



**Play &
Attractions**

**21-23 Sept 2010
NEC Birmingham**

LEISURE INDUSTRY WEEK

exciting new
**business
adventures**



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21-23 Sept 2010 · NEC Birmingham UK

In conjunction with



PPA Innovation Zone and ASPIRATION 4 INNOVATION Award at Play & Attractions 2010

The Play Providers Association (PPA) is linking with Play & Attractions at Leisure Industry Week (LIW) 2010 to find and profile new innovations and inventions in the indoor play market through its ASPIRATION 4 INNOVATION category at this year's ASPIRE Awards.

The ASPIRATION 4 INNOVATION

Entries for the Award category will open on Thursday 1st April and the deadline for entries will be Friday 2nd July, with the successful 12 companies being notified by 16th July. In addition to a table top showcase on the Play Innovation Zone, participants will receive further coverage through the LIW and PPA websites.

About the ASPIRATION 4 INNOVATION Award:

- ▶ The ASPIRATION 4 INNOVATION category will be open from the 1st April until the 31st July.
- ▶ If selected as one of the 12 finalists, the cost of entering the award category will be £425 + VAT (£350 + VAT for PPA Members) which covers the space within the Innovation Zone and participation in the ASPIRE awards. Tickets to the ASPIRE awards can be booked separately through the PPA.
- ▶ This award is open to either a new company or new product and previous entrants to this category are not eligible. You will be notified by the PPA if you are successful in your application and in securing space by the 16th July. There is a maximum of 12 spaces on the Innovation Zone. If you are successful you can choose either a standard or enhanced package for the Innovation Zone. An exhibitor contract and full payment must be received by LIW no later than Friday 20th August.
- ▶ In terms of applying, you can either be nominated by a PPA member or enquire directly.
Simply visit www.playproviders.org.uk/aspiration4innovation or email kate@sportandplay.com or ring 02476 414 999 (205).

Play Innovation Zone

Entry to the award itself includes a position on the Play Innovation Zone, centrally located within the Play & Attractions section of LIW as well as extensive pre-show marketing and promotion from LIW and from the PPA to its members in the run up to the show and awards.

About the Play Innovation Zone

- ▶ Up to 12 participating suppliers / service providers will each have a display area (with optional upgrade to a table top and power point) on the Innovation Zone.
- ▶ One sales person from each participating company will be permitted to man the display to pitch their innovation to visitors who will decide which entry wins the ASPIRATION 4 INNOVATION at the PPA ASPIRE Awards.
- ▶ Visitors will be asked to vote for their favoured innovation with the results being released at the Awards on the Tuesday night and presented on the Innovation Zone the following morning. The Innovation Zone will remain in the show for the following two days so participants can continue to meet play and attractions operators from across the UK.
- ▶ LIW will offer Innovation Zone participants a 10% discount on exhibition space, not already booked, and offer Marketing Support including:
 - Full exhibitor listing online and in the show guide
 - Dedicated Innovation Zone page on the show website with participants' profile, logo and hyperlink
 - Innovation Zone listed as a show feature in the show guide and highlighted on the "You Are Here" boards
 - Innovation Zone voting slip in all visitor bags with participants name, logo and product overview
 - Innovation Zone preview in the Show Preview edition of Indoor Play Magazine (printed and electronic version)
 - Innovation Zone participants listed on the PPA website and on Awards information
 - Innovation Zone participants detailed on an indoor play visitor registration driver
 - Winner announced in a post-show press release and featured in the Show Review edition of Indoor Play Magazine

For details and more information, please contact:

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