

## **Product Innovation Awards**

A brand new awards programme to recognise outstanding product innovation in the luxury international hotel industry. Entries are welcome from all companies operating within the design and development of hotels, from smaller, design led companies to the larger, more established manufacturers.

All entries will be judged by a panel of industry experts and displayed at the Sleep Exhibition for the rest of the industry to see. The winner will be announced on the second day of the show and exceptional entries will receive post event coverage in Sleeper Magazine.

This is an invaluable opportunity to promote brand new products to key decision makers with serious buying power in a simple and cost effective manner.

The product Innovation Awards are open to any company who has launched / is launching a brand new product to the market between November 2009 and November 2010. A fee of £500 is payable per entry. Multiple entries are permitted.

The deadline for entries is Friday 23<sup>rd</sup> July. Any product that is due to be launched after this date but before 1<sup>st</sup> November 2010 must still be entered by this date but pictures and description can follow when they become available. We cannot, however, promise the same level of pre-event exposure for entries submitted after this deadline.

There are only 30 places available for new product entries and so entries will be accepted on a first come first served basis.

### **How to enter:**

1. Complete your contact details overleaf and a short description of the product you are entering (60 words maximum).
2. Attach a high resolution jpeg of your product (this will be used on the website, in show pre-views and in the catalogue).
3. Fax this form back to Suzie Ager on 020 7921 8450 or scan and email it to [suzie.ager@ubm.com](mailto:suzie.ager@ubm.com)
4. A member of the Accounts Team will contact you upon receipt of your application to process your payment.
5. We will confirm your entry as soon as we have received payment and you will be notified should we require additional information for the website, press or for judging purposes.
6. You will be allocated space in the Innovation Zone at the Sleep Exhibition on 24<sup>th</sup> and 25<sup>th</sup> November 2010. We will contact you at the start of September to inform you of specific logistical arrangements.

