

FORM D - APPLICATION FORM FOR COMPETITION FOR MARKETING INNOVATION

Name of Company _____

Address: _____

Category: Video CD Poster Brochure Travel Trade Publication

Description: _____

Name of Advertising Agency/Producer (if any): _____

I/We have read the rules and regulations and undertake to abide by them. I/We affirm that the entries being submitted have been produced /printed for the first time within the period of last one year.

Signature & Date _____

RULES AND REGULATIONS

A). Competitors can submit upto three entries in each category. B). The entries submitted in any of the categories must be in duplicate and must have been printed and published within the period of last one year. C). In travel trade publication category, all the issues published during the last one year must be sent. Journals would be disqualified if they have skipped the issues. However, combining of two issues in order to take out a special edition is permitted. D). The Organizing Committee of the Convention will appoint the panel of Judges. The decision of the panel will be final. E). There will be four Trophies, one for each category and the entry adjudged as best in any category will be awarded the trophy reserved for this category. F). The final date of acceptance of entries in various categories of the competition is 27th August, 2018 after which no entries will be considered. G). There is no fee for submission of entries in this competition. H). The awards decided by the panel of Judges will be announced and the trophies presented at a function that will be part of the Convention programme. Intending competitors are requested to send in their entries with the relevant details and materials as indicated herein. I). IATO does not take any responsibility for any material(s) lost in transit or misplaced. J). All material(s), printed or otherwise, received as entries shall be the property of IATO. K) The judges' decision is final and can not be challenged.

MARKETING INNOVATION COMPETITION

Marketing Innovation Competition will be organized during the convention at Novotel Hotel, Vishakhapatnam, Andhra Pradesh. The main aim of Marketing Innovation Competition is to encourage creativity and quality of quality of Video CDs, posters and brochures. This competition will provide forum for viewing each others' work and to imbibe ideas and inspiration to achieve global standards. The awards are to honour outstanding work giving due importance to creativity, thus giving recognition to designers and producers. The entries will be judged on the basis of information, authenticity and relevance. For Travel Media, regularity of the journal will also be the key factor in deciding the award.

The four categories to be awarded are:-

- A) Tour Operators & Travel Agents – Video CD and Brochures
- B) Hotels – Video CD & Brochures
- C) State Government Tourism Bodies – Poster, Brochures & Video CD
- D) Travel Media - Travel Trade Publications

Please forward your material by 25th August, 2018 to: Indian Association of Tour Operators, (IATO), 310, Padma Tower-II, 22, Rajendra Place, New Delhi-110 008