



ELEKTRA 2022

PARTNERSHIP OPPORTUNITIES

 #ELEKTRAAWARDS / @ ElectronicsNews  ElectronicsWeekly

CELEBRATING
20 YEARS



The Elektra Awards

Electronics Weekly is proud to be hosting the Elektra Awards, celebrating its 20th anniversary this year!

Firmly established as the best promotional platform to celebrate the achievements of individuals and companies across the industry, this year's awards will present outstanding achievements and best practice in key areas including innovation, company and individual performance.



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: **MAY**
- ENTRY DEADLINE: **JULY**
- SHORTLIST ANNOUNCED: **SEPTEMBER**
- EVENT: **30 NOVEMBER**



PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS

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

Ellie Cavanagh, Media Consultant  +44 (0)20 8253 8651  ellie.cavanagh@emap.com







HIGHLIGHTS FROM THE INDUSTRY'S NIGHT OF THE YEAR

WATCH THE 2021
HIGHLIGHTS



PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS

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

Ellie Cavanagh, Media Consultant  +44 (0)20 8253 8651  ellie.cavanagh@emap.com



PARTNERSHIP OPPORTUNITIES

FULLY FLEXIBLE – ENGAGE WITH ATTENDEES AND A WIDER GLOBAL AUDIENCE, 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 across our print and digital platforms, you get the perfect opportunity to network and showcase your brand to thousands of key decision-makers worldwide. 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.



PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS

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

Ellie Cavanagh, Media Consultant  +44 (0)20 8253 8651  ellie.cavanagh@emap.com



THE PARTNERSHIP PACKAGES

PACKAGE OF ELEMENTS		Platinum Partner	Gold Partner	Silver Partner
Category Sponsorship, including:				
Inclusion in up to 12 months pre/post of EW marketing across all platforms		✓	✓	✓
Branding on e-vites		✓	✓	✓
Stage branding on the night		✓	✓	✓
Prominent branding on e-vites and in the drinks reception area		✓		
Branding on category award & opportunity to present it to winner		✓	✓	✓
Branding on Elektra awards site with links to your site		✓	✓	✓
DPS advert in Elektra winners issue		✓		
Full page advert in Elektra winners issue			✓	✓
Tables of 10 at event:				
1x tables		✓		
50% off any additional seats		✓		
5x seats			✓	
2x seats				✓
Additional advertising elements included in the packages to be taken before end of 2022				
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		✓	✓
Video				
EW: In Conversation With	£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		£15,000	£9,500	£7,500

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.



PLEASE GET IN TOUCH TO DISCUSS CREATIVE, BESPOKE SOLUTIONS

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

Ellie Cavanagh, Media Consultant +44 (0)20 8253 8651 ellie.cavanagh@emap.com

RECENT PARTNERS INCLUDE:

