



ELEKTRA

1 December
Grosvenor House Hotel London

2021

PARTNERSHIP OPPORTUNITIES

 [#ELEKTRAAWARDS](#) / [@ ElectronicsNews](#)  [ElectronicsWeekly](#)



The Elektra Awards

Now in their 19th year, the Elektra Electronics Industry Awards will once again be the high point of the year for the electronics industry.

Firmly established as the best promotional platform to celebrate the achievements of individuals and companies across the industry, this year's awards will present best-practice in key areas including, innovation, sales growth and employee motivation.

An independent panel of judges will assess the quality of all entries and the winners will be honoured at a gala dinner and awards ceremony.

Key dates:

ENTRIES OPEN: **17 MAY**

ENTRY DEADLINE: **2 AUGUST**

SHORTLIST ANNOUNCED: **W/C 20 SEPTEMBER**

EVENT: **1 DECEMBER**

PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS

Steve Ray, Commercial Director  +44 (0)20 8253 8652  steven.ray@emap.com

Hara Tsakona, Commercial Manager  +44 (0)20 8253 8649  hara.tsakona@emap.com

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HIGHLIGHTS FROM THE INDUSTRY'S NIGHT OF THE YEAR

WATCH THE 2019 AND 2020 HIGHLIGHTS

The Elektra Awards moved online earlier this year, combining cutting edge technology, stellar entertainment, a top-drawer host and a virtual room filled with hundreds of engineers and executives from every channel and every sector of our industry. In December 2021 we are planning a hybrid event, offering a superlative in-person experience at our London home combined with the best online experience – providing a safe environment for celebration and networking, however attendees choose to take part.



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THE HYBRID EVENT CONCEPT

Align your brand with this forward-thinking event and benefit from our carefully crafted packages designed to optimise your exposure in both our physical and virtual environments.

For 2021, guests will be able to choose how they join the Elektra Awards –either online or in-person at our fabulous London venue (subject to the latest government restrictions).

All guests will have access to our immersive online platform, allowing them to maximise their connections and networking opportunities across both online and in-person attendees, in real time.

OUR EVENTS ARE FUTURE-PROOF AND FULLY FLEXIBLE

If circumstances require us to switch to online only, your investment will be automatically adjusted (where applicable) to the virtual-only event package and price. All in-person guests will be able to attend online via the awards platform, and take advantage of the extensive online networking opportunities included within the platform.



Emap Secure is the health and safety standard for our live events, developed to address the risk posed by COVID-19. Where appropriate, our live events will also follow the full range of industry standards and guidelines, as published by SISO: < SISO All Secure Standard >



PARTNERSHIP OPPORTUNITIES

FULLY FLEXIBLE – ENGAGE WITH IN-ROOM AND ONLINE AUDIENCES, WITH OPTIONS FOR ALL BUDGETS



RAISING YOUR BRAND PROFILE

Associating and affiliating your brand with the Elektra Awards will generate strong brand recognition within the sector and across the globe.



INDUSTRY LEADERSHIP

You may already consider yourself as one of the industry's leaders, or perhaps you are looking to establish yourself as one. Awards partnership puts you at the very heart of the sector, enabling you to stand out from your competitors.



PR AND MARKETING OPPORTUNITIES

Your branding does not begin and end on the night of the event – partners enjoy several months of continuous marketing opportunities to Electronics Weekly's targeted audience. This ensures that your brand profile is at the forefront of your customers' minds throughout the year.



BUSINESS DEVELOPMENT

With hundreds of key industry professionals in the room, and many more watching online, our cutting edge virtual platform and superior in-room environment provides the perfect backdrop for your team to network and meet hundreds of key decision-makers. Use your position as a partner to host and entertain key customers, make new contacts and business opportunities, or simply to reward your team for their hard work.

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THE PARTNERSHIP PACKAGES



	Category Partner		Supporting Partner	
	Hybrid	Virtual-only	Hybrid	Virtual-only
Branding, promotion and coverage				
Alignment with the UK's No.1 electronics title, promoting industry excellence through awards-related content	✓	✓	✓	✓
Elektra Awards partner logo to use in your promotion	✓	✓	✓	✓
Branding within the on-demand section of the online awards platform, live for at least 1 month after the live ceremony.	✓	✓	✓	✓
Extensive branding and promotion throughout the marketing campaign (before, during and after the awards)	✓	✓	✓	✓
Category partnership	✓	✓		
In-stream video ad, interview opportunities, played as part of the partner sizzles on the night.	✓	✓		
Personal email sent to our database congratulating the finalists in your category and a personalised email to your category finalists, pre-event. EW Events will work with you to create this email.	✓	✓		
Advert in the winner's edition of Electronics Weekly magazine, distributed post-awards	✓	✓		
Participation and engagement				
Virtual tables and chat room within the online Awards platform	20 Guests	20 Guests	20 Guests	20 Guests
Access to the online Awards platform with live broadcast quality streaming	✓	✓	✓	✓
Make instant connections, chat 1:1 with anyone in the room via video and text-based messages or group chat amongst your table.	✓	✓	✓	✓
Trophy presentation and/or winner's announcement	✓	✓		
Trophy engraving	✓	✓		
Table guests	x1 Table of 10		x2 Guests	
Preferential rate for additional tables	20% Discount		10% Discount	
Champagne on your table	x2 Bottles			
Investment	£9,500	£7,500	£3,000	£3,000
Electronics Weekly Advertising				
As a category partner, an addition to the Elektra Awards promotional activity, you will receive the following Electronics Weekly advertising elements as part of your package				
What's included:		Rate card value	Category Partner	Supporting Partner
Page advertising	x 1 Full Page	£3,275	✓	
EW site impressions	60,000	£6,000	✓	
Solus email	x2	£5,000	✓	
Editorial email promotions	x5	£7,500	✓	
Homepage welcome ad	5 days	£2,500	✓	
Text ads	1 Month	£500	✓	

Bespoke package add-ons:

If you want to stand out from the crowd, please contact a member of the team about creating a bespoke awards package that is centred around your requirements.

PARTNERING WITH THE ELEKTRAS THE SIGN OF EXCELLENCE

LEADING COMPANIES TRUST US TO DELIVER GREAT EXPOSURE

Every year, the Elektra Awards partners with many of the industry's leading businesses as we offer exposure to an audience of almost 2 million senior executives and engineers from the global electronics industry, delivering valuable brand associations and forging connections that help companies meet their objectives and raise their profiles.

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RECENT PARTNERS INCLUDE:

