



BTN Innovation Zone Application Form

The BTN Innovation Zone area is designed to showcase the most innovative products introduced to the Business Travel market in the last 2 years.

At a time when our industry needs to pull together more than ever, the BTN Group have set aside an Innovation Fund of £25k to support the brightest and best new companies bringing innovation to the market. The fund that can be applied for to assist with the cost of exhibiting at the show.

An Innovation Kiosk includes:

- A designed kiosk stand including lighting and electricity
- Diary to arrange appointments with hosted buyer
- Listing on the website and virtual platform
- PR coverage pre, during and post show

Any startup can apply for up to £1500 from the BTN Innovation fund to support their involvement in the show. Terms & conditions apply.

If you would like to apply for one of these limited spaces for your company to exhibit, then please fill in this form and send it to agarside@thebtngroup.com by 2nd August 2021

Successful applicants will be notified if you have been successful 6th August 2021.

Please note if entering you should be available to exhibit at the shows on 30 September – 01 October 2021.

Completing an application does not guarantee you will receive funding from Business Travel Show Europe/Northstar Travel Group. The decision to provide funding will be based on the information provided in this form. Any funding decision made by Business Travel Show Europe/Northstar Travel Group is final, no correspondence will be entered into regarding this. Northstar Travel Group may use the content of your entry submission for editorial coverage, business or marketing purposes as an example of best practice. We will never ever use anything marked as 'Confidential Information' as we fully respect your commercial confidence.

Company Information

Name of Company

Registered Address

Contact Name

Name Of All Directors

Phone Number

Email Address

Website

Company Reg Number

Date of Registration (your business must have begun after January 2019)

Company Description

Funding Information

The amount of funding available to you through the BTN Innovation fund will be determined by the information provided. Please ensure all information given is accurate. This information will be kept confidential, and will not be published or shared in the public domain as we fully respect your commercial confidence.

Who, if any, are your key investors?

When was the last round of funding?	
How much funding did you receive?	
To date, how much funding have you received?	
Is there any other information about your funding that you would like us to know?	
Application	
Describe the expertise you have in your team that will make your start-up a success (250 words max).	
Please describe the type of customer you are trying to reach and list your target markets?	
Why should you be chosen? Minimum 50 words	
Company Logo – (please attach a hi-res JPEG/ PNG, minimum 200px x 200px)	

Company Profile Description for our website/ marketing and PR communications - (around 150- 200 words)	
We would like to send you information about this and other events, products and services from Northstar Travel Group which you may be interested in, including promotional materials and special offers. If you don't want to be contacted for this purpose, please let us know by emailing us at privacy@ntmlc.com	
Privacy Policy and Terms and Conditions	
I have read and agree to the Privacy Policy and Terms and Conditions	