



ELEKTRA

25 March 2021

2020

AWARDS REIMAGINED

We are transforming and reinforcing the Elektra Awards into a unique virtual experience that offers exceptional commercial value during the most remarkable times.

ElectronicsWeekly

The same - yet different

We've reimagined the Elektra Awards to ensure that we **keep delivering** what our partners value and expect:

Brand equity boosters

- a brand alliance with the UK's No.1 electronics title
- a highly promotable alignment with excellence and achievement
- prominent brand positioning and the recognition of support for the industry

and

Prestige and exclusivity

- a benchmark of industry success underpinned by a robust judging process
- a live experience an inspired and engaging evening of networking and entertainment
- sophisticated performances led by consummate broadcast professionals'

NEW

We have risen to the challenge to **deliver even more value**. The new benefits are centred around three core elements:

Participation

- a cutting edge virtual platform and an exciting new experience across our physical and virtual spaces
- an exclusive opportunity to attend the awards online

Programme

- a new format designed specifically for the virtual space
- a new timetable with an early emphasis on the awards
- a more spectacular show with more performers and entertainers

Promotion

- an expanded publicity campaign, with detailed coverage of shortlisted organisations and sponsors

Showtime

What's new programme

Our new format provides even **greater entertainment value**, and promotes **networking** for all participants, wherever they may be. With a unique opportunity for more people in the industry to attend, anywhere in the world at any time

18:00	Check in online
18:30	Awards ceremony & entertainment
20:00	Networking after party

Airtime

What's new promotion

We're responding to feedback from Electronics Weekly readers asking for an even closer look at the award categories and nominees, and are expanding our publicity campaign.

More airtime than ever for our partners in the lead-up to, and after the event, including for the first time detailed coverage of shortlisted organisations.

- detailed coverage of shortlisted organisations
- More opportunity for you to be seen and engage with a bigger audience than ever before and for longer than before



Hosting, the virtual way

What's new participation

Our cutting edge virtual platform provides a valuable new option for our partners. It is an engaging digital experience that visualises and connects all audiences while **drawing the attention** to your brand.

Futureproof and captivating, our virtual option offers choice and certainty in a rapidly changing environment.



Room Message **Schedule**

Schedule

Sadly, we did not win Podcast Of The Year at the #PPAAwards. DAMN YOU, OTHER PODCASTS. FOR EXISTING AND FOR BEING BETTER THAN US! YOU HAVE STOLEN WHAT IS RIGHTFULLY OURS AND I WILL HUNT YOU... erm, I mean, sincere congrats to the winners, History Extra. Richly deserved.

And our GOLD award Front Cover of the Year, sponsored by @ShutterstockNow and voted for by YOU is the fabulous and historic @cosmopolitanUK cover featuring TV star @jyn #PPAAwards

My table .evessio.com

MY TABLE
expected guests 78
currently in the room 16
companies represented on your table 4

Congratulations to all involved in creating such a fantastic and informative weekly magazine. #PPAAwards

We are absolutely delighted to have won the first ever Sustainability Initiative of the Year award at the PPA Awards. Congratulations to all the finalists.

Sponsors

SPONSOR TABLES
Expected guests 4,230
In the room 1,302
companies represented 115

Guest tables

GUEST TABLES
Expected guests 3,500
In the room 2,122
companies represented 70

Essential elements

- Centred around a BAFTA style broadcast of the show, its setting and our audience
- Showcasing partners through branding and in the live stream
- Lists of expected and present guests
- Table (lounge) group chats
- Room chats
- One to one chats

Your opportunity

We're offering you the chance to make your mark by demonstrating your support for innovation, excellence, and commitment to the future. Our new and reimagined awards offer outstanding value and maximum flexibility.

Extra choice –new options and the certainty of a solution tailored to a changing environment and **futureproof**

Extra visibility- with unlimited access to the event we expect double the normal attendance from around the world, anyone can join in, giving you **more for your money**

The time to decide is now

With record online audiences and an information hungry market with such a big need, the prestigious Elektra awards gives you a unique opportunity that is much more than the awards presentation. Being associated with and supporting our industry's best has many long-term rewards and the packages make sure you benefit all year long; before, during and post event reaching a global audience.

You will be seen alongside other great brands, side by side with the very best of the best in the industry. Supporting the industry also gives you very cost-effective campaign that gives you amazing access to the market and great value for money, in these times it is vital every penny works hard and the Elektra works your money hard but not your resources or time!

See the next page for options. Do have an idea that is not listed? Then talk to us about how we can tailor a unique package for you.



Partnership Opportunities

PACKAGE OF ELEMENTS		OPTION 1	OPTION 2	OPTION 3	OPTION 4
Category Sponsorship, including:					
Inclusion with all EW pre/post marketing across all platforms		✓	✓	✓	✓
12 months pre/post of EW marketing		✓	✓	✓	✓
Branding on the event registration sites		✓	✓	✓	✓
Branding within the awards presentation on the night		✓	✓	✓	✓
Branding on the category section of the shortlist and winner announcements		✓	✓	✓	✓
Pre-recorded video of sponsor announcing the winner		✓	✓	✓	✓
Branding on awards website with links to your website		✓	✓	✓	✓
Branding included on the Elektra showreel/recording and distributed after the event		✓	✓	✓	✓
Full page in the awards post event supplement		✓	✓		
Half page in the awards post event supplement			✓		
Video interview with your representative posted on all our channels (what you do and why you are involved)		✓	✓		
Virtual Tables/sponsor guests					
Unlimited sponsor "table guests"		✓	✓	✓	✓
Opportunity to offer "table guests" a branded table top gift for registering and attending (also promoted by EW)		✓	✓	✓	✓
Additional benefits of partnership					
All colleagues, suppliers and customers around the world can take part and take part in the event, unlimited attendance		✓	✓	✓	✓
Reach a larger international audience		✓	✓	✓	✓
Access to awards short list data in advance of the event		✓	✓		
1-2-1 networking at the event		✓	✓		
Lead generation competition, winner announced by sponsor*		✓			
Opportunity to have a branded webinar event hosted within Elektra frame work or thought leadership content within Elektra frame work		✓			
Access to attendee and registered user data post event		✓			

*Opportunity to run a competition prize draw lead generation programme in advance of the event, with the prize winner(s) announced at the event— fully managed and promoted through all EW channels, linked to your Elektra partnership, with all leads supplied to you. Opportunity for sponsor representative to announce the winner at the event with your branding on screen



Additional advertising elements included in the packages to be taken before end of June 2021

Page advertising	*R/C Value:				
1 x Full page advertisement	£3,275	✓			
1 x Half page advertisement	£1,965		✓		
EW site impressions					
60,000 impressions (any format)	£6,000	✓			
40,000 impressions (any format)	£4,000		✓		
20,000 impressions (any format)	£2,000			✓	
Solus email					
2 x emails	£5,000	✓			
1 x email	£2,500		✓	✓	
Editorial Update email promotion					
5 x emails	£7,500	✓			
3 x emails	£4,500		✓		
1 x email	£1,500			✓	
Welcome ad (5 days)	£2,000	✓			
Text ads x 1 month	£500	✓			
TOTAL INVESTMENT		£9,500	£8,500	£7,500	£5,000

* R/C Rate Card value of elements that are included in the packages at no extra charge

Additional opportunities tailored to your needs	Cost
Virtual roundtable	P.O.A
Audience polls	P.O.A
Sponsored quiz	P.O.A
Virtual or physical goody box sponsor	P.O.A
Sponsored virtual seminars	P.O.A

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