

SEARCH FOR RADICAL INNOVATION IN HOSPITALITY

CALL FOR ENTRIES

The John Hardy Group and Hospitality Design Boutique Exposition & Conference announce the search for innovation in hospitality experiences.

OBJECTIVE

To discover, identify, and explore radically innovative hospitality concepts: open, in development, and/or in conceptual form.

QUALIFICATIONS TO ENTER

Any hospitality experience and/or project, built or unbuilt, is eligible for entry. Built entries must have been completed after September 15, 2005. Entry is open to hospitality brands, design and consulting professionals, and students engaged in the development/design/operation of hospitality projects, concepts, and experiences. Concepts must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended.

PRIZES

First-place winner receives \$5,000. (At the request of the winner, the prize may be donated to a non-profit organization or educational institution.) Additional honorees, chosen at jury discretion, receive travel awards to HD Boutique, Miami Beach, or HD 2008 Expo & Conference, Las Vegas. Juried, winning results will be showcased in an educational seminar on radical innovation at HD Boutique Conference in South Beach, Miami, on September 19, 2007. Select results will also appear in print and online in Hospitality Design magazine, www.hdmag.com, and www.jhgi.com.

CRITERIA FOR ENTRY

1. Concept (built or unbuilt) must be truly innovative and offer the market something that is not currently available widely, or does not yet exist.
2. Concept must include guestrooms/suites and lobby/public areas. Including food and beverage facilities and other amenities is optional, but recommended.
3. Concept may be branded or unbranded.
4. All hospitality project types are eligible, but must provide an experience not yet available in its category.
5. Entries must follow submission requirements, using entry form provided.
6. No entrance fee is required, but entries will not be returned.
7. Multiple entries by a single entrant (or company) are permitted.
8. Hospitality Design reserves the right to publish selected entries in print and online, and showcase the winners in an educational format at HD Boutique Conference 2007 in Miami Beach.

DEADLINE TO ENTER

September 1, 2007

THE JURY

Simon Turner, Hotel Capital Advisers; Michael Medzigian, Watermark Capital Partners; James Woods, Keen Partners, LLC; Pam Parsons, Host Hotels & Resorts; John Hardy, The John Hardy Group; Claude Amar, The John Hardy Group International

**SEARCH FOR RADICAL INNOVATION IN HOSPITALITY
ENTRY FORM**

Please include the following, not to exceed eight (8) pages, total:

1. Entry form (must be received no later than September 1, 2007);
2. Single page, typed description of the project/concept;
3. Up to six (6) PDF pages of supporting materials including, but not limited to: sketches, floor plans, photography, elevations, and renderings.

CONTACT INFORMATION

Name _____

Title _____

—

Company _____

Address _____

Suite _____

—

City _____ State _____

Zip _____

Country _____

Daytime telephone (please include country code)

—

Email address _____

Facsimile _____

—

Category of submission (check one): _____ built

_____ unbuilt

For students only:

Are you currently enrolled in school? ___ yes ___ no

Name of school _____

Campus location _____

Year of study _____

Program/discipline _____

Release

Submission of this entry form implies acceptance of rules and regulations and does not guarantee inclusion in the HD Boutique conference or in Hospitality Design magazine. A typed or handwritten signature shows agreement.

Print

name: _____

Signature: _____

Date: _____

Please email this form and supporting documents to:
rachel.long@nielsen.com

For questions regarding the competition, please
call:
Melinda Hall, 404.256.8807