



## **Best Spa Brochure**

The criteria for this Award relate to the effectiveness of an individual brochure to meet the communication and sales objectives of a spa. The essential element of this award is the extent to which the brochure clearly positions the company's offering. Other key factors include design, creative appeal, integration of elements and clarity of message.

NOTE: only ONE brochure will be considered by judges per entrant, however, 3 copies of this individual brochure should be sent to Ovation.

**CLOSING DATE FOR ENTRIES: Friday 7<sup>th</sup> November 2008**

### **IMPORTANT INFORMATION - PLEASE READ CAREFULLY**

#### **Entry & Judging Procedures**

- Ø Entry is open to spa brochures, entries will also be accepted from advertising/marketing consultants involved in producing and/or design of such brochures.
- Ø The completed entry form should be registered via the on-line submission system, please visit [www.hsmaiawards.com](http://www.hsmaiawards.com) for further directions. Three copies of the brochure being entered should be sent by post to  
Joanne Stout  
MCI Dublin  
1 Clarinda Park North  
Dun Laoghaire  
Co Dublin  
Brochures to be have been received no later than Friday 7<sup>th</sup> November 2008
- Ø Awards will be presented at the HSM AI AWARDS AND ANNUAL DINNER in the Burlington Hotel on Tuesday 02<sup>nd</sup> of December. Should you wish to attend this event, further information on purchasing of tickets is available at [www.hsmaiawards.com](http://www.hsmaiawards.com).
- Ø Should your organisation wish to be involved on a sponsorship level, please contact Joanne Stout at (01) 2802641.
- Ø Entries will not be accepted unless accompanied by the entry fee of €60 inc vat., this payment may be made on line in conjunction with the on-line submission system, Visa and Mastercard payments are accepted.
- Ø Completed entry forms must be received by close of business on Friday 7<sup>th</sup> November 2008.
- Ø **HELPLINE: Joanne Stout (01) 2802641, e-mail [hsmai@mci-group.com](mailto:hsmai@mci-group.com)**

**ENTRANT DETAILS**

Organisation/Company  
Brochure Details: design agency, printer, purpose ( e.g. general, specific event promotion etc.)

**1. Describe the positioning of your company ( offering) in its marketplace?**

**2. Describe the process through which the brochure was made. Eg. Was an agency used, time frame, creative brief synthesis.**

**3. To what extent has the brochure contributed to communication/sales objectives? What measurement has been used to test its effectiveness?**

**4. What particular challenges are there in promoting your product?**

**5. What, in your opinion, differentiates your brochure from competitors?**

### Summary of success

Please summarise the success you have achieved during the period in question (either in the last 12 months or the last company year) with reasons for the success (i.e. strategies, planning, records, results etc.) A supplementary page may be attached together with any supporting documentation considered appropriate (see rule 1 below).

### DECLARATION

I hereby certify that the information given in this entry form is correct.

Name:

Position:

Date:

### RULES OF ENTRY

1. Each entry must be submitted on-line through the entry submission system with brochures to follow by post. Visit [www.hsmaiawards.com](http://www.hsmaiawards.com) for further details. Please note that additional pages and supporting documents may also be attached, but the organisers take no responsibility for their safe-keeping and will not return submissions.
2. **An entry fee of €60 (inc VAT) per entry is payable. PAYMENT MUST ACCOMPANY ENTRY.** Receipts will be issued on request only.
3. The judges' decision will be final and no correspondence will be entered into before or after the judging.
4. The completed entry form must be received to the on-line submission system by close of business on Friday 7<sup>th</sup> November 2008.

**All queries may be made to:**

Joanne Stout, HSMIA Awards 2008 phone 2802641, [hsmia@mci-group.com](mailto:hsmia@mci-group.com)

The HSMIA AWARDS AND ANNUAL DINNER will be held on Tuesday 02<sup>nd</sup> December, Burlington Hotel, Dublin. For further details of this event and table enquiries, contact Joanne Stout, [hsmia@mci-group.com](mailto:hsmia@mci-group.com) or by phoning (01) 2802641. Each entry must be submitted on the official entry form (or copy thereof). Please note that additional pages and supporting documents may also be attached, but the organisers take no responsibility for their safe-keeping and will not return submissions.

*Sponsor*

*Event Managers*

