

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 31st August, 2019 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 ITC Royal Bengal, Kolkata. 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 31st August, 2019 to: Indian Association of Tour Operators, (IATO), 310, Padma Tower-II, 22, Rajendra Place, New Delhi-110 008

TENTATIVE PROGRAMME
35th IATO ANNUAL CONVENTION
12th – 15th SEPTEMBER 2019, KOLKATA, WEST BENGAL

Thursday, 12th September, 2019

1000 - 1700 hrs	Registration at ITC Royal Bengal, Kolkata, West Bengal
1000 – 1700 hrs	Registration for IATO Run for Responsible Tourism at ITC Royal Bengal, Kolkata
1030 – 1230 hrs	Interactive meeting of Tour Operators/Travel Agents at ITC Royal Bengal, Kolkata, West Bengal
1315 – 1415 hrs	Lunch at ITC Royal Bengal Kolkata
1600 - 1900 hrs	Inaugural Function at Biswa Bangla Convention Centre, Kolkata
1930 - 2230 hrs	Culture Programme, Cocktails and Dinner at Eco Park, Rajarhat, Kolkata

Friday, the 13th September, 2019

0930 – 1015 hrs	Inauguration of India Tourism Fair/Mart – 2019 at ITC Royal Bengal, Kolkata
1015 – 1145 hrs	Business Sessions/State Presentations
1145 – 1200 hrs	Tea Break/B2B
1200 – 1315 hrs	Business Sessions/State Presentations
1315 - 1415 hrs	Lunch/B2B
1415 - 1600 hrs	Business Session/State Presentations
1600 - 1615 hrs	Tea Break/B2B
1615 - 1730 hrs	Business Session/State Presentations
1745 hrs	Depart for respective Hotels
1930 - 2230 hrs	Cultural Programme, Cocktail and Dinner at ITC Royal Bengal, Kolkata

Saturday, the 14th September, 2019

0630 – 0800 hrs	IATO Run for Responsible Tourism
1000 - 1130 hrs	Business Sessions/State Presentations
1130 - 1200 hrs	B2B/Tea Break
1200 - 1300 hrs	Business Session/State Presentation
1300 - 1400 hrs	Lunch/B2B
1400 - 1500 hrs	Business Session/State Presentation
1500 - 1545 hrs	Valedictory Session
1545 - 1600 hrs	Tea Break/B2B
1600 - 1730 hrs	Motivation Session
1730 - 1815 hrs	Award Presentation Ceremony
1830 hrs	Depart for respective hotels
1945 -2230 hrs	Entertainment, Cocktail and Dinner onboard M.V. Auspicious hosted by Vivada Cruise

Sunday, the 15th September, 2019

Departure of delegates and Post Convention Tours.

Note:

- Registration for the convention and IATO Run would be at ITC Royal Bengal 2019.
- Inaugural Session on 12th September 2019 will be at Biswa Bangla Convention Centre Kolkata
- Inaugural Dinner on 12th September 2019 will be at Eco Park, Rajarhat, Kolkata
- All business sessions, tourism mart, B2B meetings and lunch on 13th and 14th September, 2019 will be at ITC Royal Bengal, Kolkata,
- Dinner on 13th September 2019 will be at ITC Royal Bengal, Kolkata
- Dinner on 14th September 2019 will be onboard M.V. Auspicious hosted by Vivada Cruise
- IATO Secretariat will function from ITC Royal Bengal, Kolkata from 10th September 2019.