

## 1. DESCRIPTION

The HOSTELCO Awards, which take place on Tuesday 17 April as part of the Hostelco trade show in the city of Barcelona, recognise and reward the efforts and innovation by hospitality professionals in four of the sector's key areas:

- Hotel-related projects
- Restaurant-related projects
- Products
- Sector professionals.

## 2. ORGANISATION AND COORDINATION

The awards are organised by HOSTELCO in collaboration with the consultancy firm MAGMA CONSULTORES S.L. and the content-generator and event organiser MAS CUOTA DE PUBLICIDAD, S.L. The prize-giving ceremony is held in Barcelona, and is coordinated by MAS CUOTA DE PUBLICIDAD S.L.

## 3. COMPETITION RULES

### 3.1 Description

The HOSTELCO Awards are both national and international in scope.

### 3.2 Categories

There are four categories, three of which have different subcategories:

**HOTELS**

**RESTAURANTS**

**PRODUCT**

**PROFESSIONAL**

## HOTEL AWARDS

- **Award for best hotel concept.** This category is open to new hotels (whether independent or hotel chains) that have developed a successful concept: key factors include innovation, improved customer experience, profitability good HR management, responsible corporate values, etc.

- **Award for best hotel repositioning.** This category is open to independent or hotel chains that have managed to reposition themselves in the market: key factors include innovation, improvements, profitability, good HR management responsible corporate values, etc.
- **Award for best interior design project.** This category is open to interior designers/studios that have created the best interior design project for hotels. The jury will rate the consistency between the hotel's concept and its interior design, innovation, originality, customer/user comfort, the use of sustainable materials, etc.

## RESTAURANT AWARDS

- **Award for best restaurant concept.** This category is open to independent or chain restaurants that have developed a successful concept: key factors include innovation, improved customer experience, profitability good HR management, responsible corporate values, etc.
- **Award for best kitchen project.** The award will be given to the company that has implemented an efficient and accessible kitchen with state-of-the-art technology, designed for those who will be working in it.
- **Award for best interior design project.** The award will be given to the interior designer/studio that has created the best interior design project for a restaurant. The jury will rate the consistency between the hotel's concept and its interior design, innovation, originality, customer/user comfort, the use of sustainable materials, etc.
- **Award for best mass catering project.** This award will be given to the organisation that demonstrates a successful model and/or has implemented an innovative project in their business model, strategy or renovation.

## PRODUCT AWARDS

- **Award for Product of the Year.** This category recognises the best product of the year. The product must relate to the hotel and restaurant sector, be innovative in design, improve productivity, be sustainable and show documented proof of its successful results.  
**Only Hostelco 2018 exhibitors are entitled to enter the PRODUCT category.**

## PROFESSIONAL HORECA AWARD

- **Award for HoReCa professional of the year.** This award recognises a trade professional who has implemented a brilliant business strategy during 2017.
- **Award for best professional trajectory.** This award recognises a trade professional who stands out for their exceptional track record in the HoReCa sector.

### 3.3 Requirements

#### ***Hotel and Restaurant Projects:***

- Applicants must have brought an innovation to the sector that has been implemented with proven results during 2017.
- The projects submitted must not infringe copyright and the companies concerned may not be involved in any kind of legal proceedings.
- The company should be environmentally-friendly and have a Corporate Social Responsibility policy in place.

#### ***Product:***

- The products submitted must provide an innovation in the sector and have been launched on the market during 2017.
- They must comply with Spanish and European laws governing the sector.
- The products submitted may not infringe industrial property rights and/or be involved in any kind of legal proceedings.
- The company must provide an after-sales service, be environmentally-friendly and have a Corporate Social Responsibility policy in place.
- Companies entering this category **must be exhibitors at Hostelco 2018**, duly accredited by their stand number, and must also provide proof that they are the manufacturer of the product in question.

#### ***HoReCa professional:***

- These professionals must be put forward freely to members of the jury by companies or professionals in the HORECA sector with accredited knowledge of the professional profiles and/or track records concerned.

### 3.4 Participants

#### ***Hotel and/or restaurant-related projects and/or products:***

- The HOSTELCO Awards are open to companies whose business activities are covered by any of the categories described above.
- Participation in the competition is free of charge.
- Companies may enter different subcategories with the same project provided that it fulfils the relevant requirements; in case of any doubt, you can contact: [hostelcoawards@hostelco.com](mailto:hostelcoawards@hostelco.com) for clarification.

The competition is open to both Spanish and international companies that work in any of the following sectors: hotels, interior design, architecture, restaurants and mass catering.

***HoReCa professional:***

- The HOSTELCO Awards are open to people involved in any professional activity within the award categories.
- Participation in the competition is free of charge.
- The competition is open to both Spanish and international professionals who work in any of the following sectors: hotels and restaurants.

***Products:***

- The HOSTELCO Awards are open to companies whose business activities are covered by any of the categories described above.
- It is an **essential requirement to be an exhibitor at Hostelco 2018** for entrants to the Product category.
- The competition is open to both Spanish and international companies that manufacture products or offer services aimed at the hotel, restaurant, mass catering, vending and cleaning sectors.

**All finalists for the Hostelco Awards 2018 are required to attend the prize-giving gala dinner which takes place in Barcelona on 17 April as part of the trade show.**

### **3.5 Procedure and characteristics of submissions**

- a) Registration for the Hostelco Awards on the Hostelco website: [www.hostelco.com/awards](http://www.hostelco.com/awards), where you should complete the form stating the category or subcategory you are entering for.
- b) The project reports or product presentations should be attached with the following information:

- Name and brand. Maximum length: 10 single-sided A4 sheets.
- Photos: you can include images (photos or renders) in 300 dpi JPEG or 300 dpi JIFF format in full size on a CD/USB or via email.
- Logo of the company in medium-high definition (85 x 815 pixels)
- Product image (140 x 140 pixels)

***When uploading information, if more than one file is involved it is advisable to gather all the files together and compress them in a single Zip-type file.***

### 3.6. Judging procedure

The Hostelco Awards have a jury panel made up of well-known professionals whose members may change each year. Once the entry period has ended, the information on all the candidates is sent to the jury members who examine them individually prior to their first online vote which generates a shortlist.

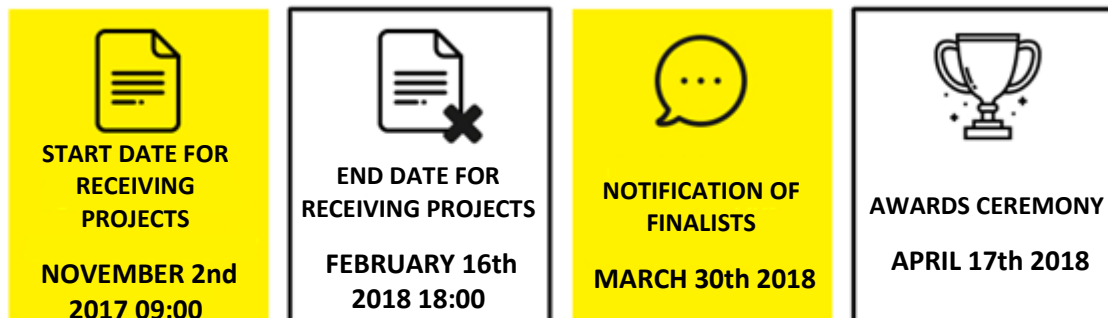
The jury members then hold a meeting (on a date yet to be determined) for their second evaluation, resulting in two finalists per subcategory, one of whom will be declared the winner.

All the members of the jury are required to observe the utmost confidentiality in relation to their deliberations until the actual date of the Hostelco Awards.

The jury will assess the candidates in terms of the criteria mentioned above on a scale of 1 (lowest) to 10 (highest). The overall criteria, apart from the specific ones applying to each category, will be:

- Market potential/success
- Concept/design
- Solution/innovation for the market concerned
- Novelty factor

### 3.7 Timeline



## 4. SPONSORS

The HOSTELCO Awards are open to the participation of an official sponsor as well as other sponsors whose number and identity may vary with each annual edition.

## 5. MODIFICATION OF THE TERMS AND CONDITIONS

FIRA DE BARCELONA and MAS CUOTA DE PUBLICIDAD S.L. reserve the right to modify, remove or add any type of clause to these promotion Terms and Conditions at any time.

## 6. ACCEPTANCE OF THE RULES

Simply taking part in the competition implies full acceptance of these rules, as well as, the Jury being authorised to decide with respect to any unforeseen circumstances.

## 7. PERSONAL DATA PROTECTION

In accordance with LOPD 15/99 and LSSICE 34/2002, you are informed that by taking part in this competition and by accepting these rules, you give your express consent to the personal data provided by you to be added to a computerised file belonging to FIRA DE BARCELONA, as the File Manager, which will use them for the purpose of keeping you regularly updated, including by electronic means, on the activities, events and promotions that it organises and/or supports which we consider might be of interest to you. You are also informed that you may exercise your right to access, rectify, cancel or oppose the use of this data, in which case you should send a letter or email to FIRA DE BARCELONA, DEPARTAMENTO CRM Y SERVICIOS DE MARKETING, Avenida Reina M<sup>a</sup> Cristina s/n, Palacio n<sup>o</sup> 1 (Barcelona 08004), or [lopd@firabarcelona.com](mailto:lopd@firabarcelona.com). If you do not wish to receive any further advertising information via e-mail, please send an e-mail to [lopd@firabarcelona.com](mailto:lopd@firabarcelona.com)

In processing the information to which it has access by virtue hereof, and insofar as they are applicable, FIRA DE BARCELONA will observe and abide by the precepts of the Personal Data Protection Law 15/1999, of 13 December; on the Protection of Personal Data and the regulations that implement this law, approved by Royal Decree 1720/2007, of 21 December 2007, and any other Spanish or European law that may apply.

Specifically, FIRA DE BARCELONA will take such security measures that may be required by current legislation to guarantee that these data are processed in accordance with the law, and consequently prevent any tampering, loss or unauthorised processing or access of said data.