

eventia

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Eventia is a network for organisations that provide business solutions through the use of events, bringing together some of the most dedicated professionals in the events and live marketing industries. Eventia promotes the highest standards of professionalism and best practice in the industry, offering members strong visibility, recognition and credibility.

What makes winning an Eventia Award so special?

The Eventia Awards - the most prestigious event will be held on Friday 18th November 2011 at The Hilton Park Lane. The event recognises and rewards excellence in event planning in terms of both creativity and effectiveness, and allows you an unrivalled opportunity to align your brand with this excellence.

The Eventia Awards truly recognise the best executed events, and the companies that have produced and managed them. The awards recognise events globally without bias towards any particular discipline, providing ample opportunity for judges to compare like with like in any given category.

By sponsoring an Eventia Award you are not only aligning your company with excellence, but also embarking on a premium branding exercise across a full range of media that will allow you fantastic industry exposure from the pre-awards ad campaign to the final prestigious ceremony. The 2010 Awards ceremony was attended by 840 industry professionals.

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The Sponsorship Package

The following elements combine to form a convincingly strong package of features:

Branding

- Exclusive sponsorship of your chosen category
- Sponsor's logo on all pre-event promotional material, including advertisements promoting the Eventia Awards (subject to confirmation of sponsorship)
- Branding on all printed material
- Each sponsor's logo on category-specific audio-visuals
- Each sponsor's company name is engraved on the trophies presented on the Night

Reception

- Attendance for sponsors and their guests at the hosted drinks reception
- Identification of sponsors in the reception areas, providing a meeting point for sponsors and guests
- Logo on the guest directory handed to all attending on the evening

Dinner

- Branding or identification in printed material placed on each table, including the programme for the evening
- Ten places at the Awards Dinner are included in the sponsorship package
- Extra places are available at the Special Sponsors Rate per head

Awards

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- Presentation of the trophy to the winner by a representative of the sponsor
- Mention of sponsor's name in all relevant scripts
- Sponsor's name shown clearly on the category trophies
- Sponsors' name clearly linked to their category on screen

Editorial

- Sponsors who commit early will be featured in Eventia Awards editorial and relevant editorial features in appropriate publications.
- Editorial coverage forms part of the PR and promotional campaign for the Awards

Advertising

- Full page colour advertisement, facing the sponsor's category, in the Awards "Book of The Night" to be published by Eventia.
- Copies of the Awards Book of the Night will be given to attendees on the night
- Presence on a specially designed page Eventia website. This will be linked directly to the sponsor's own site
- Up to 2,000 further copies will be distributed from the Eventia stand at International Confex, IMEX and throughout the year

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Categories

Event categories

- Best event in a public space
- Best celebratory event
- Best hospitality event
- Best team-building event
- Best product launch (UK/International)
- Best conference (UK/International)
- Best incentive/motivation (UK)
- Best incentive/motivation (International)
- Best experiential event (as part of an experiential campaign)

Supplier categories

- Event hotel or venue of the year (<250 capacity)
- Event hotel or venue of the year (250-750 capacity)
- Event hotel or venue of the year (>750 capacity)
- Best event destination
- Technical supplier of the year
- Creative use of technology
- Creative services supplier of the year
- Planning and logistics supplier of the year
- DMC of the year
- Caterer of the year
- Hotel or venue company of the year

Special categories

- Best integrated event communication campaign
- Most effective ROI
- Best corporate responsibility initiative of the year
- Most cost effective use of a budget

Project management categories

- Venue event team of the year
- In-house event team of the year
- Agency of the year

Sponsorship Rate Card

Category Sponsorship £5,000

Reception sponsor £20,000

Table wine Sponsor £15,000

After Show Party Sponsor £10,000

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If you would like more information or would like to confirm your sponsorship of one of the Eventia Awards categories, please contact Andrew Wright or Tracy Johnson.

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