

MEDIA PACK



Grosvenor House Hotel
Park Lane, London

26 April 2012

www.handvawards.com

It is vital to recognise
the achievements of
our young building
services engineers
to encourage
others to follow
in their footsteps

Paul Hardy
Managing Director
Baxi Commercial Division



Welcome to the **18th annual H&V News Awards** brought to you by **H&V News**, the leading source of news, information and analysis for the heating and ventilation industry. Once again the **H&V News Awards** will highlight the leading technical innovations and environmental successes driving the sector.

H&V News Awards Judges 2012

Paul Newby, NG Bailey
Bill Bucknell, IDHE
Phil Harris, Chief Engineer at Worcestershire County Council
Michael Duggan, FETA
Andrew Eastwell, BSRIA
Lindsay Gillespie, SummitSkills
David Hughes, ICOM Energy Association
Graham Manly, Gratte Bros Ltd
Peter Mayo, Former Head of Engineering at The John Lewis Partnership
John Miller, J H Shouksmith & Sons
Neil Pennell, Land Securities
David Scott, John Laing
Peter Thom, Green Heat
Ant Wilson, Aecom
Terry Wyatt, Hoare Lea & Partners H&V News Advisory Board
Rod Pettigrew, HVCA
Roger Webb, HHIC
Terry Seward, FETA
Simon Macklin, BCG
John Hunns, Wolsely UK
Evans Joojo-Richards, Watford Community Housing
Mick Williams, Williams & Co
Paul Hardy, Baxi
Rudi Klein, Specialist Engineering Contractors Group

The 19 award categories, covering initiatives, products, projects and outstanding achievement, ensure that everyone, including contractors, consultants, service firms and manufacturers are honoured. These awards allow you to raise your company's profile and gain the all important competitive advantage.

Entries for the **H&V News Awards 2012** will only be accepted online. Simply visit **www.handvawards.com** and follow the instructions. Don't forget to read the hints and tips to seamlessly go through the entry process.

Best of luck!

Dennis Flower
Editor
H&V News



Why sponsor a category?



H&V News Awards Marketing Campaign Reach	Sep-11	Oct-11	Nov-11	Dec-11	Jan-12	Feb-12	Mar-11	Apr-12	Total Reach (Gross)
H&V News Magazine ¹	24,230	24,230	24,230	24,230	24,230	24,230	24,230	12,115	145,380
handvawards.com	133	129	310	335	367	584	241		1,966
weekly newsletter	1,561	1,561	1,561	1,561	1,561	1,561	1,561	1,561	9,366
Hvnplus.co.uk ²	8,557	8,557	8,557	8,557	8,557	8,557	8,557	8,557	51,342
e-shots	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	42,000
Networking								960	960
Reach	41,481	41,477	41,658	41,683	41,715	41,932	41,589	30,193	280,247

¹ ABC average circ from Jan '10 to Dec'10 12,115 per issue

² Based on average monthly unique visitors between June '10 and Dec '10

Increase Your Market Reach

With seven months of promotion from September to May, your branding can be seen more than two thousand eight hundred times during the complete campaign, significantly raising your profile in the heating and ventilation industry.

Raise Your Brand Profile

Long-term affiliation with the **H&V News Awards** promotes strong brand recognition. Your involvement, including presentation of a key award and the hosting of a central table, ensures leading industry figures recognise the significance of your company; and encourages wider identification from existing and potential customers alike.

Effective business development

With more than 950 attendees, this premiere event is a unique opportunity for you and your team to network amongst the heating and ventilation industry's elite. Use this unique event as a chance to host and thank your key clients, encourage fresh business and empower your sales teams to generate effective new leads.



Receiving 'Domestic Product of the Year' reinforced the credibility of IntaSol and helped raise the profile of our company. The **H&V News Awards** are respected internationally and since winning we've had interest from as far afield as Australia which is great news for expanding our business

Cynthia Fisher
Commercial Director
IntaEco





Category sponsorship package

Sponsorship of the **H&V News Awards** provides sponsors with an unique opportunity to integrate with their target audience pre, during and post event. Awards sponsorship delivers maximum return on investment through a high impact 7-month marketing campaign that encompasses the full communication mix.

Sponsorship package includes	Communication mix	Timing	Market value
Establishing ownership of an individual category, establishing a strong affiliation with your chosen area of excellence. Sponsors logo on all event collateral on the night	All	Pre-event onwards	PR coverage
Sponsor logo to use on your own company's marketing and PR coverage	All	Pre-event onwards	PR coverage
8 x Advertisements (minimum) placed in H&V News carrying your logo	Print	Pre-event onwards	£19,200
1 Double Page Spread (minimum), full colour advertisement placed in H&V News carrying your logo	Print	Shortlist	£4,600
Branding on all pages of the H&V News Awards website for the duration of the awards campaign - www.handvawards.com	Online	Pre-event onwards	£4,000
40% discount on all full page, half page, and strip adverts in the launch, preview, shortlisted and review issues of H&V News	Print	Pre-event onwards	£3,840
100 word profile and logo on your own dedicated page of the awards website	Online	Pre-event onwards	£3,000
Online adverts for the awards to feature across hvnplus.co.uk , weekly newsletters with click-through to the H&V News Awards homepage throughout the awards campaign	Online	Pre-event onwards	£22,800
Your logo on targeted e-shot campaigns to drive entries and table sales, sent to approx 7,000 recipients	Email	Pre-event onwards	£7,600
Opportunity to put forward names to be invited to enter the awards	Print	Pre-event onwards	PR coverage
The shortlist will be announced in both print and online. Your logo will be featured on those announcements	PR Coverage	Shortlist	PR coverage
Your logo will be featured on the sponsor's loop projected onto the stage backdrop throughout the awards dinner	Display	On the night	PR coverage
Your logo at the Sponsor VIP reception	Display	On the night	PR coverage
Access to the attendee guest list 2 weeks prior to the event to aid your business development	Networking	On the night	PR coverage
Exclusive access to the Sponsor VIP drinks reception for your organisation. Opportunity to supply names of 2 finalists to be invited from each company in your category to join you at the VIP sponsors reception	Networking	On the night	PR coverage
Your logo on the seating plans and event signage	Print	On the night	PR coverage
Your logo on the VIP and standard awards invitations	Print	Post shortlist	PR coverage
A senior representative from your company will be invited on stage to present the award to the winner of your sponsored category	Display	On the night	PR coverage
1 Executive Table (for 10) at the awards. Opportunity to purchase further tables at a discount	Networking	On the night	£2,595
Photograph of your representative presenting the award	Print	Post event	PR coverage
The opportunity to write to the winners of your sponsored category and congratulate them on their award	Print	Post event	PR coverage
1x full page advertisement within the winner's brochure given out on the night and published by H&V News	Print	Post event	£2,400
Your logo to feature on the email announcing the winners	Email	Post event	£3,950
NEW - live Video Interview to be held after the presentation of your category with a representative from your company and the winner of your category	Networking/ Online	On the night/ Post Event	£2,000
NEW - 1 month Leaderboard Banner on HVNplus.co.uk homepage	Online	Pre-event onwards	£1,000
Total Market Value			£76,985
Total Sponsorship Package			£17,000

Platinum Category Package. In addition to sponsor package you receive the following	Communication mix	Timing	Market value
A magnum bottle of champagne to be offered to the guests of your table prior to the meal being served	Networking	On the night	£100
25% discount off all print advertising with H&V News during the period of the contract	Online	Pre-event onwards	£7,200
15% discount off all online advertising with H&V News during the period of the contract	Print	Pre-event onwards	£1,800
Additional photo's taken of your table on the night which will be sent to you after the event	PR Coverage	Post Event	PR coverage
Total Market Value			£86,085
Total Platium Category Sponsorship Package			£18,500



For sponsorship opportunities contact
Stephanie Atha 0207 728 5086 stephanie.atha@emap.com

Awards categories



Air Conditioning Product of the Year

HVAC Contractor of the Year

Rural Heating Installer of the Year

H&V Project of the Year

Apprentice of the Year

Domestic H&V Product of the Year

Domestic Heating Contractor of the Year

Domestic Installer of the Year

Environmental Initiative of the Year

Industrial/Commercial Heating Product of the Year

Marketing Initiative of the Year

Partnering Initiative of the Year

Renewable Project of the Year

Safety Initiative of the Year

Service & Maintenance Initiative of the Year

Training Initiative of the Year

Merchant of the Year

H&V News Gold Award

Outstanding Contribution to the Industry

This year's awards were a stunning success. As headline sponsor, we were delighted with the level of support they received from the industry, and the sheer professionalism and quality of the event itself. It was a tremendously enjoyable evening, and brought all sides of the trade and customers together to celebrate the best we have to offer as an industry and the exciting developments now coming on stream

Scott Craig

Sales and Marketing Director
Pipe Center



This award demonstrates a professional approach to quality and will certainly help in gaining the winner new business

Paul Massey
Chief Commercial Officer
Ideal

This company list is taken from the 2011 awards at the Grosvenor Hotel

- A.C Wilgar
- ADEY Professional Heating Solutions
- Airflow Developments
- Alpha Heating Innovation
- Andrews Water Heaters & Potterton Commercial
- Applied Energy Products
- Baxi
- Ben Webster
- Best
- Breathing Buildings
- BSW Building Services
- Calor Gas
- Central Heating Services
- Coolmation
- Cool-Therm & Klima-Therm
- Courtney Smith Group
- Curzon
- Daalderop
- Daikin Air Conditioning UK
- Dart Valley Systems
- Dean & Wood
- Dodd Group
- Domestic & General
- EnviroVent
- Events
- Fernox
- Fernox/Alpha Boliers
- Flakt Woods
- Gardner & Co
- Gas Safe Europe
- Glow-worm
- Grant Engineering
- Greenwood Airvac
- H&V News
- Honeywell Control Systems
- HVCA
- HVR/ACR News
- Ideal Stelrad
- IntaEco
- J S Wright
- Jack Barter
- Joe Cameron
- Kingspan Tarec Industrial Insulation
- Lindab
- Lochinvar
- MHG Heating
- Mitie
- Mitsubishi Electric
- Newham Homes
- Norland Managed Services
- Northern Gas Heating
- OCO
- Parts Center
- Plumb Center
- Plumbing Trade Supplies
- Premier Energy Solutions
- Quay West Communications
- RAC
- Remeha
- Revolution Power
- Riello Burners
- Rinnai UK
- S&P Coil Products
- Saint Gobain Isover
- Sentinel Performance Solutions
- SES
- Smith & Byford
- Soler & Palau
- T Brown Group
- United House
- Vaillant
- Vent-Axia
- Victaulic Company
- Viessmann
- Vokera
- W E Scott & Sons
- Weatherite Manufacturing
- Wilo (UK)
- Woods North East
- Worcester Bosch Group
- Wrekin Housing Trust, Phoenix and Affordable Warmth Solutions

