

1. DESCRIPTION

FIRA INTERNACIONAL DE BARCELONA (Fira de Barcelona) with registered address at Av. Reina M^a Cristina, s/n 08004 (Barcelona) and ID no. Q0873006A organizes the HOSTELCO Awards, which take place on Wednesday 20th March 2024 as part of the Alimentaria & 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:

- Concepts in the HORECA field
- Kitchen projects
- Products
- Sector professionals.

2. COMPETITION RULES

2.1 Description

The HOSTELCO Awards are both national and international in scope.

2.2 Categories

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

HORECA

DISTRIBUTION

PRODUCT

PROFESSIONAL

HORECA

- **Award for best hotel F&B concept.** This category is open to hotels (whether independent or hotel chains) that have developed a successful F&B concept: principal key factors include innovation, improved customer/user experience and environmental sustainability will be the main aspects to be assessed. Other factors are improved productivity and technological development.
- **Award for best restaurant concept.** This category is open to independent or chain restaurants that have developed a successful concept: principal key factors include innovation, improved customer/user experience and sustainability. Other factors are improved productivity and technological development.
- **Award for the best contract catering concept.** The award will be given to the organisation that has a successful model. The jury will rate the innovation, improved customer/user experience and sustainability. Other factors are improved productivity and technological development.

- **Award for the 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 or hotel. The jury will rate the innovation, improved customer/user experience and sustainability. Other factors are improved productivity and technological development.

DISTRIBUTION

- **Award for best kitchen project.** The award will be given to the company that has implemented an innovative and sustainable kitchen with improved customer/user experience. Other factors are improved productivity and technological development.

PRODUCT

- **Award for the best Human Resources product or solution.** This category recognises the best product of the year in the field of Human Resources. The jury will rate an innovative product in the hotel and catering sector that helps to facilitate the management of people in the hotel and contract industry. Other factors are improved productivity and technological development.

Only Hostelco 2020 exhibitors are entitled to enter the PRODUCT category.

- **Award for the best product or solution for business management.** This category recognises the best product of the year in the field of business management. A product in the hotel and contract sector that is innovative and useful for improving the management of a catering business: planning, stocking, marketing, profitability, etc. will be judged. Other aspects to be evaluated will be: productive improvement and technological development.

Only Hostelco 2024 exhibitors are entitled to enter the PRODUCT category.

- **Award for the best sustainable product or solution.** This category recognises the best sustainable product or solution of the year. It will be judged if it is a product from the hotel and contract sector that helps the industry to be more sustainable in any of its possibilities: reduction of waste, energy consumption, disposables, etc. Other aspects to be evaluated will be: productive improvement and technological development.

Only Hostelco 2024 exhibitors are entitled to enter the PRODUCT category.

- **Award for the best product or solution for customer experience.** This category recognises the product or solution that improves the customer experience. It will be valued that it is an innovative product of the hotel and catering sector and that it serves to improve the user's experience at any point of contact with the catering

business. Other aspects to be valued will be: productive improvement and technological development.

Only Hostelco 2024 exhibitors are entitled to enter the PRODUCT category.

PROFESSIONAL HORECA AWARD

- **Award for best professional trajectory.** This award recognises a trade professional who stands out for their exceptional track record in the HoReCa sector.

2.3 Requirements

Projects in the HORECA and distribution sectors:

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- Applicants must have brought an innovation to the sector that has been implemented with proven results during 2020-2024.
- 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 2022-2024.
- 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 2024**, 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.

2.4 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: congresos.hostelco@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 contract 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 2024** 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 and contract catering.

All finalists for the Hostelco Awards 2024 are required to attend the prize-giving gala dinner which takes place in Barcelona on 20 March as part of the trade show.

2.5 Procedure and characteristics of submissions

- a) Registration for the Hostelco Awards on the Hostelco website where you should complete the form stating the category or subcategory you are entering for.
- b) Project reports or product submissions for HORECA, DISTRIBUTION and PRODUCT categories shall be attached with the following information:

- Name and brand.
- Project or product description.
- Description of innovation, improved customer/user experience and sustainability aspects. As well as the productive improvements and technological development of the project/product.
- Additional information
- Photos or renders
- Logo of the company in medium-high definition (85 x 815 pixels)
- Product image (140 x 140 pixels)

- c) If you are stating Professional Category, the project reports or product presentations should be attached with the following information:

- Name and surname
- Description of professional career and reasons for nomination
- Photo

3.6. Judging procedure

The Jury will be made up of experienced professionals. The members of the Jury will be announced on January 13th 2024

The Jury may, if it deems it appropriate, request additional information in relation to the proposals submitted.

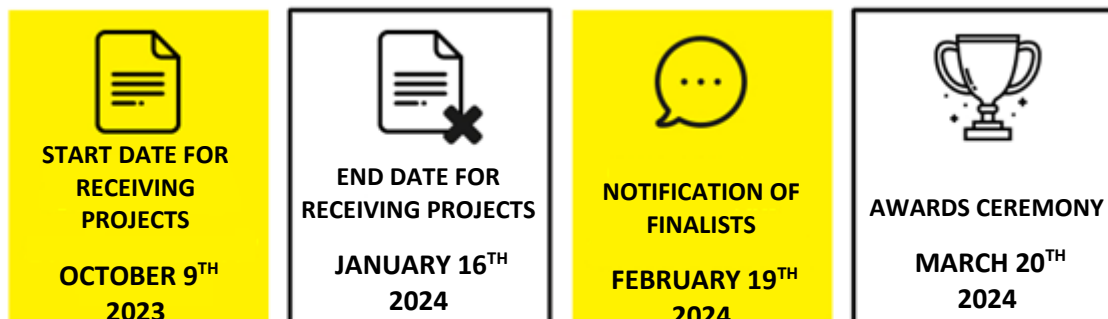
The requested documentation must be attached and sent through the platform intended for this purpose. If you have any questions, please do not hesitate to contact the technical secretariat: congresos.hostelco@hostelco.com.

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.

2.7 Selection criteria

The jury will rate the innovation, improved customer/user experience and sustainability. Other factors are improved productivity and technological development.

2.8 Timeline



3. AWARDS

The Jury shall award the following prizes:

- Hostelco 2024 Award for the best Hotel F&B concept
- Hostelco 2024 Award for best restaurant concept
- Hostelco 2024 Award for the best contract catering concept
- Hostelco 2024 Award for the best interior design project
- Hostelco 2024 Award for the best kitchen project
- Hostelco 2024 Award for the best Human Resources product or solution
- Hostelco 2024 Award for the best product or solution for business management
- Hostelco 2024 Award for the best sustainable product or solution
- Hostelco 2024 Award for best product or solution for customer experience
- Hostelco 2024 Awards for the best professional trajectory

The Prize consists of:

- A Reward
- The winners will be able to mention the award in their promotional and advertising activities.
- Hostelco will publicise the award winners and their projects through all communication channels: social media, website, newsletter and press releases.
- During the show, all the finalists will have a totem explaining their project/product located in The HORECA Hub space, the same place where the awards ceremony will take place.
- The finalists in the PRODUCT category will be able to present their solution on the stage of The HORECA Hub during the days of the show.

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. For more information, you can contact: sponsors@hostelco.com

5. MODIFICATION OF THE TERMS AND CONDITIONS

FIRA DE BARCELONA reserves 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.

If it is found that any of the participants do not meet the requirements set out in the Rules, or that the information provided to participate is invalid, their participation shall be deemed null and void and they shall be automatically disqualified from the Competition, losing any rights to any prizes awarded on the basis of this Promotion.

The following persons may not take part in the Competition:

- 1) Workers employed by FIRA INTERNACIONAL DE BARCELONA (and the other legal entities associated to it), or any of their direct relatives.*
- 2) Any other natural person who has participated directly or indirectly in the organisation of this Promotion or has been involved directly or indirectly in its preparation or implementation (agency, suppliers, exhibitors, etc.).*

The prize awarded shall be non-transferable and may not be exchanged, altered or offset at the request of the Participants; it may not be exchanged for any other product or for money.

FIRA DE BARCELONA reserves the right, on the basis of just cause and upon communication in a lawful manner, to make any change to, suspend or extend this Competition.

The winner shall bear any fiscal charge that the acceptance of the prize may incur, as well as any other expense derived from the Promotion that is not expressly borne by FIRA DE BARCELONA in these Legal Terms and Conditions.