

**The Columbus Trophy is the award, granted to a successful young entrepreneur who is active as supplier to the hospitality industry, or who has created an innovative hospitality concept. Opposed to the various hospitality innovation awards that are known throughout Europe, the Columbus Trophy does not focus solely on the product or service, but focuses on the entrepreneur behind it. Many young entrepreneurs have great drive and potential, but find it challenging to continue when they experience difficulties. The Columbus Trophy aims to support those entrepreneurs by stimulating them to take that extra step.**

#### **What are the criteria to participate in the Columbus Trophy?**

- The company is a supplier to the hospitality industry **and/or**
- The company has created an innovative hospitality concept
  - The company has existed for at least 1 year, and 10 years at most
- The company has a maximum of 20 FTE
- The company resides in Europe and has the potential to grow internationally
- The company is able to present itself in English
- Global organizations / corporations cannot participate in the Columbus Trophy

#### **Candidate selection**

- Hospitality concepts and suppliers
- Selection by merit of product / service
- Judging will be based on entrepreneurship

#### **How can companies be nominated?**

Candidates can be nominated via [www.columbustrophy.eu](http://www.columbustrophy.eu). Nomination can only be carried out by filling out the registration forms. The registration deadline is June 30<sup>th</sup> 2015.

#### **What is the procedure?**

After a pre-selection, several surveys and a presentation round, the finalists are selected by an expert jury of hospitality 'captains of industry'. The finalists of the Columbus Trophy will be represented on the BBB hospitality fair, which takes place from the 5<sup>th</sup> until the 7<sup>th</sup> of October in Maastricht, The Netherlands. Here, they can present their products and/ or services to hospitality professionals from the European hospitality industry. During the BBB, the winner of the 12<sup>th</sup> edition of the Columbus Trophy will be announced.

#### **What is the prize?**

The winner of the Columbus Trophy receives:

- A cheque of € 2.500,-
- The (perpetual) Columbus Trophy

Besides the above mentioned prizes, the finalists receive a prize in kind:

- Presenting their companies during the BBB hospitality fair
- Various networking possibilities with leading decision makers
- Being a part of the marketing & communication of the Columbus Trophy