to the sensitive nature of the information supplied, the award organizers, the coordinator, and the members of the International Committee and Technical Committee guarantee to keep the identity of participants and the content of their project confidential outside the sphere of the Horeca New Business Models Awards . This also includes any information about its current state of use or development.

Once the project has been selected as a finalist, the organizers of this award may make public any details considered as public (project name, organization responsible, person in charge, websites, description, purpose and category).

## 14. QUERIES AND SUGGESTIONS

If you have any queries or suggestions, please email to: [congress.hip@barter.es](mailto:congress.hip@barter.es).  
If you are interested in commercial opportunities to enhance your company's profile at: [exhibit@expohip.com](mailto:exhibit@expohip.com).

**Entering the competition implies full acceptance of its rules**

# Hospitality Innovation Planet

Network / Knowledge / Business opportunities



**Opened to innovate and sustainable companies**

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