

THE ERT AWARDS

ert MEDIA PACK 2024



OVERVIEW

- Retail and manufacturing awards - now in their 17th year. Held in the Autumn in Central London.
- Take advantage of EIGHT months of promotional material across ERT's print, online and social media from April to November 2024.
- Exclusive lunchtime event, attended by senior management from retailers, suppliers and manufacturers.
- Supported by industry associations.

Regarded as the electrical retailing industry's biggest event of the year, the ERT Awards brings retailers and manufacturers together from across the UK to celebrate excellence and outstanding achievement in the electrical retailing sector.

The ERT Awards is truly an event for the entire electrical industry aimed at both electrical retailers and manufacturers/suppliers. In the retailer categories, independent electrical retailers are asked to nominate themselves and put their own entries together; the winners are decided by our expert judging panel. On the manufacturer side, they also nominate themselves (or can be nominated) and then retailers decide the winners using our dedicated voting platform.

Such is the success of our Awards formula that sponsorship of each category is hotly contested and the ERT Awards continues to be supported by the leading brands in the electrical industry. For those who are interested in becoming part of the success story in the future, tailored sponsorship packages are available allowing you to put your brand behind ERT's mission to recognise and reward excellence in our marketplace.

SPONSORSHIP

PRE-EVENT PROMOTION

Your logo will appear on ALL marketing materials promoting the awards, lasting from April to November 2024.

Marketing materials include:

- ERT Awards print display ads in every issue of ERT.
- Adverts and promotional content on ERTonline.co.uk.
- Regular dedicated event emails to the full ERT database.
- Your logo will appear prominently on the dedicated event website ertawards.co.uk. This site includes the entry form and information about the judging process, plus ticket booking details and the finalists' announcement.

AT THE EVENT

- Your logo will appear on all venue signage and event production – including the stage backdrop and screens.
- You will be allocated seats at the event in a premium position.
- A representative from your company will be introduced and invited on stage by the host to announce the winner of your sponsored category and pose for the official photo with them.
- Your company name will be engraved on the winner's trophy.

POST-EVENT PROMOTION

- Your logo will appear on all dedicated post-event communications that link through to the winners' announcement and photo gallery.
- Your logo will also appear in the special winners issue of ERT magazine, and you'll be included on your specific sponsored category page.

FOR EVENT ENQUIRIES

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