**AMDETUR 30 YEAR ANNIVERSARY RECOGNITIONS**

**SPECIAL CATEGORIES**

1. Professional Trajectory. Given to leaders who have contributed outstandingly to the growth and recognition of the vacation ownership industry in Mexican tourism, and who throughout their career have demonstrated a commitment to quality and excellence in the service they offer their clients.
2. Industry Executives. Given to outstanding executives who have helped strengthen this industry.

**SPECIAL RECOGNITION**

1. Recognition of the Winning Thesis in the 1st AMDETUR Master Course in Marketing 2016.

**2017 AMDETUR AWARDS**

**GOLDEN PALM**

**AWARD RULES**

CATEGORIES:

1. **Best Social Responsibility Initiative**. Given to the resort that demonstrates outstanding corporate social responsibility commitment, guided by a philosophy of selfless assistance to others.
2. **Best Referrals Program**. Given to the company that offers the best program to its clients for having recommended the product or service they offer to attract new customers.
3. **Best Product Innovation**. Given to the developer or supplier that can demonstrate significant innovation in the development of new products never before seen in our industry.
4. **Best Welcome Package**. Given to the company whose welcome package offers the most benefits to new members, and which distinguishes it from others.
5. **Best Video Production**. Given to the company with the best video production for promoting its services or products.
6. **Best Marketing Campaign**. Given to the most attractive marketing campaign, whether digital, print, or in combination.
7. **Best Loyalty Program**. Given to the resort with the best loyalty program designed to retain clients.

**ENTRIES WILL BE JUDGED BASED ON:**

**1. Best Social Responsibility Initiative**

* Business ethics and governance
* Quality of life in the company
* Impact on the family environment
* Community outreach and commitment to their development
* Care for and preservation of the environment.

**2. Best Referrals Program**

* Reward system
* Discounts on future purchases
* Free extra services
* Discounts on Premium services
* Gifts
* Capacity for converting prospects to members

**3. Best Product Innovation**

* Development of new products not currently on the market
* Business model that generates added value
* Product that encourages company innovation

**4. Best Welcome package**

* Cost efficient
* Best service
* Product range
* Impact on response capacity

**5. Best Video Production**

* Audiovisual Communication
* Applied Technology
* Creativity and Innovation
* Animation

**6. Best Marketing Campaign**

* Memorable campaign
* Promotes values that go beyond the product or service
* Closely identified with the brand, so that it cannot be attributed to a competitor
* Combination of inspiring and significant messages

**7. Best Loyalty Program**

* Understandable
* Flexible
* Access to new benefits
* Attractive plans for those who are not yet clients
* More benefits for the same cost

**GENERAL INFORMATION**

1. You can register through the website at:

[www.amdetur.org.mx/Convencion/programadereconocimientos](http://www.amdetur.org.mx/Convencion/programadereconocimientos)

1. You can sign up for any or all of the 7 categories **(INSCRIPTION FORM)**
2. Send a letter explaining why you are a good candidate for the categories you are signing up for **(LETTER)**
3. Inscription deadline is May 5, 2017
4. Finalists will be announced on May 31 and the awards will be officially given at the Gala Dinner
5. Inscription cost is P$2,000.00 per product registered per category; payment by deposit, bank transfer or VISA, MASTERCARD or AMERICAN EXPRESS CARD **(PAY)**

**INSCRIPTION FORM**

|  |  |
| --- | --- |
| **Name** |  |
| **Company** |  |
| **E-Mail** |  |
| **Phone** |  |

|  |  |  |
| --- | --- | --- |
| **CATEGORY** | **NOMINATION (PRODUCT)** | **MEMBER TYPE\*\*** |
| **1. Best Social Responsibility Initiative.** |  |  |
| **2. Best Referrals Program.** |  |  |
| **3. Best Product Innovation.** |  |  |
| **4. Best Welcome Package.** |  |  |
| **5. Best Video Production.** |  |  |
| **6. Best Marketing Campaign.** |  |  |
| **7. Best Loyalty Program.** |  |  |

|  |  |
| --- | --- |
| **Total Categories Registered** |  |
| **Amount payable** |  |

**Select payment method**

|  |  |
| --- | --- |
| **Bank Transfer** |  |
| **Deposit to Account** |  |
| **VISA or MASTERCARD** |  |
| **AMERICAN EXPRESS** |  |

**For card payments, please provide**

|  |  |
| --- | --- |
| **Cardholder name** |  |
| **Card number** |  |
| **Expiration date** |  |
| **CCV** |  |

*\*\*Resort Owner, Supplier, Exchange Company, Marketing/Sales.*

**LETTER**

* Name of product and/or service
* Category or categories of the nomination
* Company logo
* General description, 2400 characters or 2 pages maximum, including spaces (2.5cm side margins, 2cms. top and bottom margins, font size 11, spacing 1.5 lines)
* Photographs can be included as long as they fit in the pages as described above
* May include links to web pages

**PAYMENT**

Pay to: Asociación Mexicana de Desarrolladores Turísticos, A.C., Bancomer account No. 0442647052, CLABE Bancomer 02180004426470526

1. If you pay by means of deposit or bank transfer, please send a copy of the deposit slip or confirmation to this Association.
2. If you make your payment in dollars, please deposit to account no. 0134796985 CLABE 012 180 001347969850 SWIFT BCMRMXMMPYM BBVA Bancomer, S. A. Insurgentes Sur 535, Col. Hipódromo Condesa, Ciudad de México, 06170.
3. Payment by VISA, MASTERCARD or AMERICAN EXPRESS

PLEASE MAKE OUT BILL TO**:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Domicilio:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**RFC: (only for Mexican enterprises)** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Send this application by e-mail to: [comunicacion@amdetur.org.mx](mailto:comunicacion@amdetur.org.mx)

If you want to submit physical samples, please send to:

Asociación Mexicana de Desarrolladores Turísticos, A.C., AMDETUR, Torre World Trade Center, Montecito Nº 38, Oficinas 11 - 14, Col. Nápoles, Ciudad de México 03810. [www.amdetur.org.mx](http://www.amdetur.org.mx)

Attention: Paul Sánchez

Phones: ( 52 55 ) 5488 - 2028 5488 - 2029 5488 - 2030 5488 - 2031

e-mail: [comunicación@amdetur.org.mx](mailto:comunicación@amdetur.org.mx)