



**ESPA**  
EUROPEAN SPAS ASSOCIATION

**ESPA INNOVATION**

**AWARDS 2017**

# **Benefits of Winning an ESPA Innovation Award**

## **WHY SHOULD YOU ENTER AN ESPA INNOVATION AWARD ?**

### **Value to the Winners**

Gaining broad international recognition and significant market visibility.

Distinguishing your Destination, Facility or Company, and your innovation.

The opportunity to attend the annual gala awards ceremony, promote your innovation and meet other innovators and industry leaders.

Exposing your award-winning innovation to the media.

Promoting your innovation in the marketplace by using the ESPA Innovation Award seal.

### **Awareness and Recognition**

The ESPA Innovation Awards takes every opportunity to publicly acknowledge and promote finalists and winners to a wide variety of Spa, Travel and Tourism press and media channels.

ESPA Innovation Awards finalists are freely encouraged to use the designation "ESPA Innovation Award Finalist" in their own publicity and marketing campaigns. Finalists receive an electronic "ESPA Innovation Award Finalist" seal image.

Finalists and award winners are given the opportunity to attend the annual ESPA Innovation Award Gala event.

Finalists are given the opportunity to display information, brochures, etc. at the Annual ESPA Innovation Award Gala reception. These displays are viewed by the ESPA Congress attendees as well as members of the press.

### **Endorsement and Media Coverage**

Award winners receive significant media coverage focused on the details of the awarded innovation. Consistent with the evaluation criteria established and used to determine winners, the media is encouraged to understand and promote the innovation, the value proposition, and the overall impact that the innovation has had.

ESPA Innovation Awards Winners are freely encouraged to use the designation "ESPA Innovation Award Winner" in their own publicity and marketing campaigns. Winners will receive an electronic "ESPA Innovation Award Winner" seal image.

## **WINNERS BENEFIT PACKAGE**

- High quality crystal trophy.
- Award Winner's certificate (Finalists will receive the Award Finalist's certificate).
- Award Winner's logo/seal image for use on stationery, websites and other marketing materials and channels.

### **Media benefits**

- Award publicity and promotion to a wide variety of Spa, Travel and Tourism **press and media partners.**
- 6 months Award publicity on the **ESPA Innovation Awards Website**
- For the Category **Innovative Spa Concept Winner**: 6 months Ad Banner (200x100 pixels) on the ESPA Website homepage (1.800€ market value)
- Award publicity and promotion on the **ESPA e-Newsletter** (Special ESPA Awards issue and June issue)
- 15 days of Award winning campaign on the **ESPA Social Media** channels: Facebook, Twitter, Pinterest, LinkedIn channels. Hashtag: #ESPAInnovationAwards2017

### Contacts for further information:

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