

# 2020 EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

## Call for Entries

ACI-NA's 2020 Excellence in Airport Concessions Awards promotes the innovative spirit of the airport concessions industry and recognizes excellence in airport concessions programs.

---

---

## Eligibility

The contest is open to all ACI-NA members, regardless of whether you work for an airport, concessions operator or service provider. Airports of ALL sizes are encouraged to participate and will only compete against other similarly-sized airports. (i.e., small airports compete only against small airports, etc.)

Eligible submissions for the 2020 contest are concepts/programs that opened between January 1, 2018 and December 31, 2019.

"New" is defined as a concept that has been in operation for two years or less at an airport. There is no minimum time length for a concept or program to be in operation for, as long as they opened before December 31, 2019.

### **Only self-submissions are permitted – No Exceptions**

For example, if you are an airport member, you can only submit an entry for a program operating at your airport. However, concession developers can submit for Airport Awards as they may operate the airport's concession program. If you are a concessionaire, you can only submit an entry for a concept that your company operates.

---

---

## Submissions and Deadlines

To enter a program or concepts complete the online submission process no later than **Friday, March 13, 2020**. Each airport/concessionaire will set up one online account with contact information for one representative. **All submissions must be received by ACI-NA no later than Friday, March 13, 2020**. No extensions will be granted. By submitting materials, the airport or concessionaire agrees that all entries become ACI-NA property for display purposes.

---

---

## Judging Panel

Entries will be judged by an independent panel comprised of high-level professionals representing the various disciplines reflected in this contest (i.e., food and beverage, retail, mall development, consumer groups, architecture, and academic communities). In addition to the independent panel, a minimum of one representative from the previous years' overall winner will be involved in the judging process.

# 2020 EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

---

## Entry Procedures

After the online account is established, choose the category you wish to enter from the drop-down menu.

The submission process consists of two parts for each submission:

**Profile Form** – Enter the entry statements in the allotted space. Submit easy-to-read entry statements. The suggested word length for each of the three judging criteria is 200 words, and the statements can be written in narrative or bullet format.

**PowerPoint Presentation** – Upload a PowerPoint presentation that provides visual depictions of the program and/or concept to complement the descriptive information. The purpose of the slide presentation is to provide visual images of the program/concepts to enable the judges to more thoroughly understand your concession program/concept and the build-out for the program/concepts. Please only upload PowerPoint or PDF files.

**Each PowerPoint submission must have a maximum of six (6) slides (excluding Title Page)**

If applicable, video files can be uploaded as well separately. While you can provide a YouTube or similar web link, ensure that it is embedded in the PowerPoint Presentation.

Once completed, the system will prompt you to exit or you can submit another entry.

**All submissions must be received by ACI-NA no later than Friday, March 13, 2020.**

---

## Categories

### Airport Awards

- Best Food and Beverage Program
- Best Retail Program
- Best Innovative Consumer Experience Concept or Practice
- Best "Green" Concession Practice or Concept
- Best Employee Concessions Recognition Program
- Overall Richard A. Griesbach Award of Excellence in Airport Concessions

### Concessions Operator or Service Provider Awards

- Best New Food and Beverage (Full-Service Concept)
- Best New Food and Beverage (Quick-Service Concept)
- Best New Retail Concept
- Best New News & Gift Concept
- Best New Consumer Service Concept
- Best Innovative Consumer Experience Concept or Practice
- Best "Green" Concession Practice or Concept
- Best New Local Concept
- Best New National Brand Concept
- Airport Concessions Concept Design
- Best Airport Lounge Concept
- Best Employee Concessions Recognition Program



# 2020 EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

## Airport Categories

---

### **Best Food and Beverage Program**

This category will consider the mix, quality, brands, sales, and build-out of the food service offerings included within a single terminal or concourse. Food and beverage includes, but is not limited to, sit-down restaurants, quick service concepts, food courts, coffee, and takeaway snacks. This could be a single unit for Small/Non-hub airports.

### **Best Retail Program**

This category will consider the mix, quality, brands, sales, and build-out of the specialty retail offerings included within a single terminal or concourse. Retail includes, but is not limited to, concepts such as apparel, jewelry, accessories, books, electronics, children's toys and health and beauty and convenience retail units. This could be a single unit for Small/Non-hub airports.

### **Best Innovative Consumer Experience Concept or Practice**

This category will consider a concept or practice that demonstrates a unique approach which provides an innovative consumer experience. The innovative customer experience should provide an exceptional and memorable customer experience that engages the senses, mind and the emotions. This practice or concept could be for a single unit or airport wide. This practice or concept could be for a single unit or airport wide, previous winners have included game centers, movie rooms, advertising programs.

### **Best "Green" Concession Practice or Concept**

This category will consider a practice being applied in the day-to-day operation of an airport concession program or a single concession unit at an airport that supports the protection and sustainability of the environment. Practices and/or concepts will be considered in this category.

### **Best Employee Concessions Recognition Program**

This category will consider an airport concession program, concessionaire, or a single concession unit at an airport that supports an employee concessions recognition program.

### **Overall Richard A. Griesbach Award of Excellence**

This category will consider an airport's entire concession program including food service, retail, and consumer services, in terms of the overall mix, quality, brands, sales, and build-out. A separate nomination for this category is required. Areas that will be considered include a single terminal, multiple terminals, the entire airport, or one or more concourses. Nominees must designate what portion of the airport is under consideration for the award and provide a map detailing the location of all of the concession units by name and type located therein.



# 2020 EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

## Concessions Operator or Service Provider Categories

---

---

**Best New Food and Beverage Concept (Full-Service):** This category will consider a single food service unit operating at an airport, including concepts such as sit-down restaurants, wine bars and full bar service. This concept will typically have wait staff and table service.

**Best New Food and Beverage Concept (Quick-Service):** This category will consider a single food service unit operating at an airport, typically using counter service. This can include concepts such ice cream, frozen yogurt, coffee, cookies, and generic snack bars and Mexican, Asian, sandwich, delicatessen, pizza, hamburgers, and many other concepts.

**Best New Retail Concept / Best New News & Gift Concept:** These categories will consider a single retail unit operating at an airport, including concepts such as apparel, news & gift, jewelry, accessories, books, electronics, children's toys, and health and beauty and convenience retail units

**Best New Consumer Services Concept:** This category will consider a single personal services unit operating at an airport, including but not limited to concepts such as spa, manicure, business center and shoe shine.

**Best Innovative Consumer Experience Concept or Practice:** This category will consider a concept or practice that demonstrates a unique approach which provides an innovative consumer experience. The innovative customer experience should provide an exceptional and memorable customer experience that engages the senses, mind and the emotions. This practice or concept could be for a single unit or airport wide, previous winners have included game centers, movie rooms, advertising programs.

**Best "Green" Concession Practice or Concept:** This category will consider a practice being applied in the day-to-day operation of an airport concession program or a single concession unit at an airport that supports the protection and sustainability of the environment. Practices and/or concepts will be considered in this category.

**Best New Local Concept:** This category will consider a single food and beverage, retail, or personal services unit operating at an airport, which best highlights the local culture, aids in giving a sense of place and promotes local economic growth.

**Best New National Brand Concept:** This category will consider a single food and beverage, retail, or personal services unit operating at an airport which best brings popular, recognized brands into the airport market place.

**Best Employee Concessions Recognition Program:** This category will consider an airport concession program, concessionaire, or a single concession unit at an airport that supports an employee concessions recognition program.

**Best Airport Lounge Concept:** This category will consider a single airport lounge concept unit operating at an airport.

**Best Airport Concessions Concept Design:** This category will consider a concept that demonstrates a unique concessions concept design that provides an exceptional and memorable customer experience that engages the senses, mind and the emotions.

# 2020 EXCELLENCE IN AIRPORT CONCESSIONS AWARDS

## Submissions Format - Hints & Tips

---

Below are some tips and suggestions on the elements that make up a winning entry!

**Title Page** – Include title page in your PowerPoint submission for each program/concept.

**Airport Award:** Name of Airport, Section of Airport under Consideration, Airport Logo & Category Name.

**Concept Award:** Name of Concessions Concept, Name of Company Operating Concept, Airport where the Concept is located & Company Name.

**Photographs** – Spend money on taking professional photographs or making sure you have a good photographer on staff to accompany the entries. Judges don't want to see staged photos of staff/employees/travelers at concessions. Focus on interior and exterior shots and also on product pictures. Skip the "blurred" shots - shots of people using really slow camera shutter speeds.

**Terminal Maps and Floor Plans** – Include them in the PowerPoint. Have a detailed map, with arrows to see where the concessions are in the terminal.

**Sell the concept** – Sell your theme and concession experience.

**Highlight your best concepts** – Seems like a no-brainer, don't hide your best concepts.

**Make sure you're in the right category** – Visit our website for the list of past winners, which will give you great guidance.

**Show us the money** – Preferably with graphics in the PowerPoint presentation! Use easy-to-read charts and graphs that back-up the financial numbers used in the submissions. Make sure your numbers add up for the individual concept or entire concessions program

**Don't submit multiple entries of the same concept** – Pick one or two you think are the best in your group and go from there.

**Be clear** – Use arrows, diagrams, and clear graphical tools to bolster your PowerPoint presentation. Some entries last year had excellent "**before and after**" images, which were greatly appreciated.

**Look at previous winners for clues** – ACI-NA has the list of past winners on its web site. You could help your presentations a great deal by contacting past winners and asking to see what they did.

**Show a diversity of stores** – Don't focus on certain concepts and seemingly ignore other ones.

**Work with your airport or concessionaire partners on your presentation** – Can be improved greatly if you run it past your landlord airport or your concession tenant, as applicable.

**Cut the logo slides** – Don't take up a whole slide with a bunch of logos. Replace them with actual photos of the concept.

**Have someone independent actually look at your submission** – It's amazing how a fresh eye of someone that didn't help put the presentation together could help make it better. And run it by your marketing department too.

**Use Videos** – If available, judges are able to visualize the program/concept. You can provide us a YouTube or similar web link, to facilitate your entry's review and consideration.