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# WHAT'S ON

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## AWARDS 2021



You hold in your hands the registration form for the What's On Awards 2021, the city's most prestigious restaurant, leisure and entertainment awards.

It continues to be the leading F&B and entertainment awards in the region and known for its credibility and authenticity.

There is a nominal registration fee for outlets wishing to take part in the awards and we've created marketing material to help you promote your entries beyond the usual channels.

The following pages will guide you through the award categories and the fee structures.

We look forward to your participation in the upcoming awards, and good luck!



# Dubai Category Information

## RESTAURANTS (ABOVE DHS400)

- Favourite Brunch
- Favourite Middle Eastern Restaurant
- Favourite Asian Restaurant (includes Chinese, Thai & pan-Asian)
- Favourite European Restaurant (includes French, Spanish & Modern European)
- Favourite Indian Restaurant
- Favourite All-Day Dining Restaurant
- Favourite Italian Restaurant
- Favourite Japanese Restaurant
- Favourite Seafood Restaurant
- Favourite British Restaurant
- Favourite Modern American Restaurant
- Favourite Steakhouse
- Favourite Greek Restaurant
- Favourite Latin American Restaurant (includes Caribbean)

## RESTAURANTS (BELOW DHS400) **PRE-AWARDED**

- Favourite Brunch
- Favourite Middle Eastern Restaurant
- Favourite Asian Restaurant (includes Chinese, Thai & pan-Asian)
- Favourite European Restaurant (includes French, Spanish & Modern European)
- Favourite Indian Restaurant
- Favourite All-Day Dining Restaurant
- Favourite Italian Restaurant
- Favourite Japanese Restaurant
- Favourite Seafood Restaurant
- Favourite British Restaurant
- Favourite Modern American Restaurant
- Favourite Steakhouse
- Favourite Greek Restaurant
- Favourite Latin American Restaurant (includes Caribbean)

## ENTERTAINMENT

- Favourite Bar
- Favourite Attraction
- Favourite Concert, Show or Festival
- Favourite Ladies' Night
- Favourite Nightclub
- Favourite Sporting Event
- Favourite Daycation
- Favourite Staycation

## FOOD CONCEPT

- Favourite Business Lunch
- Favourite Café
- Favourite Healthy Eating Restaurant
- Favourite Pub Grub
- Favourite Dining & Nightlife App
- Favourite Afternoon Tea
- Favourite Delivery

## LEISURE **PRE-AWARDED**

- Favourite Fitness Facility
- Favourite Spa
- Favourite Hair Salon
- Favourite Barbers

# Abu Dhabi Category Information

## RESTAURANTS (ABOVE DHS400)

Favourite Brunch

Favourite Middle Eastern Restaurant

Favourite Asian Restaurant (includes Chinese, Thai & pan-Asian)

Favourite European Restaurant (includes French, Spanish & Modern European)

Favourite Indian Restaurant

Favourite All-Day Dining Restaurant

Favourite Italian Restaurant

Favourite Japanese Restaurant

Favourite Seafood Restaurant

Favourite Steakhouse

Favourite Latin American Restaurant (includes Caribbean)

## RESTAURANTS (BELOW DHS400) PRE-AWARDED

Favourite Brunch

Favourite Middle Eastern Restaurant

Favourite Asian Restaurant (includes Chinese, Thai & pan-Asian)

Favourite European Restaurant (includes French, Spanish & Modern European)

Favourite Indian Restaurant

Favourite All-Day Dining Restaurant

Favourite Italian Restaurant

Favourite Japanese Restaurant

Favourite Seafood Restaurant

Favourite Steakhouse

Favourite Latin American Restaurant (includes Caribbean)



## ENTERTAINMENT

Favourite Bar

Favourite Attraction

Favourite Concert, Show or Festival

Favourite Ladies' night

Favourite Nightclub

Favourite Sporting Event

Favourite Daycation

Favourite Staycation

## FOOD CONCEPT

Favourite Business Lunch

Favourite Café

Favourite Healthy Eating Restaurant

Favourite Pub Grub

Favourite Afternoon Tea

Favourite Delivery

## LEISURE PRE-AWARDED

Favourite Fitness Facility

Favourite Spa

Favourite Nail Spa



# Entry and Marketing Collateral Rates

## ENTRY FEE (PER OUTLET)

Online registration	US\$125 per outlet
Online registration + digital collateral	US\$150 per outlet
Online registration + personalised email signature + social media artwork + 150 drink coasters + 5 posters	US\$250 per outlet
Online registration + digital collateral + 300 word sponsored content + 2 seats	US\$2,000 per outlet

## COSTS FOR VOTING SLIP & DRINK COASTERS PURCHASES

Drink Coasters	Coasters x 150	US\$75
Voting Slips	Slips x 500	US\$150
	Slips x 1000	US\$270
	Slips x 3000	US\$600
	Slips x 5000	US\$800

**ALL PRICES EXCLUSIVE OF VAT**

ENTER ONLY AT

**WhatsOn.ae/awards**

