

The logo for Agency Awards, featuring the words "AGENCY AWARDS" in a white, sans-serif font. The letter "A" is stylized with a large, white, circular graphic element that resembles a film reel or a stylized "A" shape.

AGENCY AWARDS

The background of the brochure is a photograph of a lively nightclub scene. In the foreground, several round tables are set with white cloths, glasses, and bottles, with people seated around them. In the background, a band is performing on a stage. The stage is lit with warm, golden light, and a large chandelier hangs above it. The walls are decorated with ornate, dark wood paneling and large, round, metallic mirrors. The overall atmosphere is vibrant and sophisticated.

THE CN AGENCY AWARDS

2021 SPONSORSHIP BROCHURE



TIME TO SHOW OFF

MARCH 2021, LONDON



RECOGNISING UK AGENCY TALENT

The CN Agency Awards are an annual celebration of all the great work that event management agencies do for the industry as a whole.

Bringing like-minded event planners closer together has always been the main mission for Conference News – our annual ceremony allows for the UK's most influential and prolific event agents to congregate and recognise the amazing achievements that this sector has contributed to the events world over the previous 12 months.

"It's wonderful to have the recognition and to celebrate with our colleagues and peers on the night. Can't wait for next year."

— Simon Baird, Cheerful Twentyfirst

"I want to thank CN for awarding me the pioneer achievement last year, the event last year was exceptional and to receive the award was a highlight of my year"

— Fay Sharpe, BCD Meetings & Events

"I was absolutely thrilled to be named Event Producer of the Year at the inaugural CN Agency Awards. Being able to add the award to our marketing collateral has really helped us to secure new business both at home and around the world."

— Rachel Ley, The Rachel Ley Consultancy



WHY SPONSOR THE CN AGENCY AWARDS

Becoming a sponsor at the CN Agency Awards goes much further than just the night. By partnering with Conference News for this event, you begin the process of positioning your brand as a pro-active supporter of the UK agency sector.

Each sponsorship campaign has been tailor-made and is divided into three key stages of marketing activity – all carried out with the intention of forming strong and long-lasting bonds with key event agents.

**Interested in finding out more?
Contact:**

Jack Newey

jnewey@mashmedia.net
020 8481 1122

WHAT LAST YEAR'S SPONSORS HAD TO SAY:



We sponsored the CN Agency Awards and couldn't be happier with how the event ran for us – the quality of agents in the room was fantastic, and being involved in such an exciting event for the UK MICE market was a pleasure for me and my team. Taking part in the awards has allowed us to form relationships with key figures in the industry that we could not have achieved otherwise. We're already booked for next year – can't wait!



The CN Agency awards was a good opportunity to meet representatives from some of the UK's most successful agencies. The night itself was delivered to a high standard with a great atmosphere and excellent entertainment. I would recommend entering the awards and of course attending on the evening itself.

ODEON

This year we're really pleased to be working with Conference News on the CN Agency Awards again. For ODEON, we are that serious about our relationship with Conference News that we are closing our flagship cinema to the public for the pre-reception agency awards drinks as it's something that we know will bring us future business.

**Interested in finding out more?
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WHO YOU'LL BE ENGAGING WITH

SENIORITY BREAKDOWN

Director (or higher) 54%

Manager 29%

Executive 17%

JOB ROLE BREAKDOWN

Executive Team 39%

Events 25%

Creative 14%

Sales 11%

Marketing 5%

Production 5%

70% of attendees with purchasing responsibility.

64% of attendees have subscribed to the CN Newsletter

62% of attendees sign-up for other CN Events.

61% of attendees read Conference News

Interested in finding out more?

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LAST YEAR'S ATTENDEES

AMERICAN
EXPRESS

aspect®
Inspiring Business Performance

AE
ALEXSON
ENTERTAINMENT



FIRST

ODDITY



agm
EVENT & TRAVEL
SOLUTIONS
Bringing together busy people

MAKE
EVENTS
Create the ultimate experience

UNICORN
EVENTS

IN
connection

goose⁷
Live Events Worldwide

[emc3]

IBM

THE EVENTS RACCOON



M&P

Circulus
RCP Event Professionals

primary



inzevents

Booker
VENUE

Simply
Better
Events

seventa
EVENTS

mgnevents

drp^c

EVENTS BY KNIGHT
LONDON



Brands
at Work

chew.

xsem

RIGHTANGLE
The Corporate Event Specialists

WORLDSPAN
EVENTS & EXPERIENCES

venues and events
international limited

SLEEK



we are family.

WILSON & OW⁷
THE POWER OF LIVE

oze

INTEL



SevenEvents



SALONEEVENTS

TEN⁶
CREATIVITY

meet
events

pico

FALKENBERG & FLORENCE

mci
experience

LEGACY

BCD^o meetings
& events

HOW TO ENGAGE AT OUR EVENT

HEADLINE SPONSORSHIP: £2,500 **SOLD**

PRE-EVENT

Branding Association & Familiarity

Branding on all communication of the awards to our event planner network which includes:

- ✓ 4 x Full Page Adverts in Conference News
- ✓ 10 x Banner Adverts in the Conference News weekly newsletter
- ✓ 1 x Splash Page Advert on Conference-News.co.uk
- ✓ 4 x In-page Package Adverts on Conference-News.co.uk
- ✓ All social media posts that include pictures and logos
- ✓ Each ticket sent to attendees for the ceremony
- ✓ Promotional video for the event (include a brief interview with one of your team)
- ✓ Content piece to announce your involvement in the CN Agency Awards to be hosted on Conference-News.co.uk.

AT THE EVENT

Network

Branding and ownership of various places throughout the event including:

- ✓ VIP section at the after-party
- ✓ Main screen throughout the meal
- ✓ Champagne given to winners
- In addition:**
- ✓ 2 x Tables of 10 spaces
- ✓ Sponsorship of any one award category of your choice

POST EVENT

Relationship Establishment

Branding on all communication to attendees which will include:

- ✓ 1 x Double Page Feature on the winners in Conference News
- ✓ 1 x Feature on the winners on CN Website
- ✓ All social media posts that include pictures and logos
- ✓ 1 x Winners and event highlights video
- ✓ Full list of attendees with company name and job title for follow-ups

CATEGORY SPONSORSHIP BASIC: £1,500 ^{+VAT}

We have 17 categories at this year's CN Agency Awards – each included to showcase a different role, skill or achievement that should be recognised within the agency world.

PRE-EVENT

Branding Association & Familiarity

Branding positioned next to relevant award category wherever it appears across the following channels

- ✓ CN Agency Awards Website
- ✓ Full Page Adverts in Conference News magazine
- ✓ Digital adverts on Conference-News.co.uk
- ✓ Press pieces hosted on Conference-News.co.uk
- ✓ All social media posts across Facebook, Twitter and LinkedIn

AT THE EVENT

Network

Sponsorship of any award category of your choice which includes:

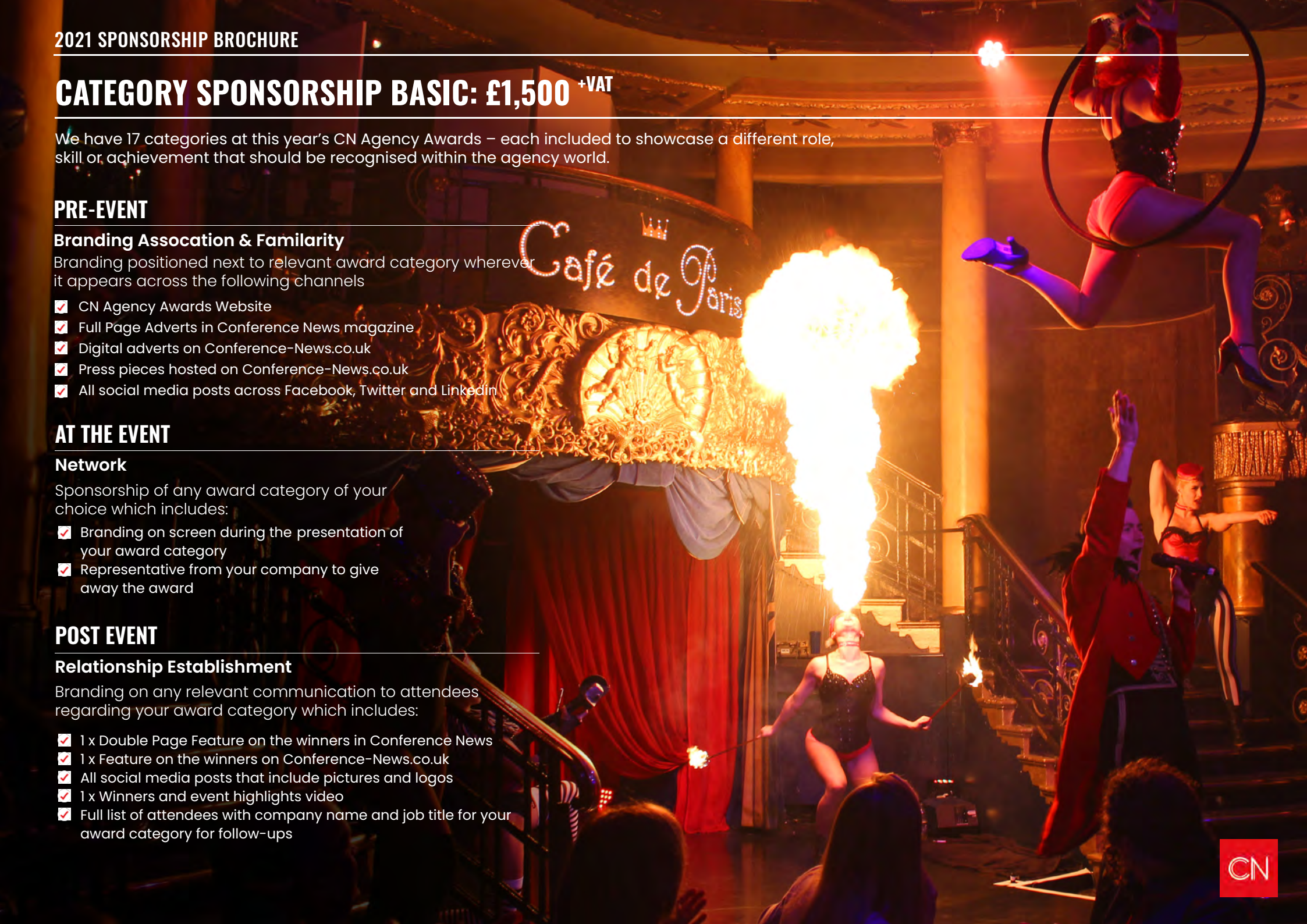
- ✓ Branding on screen during the presentation of your award category
- ✓ Representative from your company to give away the award

POST EVENT

Relationship Establishment

Branding on any relevant communication to attendees regarding your award category which includes:

- ✓ 1 x Double Page Feature on the winners in Conference News
- ✓ 1 x Feature on the winners on Conference-News.co.uk
- ✓ All social media posts that include pictures and logos
- ✓ 1 x Winners and event highlights video
- ✓ Full list of attendees with company name and job title for your award category for follow-ups



CATEGORY SPONSORSHIP PREMIUM: £3,500 ^{+VAT}

PRE-EVENT

Branding Association & Familiarity

Branding positioned next to relevant award category wherever it appears across the following channels

- ✓ CN Agency Awards Website
- ✓ Full Page Adverts in Conference News magazine
- ✓ Digital adverts on Conference-News.co.uk
- ✓ Press pieces hosted on Conference-News.co.uk
- ✓ All social media posts across Facebook, Twitter and LinkedIn

AT THE EVENT

Network

Sponsorship of any award category of your choice which includes:

- ✓ Branding on screen during the presentation of your award category
- ✓ Representative from your company to give away the award

In addition:

- ✓ 1 x Table of 5 spaces

POST EVENT

Relationship Establishment

Branding on any relevant communication to attendees regarding your award category which includes:

- ✓ 1 x Double Page Feature on the winners in Conference News
- ✓ 1 x Feature on the winners on Conference-News.co.uk
- ✓ All social media posts that include pictures and logos
- ✓ 1 x Winners and event highlights video
- ✓ Full list of attendees with company name and job title for your award category for follow-ups
- ✓ Dedicated social media campaign for each winner
- ✓ Logo placed on an episode of the CN Sessions



CATEGORIES

~~SOLD~~ Agency of the Year
~~SOLD~~ Agency Pioneer Award (selected)

- ☐ Community Support Award
- ☐ Creative Team of the Year Small

~~SOLD~~ Employer of the Year
~~SOLD~~ Global Agency of the Year
~~SOLD~~ Hybrid Event Producer of the Year
~~SOLD~~ Innovation Award
~~SOLD~~ Large Agency of the Year
~~SOLD~~ Medium Agency of the Year
~~SOLD~~ Online Event Producer of the Year

- ☐ Rapid Response Team Award

~~SOLD~~ Rising Star of the Year
~~SOLD~~ Salesperson of the Year
~~SOLD~~ Sales Team of the Year Start-up
~~SOLD~~ Agency of the Year
~~SOLD~~ Sustainability Award

Interested in the Headline or Category
sponsoring :

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Jnewey@mashmedia.net
020 8481 1122

INTERESTED IN SPONSORING? CONTACT NOW.

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CNAGENCYAWARDS.CO.UK

