



**ESPA**  
EUROPEAN SPAS ASSOCIATION

**ESPA INNOVATION**

**AWARDS2018**

# How to prepare and submit entries

**Rules, Terms and Conditions**

**Deadline for applications: 8<sup>th</sup> April 2018**

(Digital version available on [www.espainnovationawards.eu](http://www.espainnovationawards.eu))

#ESPAINnovationAwards2018

## The ESPA Innovation Awards

The ESPA Innovation Awards reflects the ESPA aim of “to stimulate exchange of experience, best practice and know-how”.

The ESPA Innovation Awards are meant for destinations, facilities or initiatives that represent “innovation” in the true sense of the word; that is, the development of a new, more creative or more effective approach to any aspect of spas and health resorts management, operations or marketing.

The emphasis in judging applicants for the ESPA Innovation Awards will be on how effectively the innovation addresses its stated objectives, which may be to improve efficiency, increase marketability, effect cost savings, achieve environmental goals, improve market position.

In order to apply for the ESPA Innovation Awards, members must respond to each of the following areas and submit the completed form to the ESPA Secretariat Office no later than **8<sup>th</sup> April**.

For every applicant is required to fill out the ESPA Innovation Awards **Application Form**. Further details or supplementary material may be attached to support the information provided in the Application Form for best evidence of the Innovation.

## Awards categories

CATEGORY	AWARDED TO	ELIGIBLE TO ENTER
C1 INNOVATIVE <b>SPA &amp; HEALTH RESORT DESTINATION</b>	SPA CITIES SPA VILLAGES SPA DESTINATIONS	SPA Municipalities  SPA Cities  SPA Villages
C2 INNOVATIVE <b>MEDICAL SPAS</b>	MEDICAL SPA CENTERS   MEDICAL SPA FACILITIES   MEDICAL SPA RESORTS – USING LOCAL AND NATURAL RESOURCES (COMPULSORY)	Medical Spa Centers or Medical Spa Facilities (using local & natural resources e.g Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g. clay and peat, chalk, peloids and healing gases )
C3 INNOVATIVE <b>SPA HOTEL</b>	SPA HOTELS	Spa Hotels
C4 INNOVATIVE <b>SPA COMPLEX</b>	RECREATIONAL or DAY SPA CENTERS/FACILITIES	Day Spa facilities, Club Spa facilities, Recreational Spa facilities (using local & natural resources)
C5 INNOVATIVE <b>SPA CONCEPT</b>	SPA CENTERS   SPA FACILITIES   SPA HOTELS   SPA CLINICS	Design Studios, Architects, Architecture Studios, Equipment suppliers, Building Contractors, Interior Design Companies.
C6 INNOVATIVE <b>HEALTH SPA PROGRAMME</b>	HEALTH SPA TREATMENTS   PREVENTIVE SPA PROGRAMMES   HEALTH PROMOTION AND EDUCATION PROGRAMMES	Medical Spa Centers or Medical Spa Facilities (using local & natural resources e.g Thermal Spa, Thalasso Spa, Climate Spa, Kneipp Spa, Radon Spa, Therapeutic Mud Spa, other spas using natural resources e.g. clay and peat, chalk, peloids and healing gases )
C7 INNOVATIVE <b>SPA RESEARCH &amp; EDUCATION</b>	MEDICAL RESEARCH   MARKET RESEARCH   ACADEMIC DEGREE PROGRAMMES   TRAINING PROGRAMMES	Universities, Researchers, Colleges, Research Foundations, other

## **How APPLICATIONS will be evaluated ?**

All completed applications will be supplied to the Jury for rating according to the evaluation criteria and making recommendations for the award.

The final candidates of each category will be presented during the ESPA Innovation Awards Event

Specifically, the evaluation criteria that will guide the Jury are as follows:

- Originality of the innovation
- Impact of the innovation
- Practicality of its application
- Measurability of the benefits
- Applicability

## **How to Enter ?**

- Chose your category or categories
- Complete the entry application form
- Gathered video and/or photos and any supporting materials with your entries
- Submit your complete entries
- Pay your entry fees

## **Eligibility**

Participation in the ESPA Innovation Awards is open to European players of the Spa & Health Resorts industry.

## **Deadline**

Deadline for entries: **8<sup>th</sup> April 2018**.

## **Video, photos and supporting materials**

Videos and/or Photos and supporting materials may be attached to support the information provided in the form, according to the [Application Form](#) for best evidence on Innovation.

## **Supporting materials guidelines**

Supporting materials are one of the most important elements of your entry. This is what the jury will examine first, watch and read during their decision-making.

### Compulsory Materials:

- Video (Categories 1, 2, 3, 4, 5)
- Digital images

### Recommended materials:

- Video (Categories 6, 7)
- PDF materials
- Digital Supporting Content
- URL

### Digital images

Specifications: JPG, CMYK, 7063 x 5008 pixels, 5-15MB.

### Video File Format Guidelines

Please supply a high quality video as .MOV or .MP4, preferred Full HD 1080p or HD 720p.

The maximum file size is 350mb

Maximum length: 2 minutes (120 seconds)

The video can be translated or subtitled, so that they can be understood by the English-speaking jury.

### Content URL

Direct link to your (e.g.) website, microsite, app download page or social media page.



## Entry Fees

CATEGORY	ENTRY FEE	Early Birds ENTRY FEE <i>(Until 31.03.2018)</i>	Non ESPA Members ENTRY FEE
C1 INNOVATIVE <b>SPA &amp; HEALTH RESORT DESTINATION</b>	€ 650,00	<b>€ 500,00</b>	€ 800,00
C2 INNOVATIVE <b>MEDICAL SPAS</b>	€ 300,00	<b>€ 225,00</b>	€ 375,00
C3 INNOVATIVE <b>SPA HOTEL</b>	€ 300,00	<b>€ 225,00</b>	€ 375,00
C4 INNOVATIVE <b>SPA COMPLEX</b>	€ 300,00	<b>€ 250,00</b>	€ 375,00
C5 INNOVATIVE <b>SPA CONCEPT</b>	€ 650,00	<b>€ 500,00</b>	€ 650,00
C6 INNOVATIVE <b>HEALTH SPA PROGRAM</b>	€ 300,00	<b>€ 225,00</b>	€ 375,00
C7 INNOVATIVE <b>SPA RESEARCH &amp; EDUCATION</b>	€ 250,00 € 100,00 <i>(students)</i>	<b>€ 200,00</b> <b>€ 75,00</b> <b><i>(students)</i></b>	€ 300,00 € 100,00 <i>(students)</i>

**Entry fees must be paid before entries will be submitted to the Jury for review.**

The entry fees covers all the administrative costs, convening the Jury and supervising the judging process and events; compiling the shortlist of finalists and the awards materials.

## **How to pay**

When you complete your **ESPA Innovation Awards 2018** entry you will receive the Invoice with information about the how to pay for your entries.

## **Multiple entries**

Entrants may submit multiple entries subject to the eligibility criteria for the category entered. However entrants are not allowed to submit multiple separate entries into a single category.

Each entry must be paid for separately.

## **Awards**

The Jury will select a short list of applicants – Finalists - from which the final award winner on each category will be chosen.

The Finalists of each category will be presented during the ESPA Innovation Awards Event.

The Finalist entry in each category with the highest score after final judging will receive the ESPA Innovation Award trophy. The other Finalists will be awarded with a diploma.

The ESPA Innovation Awards finalists will be closely guarded and will not be revealed before they are announced at the Gala Awards on **May 24<sup>th</sup> in DOMBURG (The Netherlands)**.

## **ESPA Innovation Awards Gala**

(23<sup>rd</sup> European Spas Association Congress)

Venue: Domburg (The Netherlands)

Date: May 24<sup>th</sup>, 20h00

**Failure to comply with these Rules, Terms and Conditions will render your entries ineligible.**

**Entry fees will not be refunded.**

### **First time entering?**

We know entering can be tough so we're happy to talk you through the process, over the phone, skype or email.

### **Can't find what you need?**

If you can't find the answer you need on the website, we can email or call you back.

### **Contacts For further information:**

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