

AIRLINE AMENITY BAG AWARDS 2018

The following information provides all you need to know about preparing a submission.

HOW TO PREPARE A SUBMISSION

- Check the categories section to decide which categories to enter.
- Fully complete an Entry Form:
 - Section 1 – indicate the number of submissions and categories entered.
 - Section 2 – detail the number of early bird awards tickets you require.
 - Section 3 – indicate the preferred payment method, and invoice details.
- A Category Entry Form must be fully completed and submitted **with each entry** together with a sample of the amenity kit or sleeper suit.
- All forms must be **fully completed**, where a form is not fully completed the entry may be refused.
- All submissions must clearly state the **date the amenity was introduced** onboard and a full product description.
- Refer to Rules and Guidelines for eligibility and requirements that apply to all entries.
- You must provide comprehensive **contact details** along with the kit.

CHECKLIST...

- ✓ Fully completed Entry Form.
- ✓ Fully completed Category Entry form for each submission accompanied by a product sample which is provided onboard and clearly labelled with the category and airline.

HOW TO SUBMIT YOUR ENTRY

Completed Entry Forms should be emailed in the first instance to entry@travelplusawards.com

Then, together with your Completed Category Entry forms and clearly marked sample, should be mailed to:

2018 TRAVELPLUS AIRLINE AMENITY AWARDS

Jennings Farmhouse, Littleworth Road, Burnham, Sough, Buckinghamshire SL1 8PQ United Kingdom

Telephone number for shipping company +44 (0)7885 136202

ALL ENTRIES TOGETHER WITH SAMPLES AND PAYMENT MUST BE RECEIVED PRIOR TO THE OFFICIAL CLOSING DATE - FRIDAY 7TH DECEMBER 2018

CATEGORY GUIDELINES **What the judges are looking for!**

FIRST CLASS

This amenity must reflect the high standards expected when flying First Class. The judges are looking for a product that has immaculate design with thoughtful & complimentary branding which reflects the ethos of the airline. A 'gift' to the passenger saying 'thank you for flying with us'.

BUSINESS CLASS

Although not as gift orientated as a First Class amenity, this kit should have a certain amount of style with practical contents needed for the business traveller presented in a functional, well designed bag. This amenity should also be appropriate for the demographic of the traveller.

PREMIUM ECONOMY/ECONOMY

Content, content, content! Anything extra in this class is a real added bonus! One thing the judges are looking for is the practicality of the amenity. Due to the nature of flying in Premium Economy/Economy with reduced space it is important that the amenity is accessible & easy to use.

BABY/INFANT

Judges are looking for practicality, design & comfort. This can be in the form of a kit, bag or blanket. Anything that can aid the parents in having an easier flight is a bonus!

GOODY BAG GIVE AWAY UNDER 6

Children of this age are hard to keep busy so judges are looking for something bright, colourful, engaging, age appropriate with relatable branding. Something the kids can take off the plane and use during their time away is also a plus.

GOODY BAG GIVE AWAY OVER 6

The judges are looking for an age appropriate product that is both educational & entertaining.

FIRST CLASS BEDDING SET

This should include at least 3 of the following bedding - linen, pillow, duvet and blanket of the highest quality with complimentary design reflecting the airlines ethos and status.

BUSINESS CLASS BEDDING SET

This should include at least 2 of the following bedding - linen, pillow, duvet and blanket of good quality aiding restful sleep for the business traveller.

FIRST CLASS SLEEPER SUIT

This sleeper suit should be of superior fabric reflecting the airlines culture and demographics in its design, quality, branding and most importantly sizing.

BUSINESS CLASS SLEEPER SUIT

The sleeper suit should reflect the airline culture and demographics in the overall design, quality and brand.

MOST INNOVATIVE AMENITY

The judges are looking for a product that is visionary and forward thinking, engaging the passenger in a fresh exciting way. It can be in the form of a kit, technology or individual product.

SPECIAL EDITION/PROMO KIT

This kit needs to work alongside and reflect promotional marketing in any of the following;

Airline/Collaboration Anniversary or Birthday, Charity Awareness, Product Launch & New Brand Collaboration.