



*Celebrating the best
in virtual events*

Introducing The V Awards

We are proud to launch the first micebook Virtual & Hybrid Awards recognising the best in class virtual and hybrid events delivered in 2020.

It has been an incredibly difficult year for the events industry. Despite the challenges we faced we were still in the thick of it! Corporate and agency event professionals were still able to serve their clients' communication, motivation and educational needs by providing creativity, technology and engagement.

Location

Nobu Portman Square, London.
Opening soon

Date

03 September 2021

The Judges...a few...

**ORSON
FRANCESCONE**

FT LIVE AT
FINANCIAL
TIMES

MANAGING
DIRECTOR



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**DINA
GREEN**

ORANGE DOOR

MANAGING
DIRECTOR



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**PETE
HARDING**

HAWTHORN

HEAD OF CREATIVE
TECHNICAL



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**SIMON
BONIFACE**

BRANDS AT
WORK

CREATIVE
DIRECTOR



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**STEVE
QUAH**

CHEERFUL
TWENTYFIRST

FOUNDER & CEO



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**JEMMA
PEERS**

TOP BANANA

COMMERCIAL
DIRECTOR



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The Categories

CHALLENGE

Best Creative Concept
Best Audience Engagement
Best Content Activation
Best use of Production
Best use of Small Budget
Best Networking Experience

OVERALL

Best Virtual Events Platform
Best Studio Experience
Best Agency (more than 40)
Best Agency (less than 40 employees)

EVENT

Best Consumer Campaign, Festival or Public Event
Best Internal Communications Event
Best Charity Event
Best Conference
Best Exhibition
Best Incentive
Best Product Launch
Best Celebration or Awards Event



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Why Sponsor the V Awards?

Place your brand in front of our community of over 9,000 event planners who are actively interested in hearing about your events service, hotel/venue space, entertainment or event tech product.

Network with the most influential people in the Events Industry and build long lasting connections

Benefit from the pre-event exposure you will get from having your name in lights across our MICEBOOK channels (mustbeonit.com, V Awards website, VOICE forum) and credits on all marketing materials

Boost your brand awareness in an instant by having your logo in front of the who's who in the industry

Sponsorship Packages



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HEADLINE SPONSOR

- Logo and link on the V Awards website
- Company profile page on the V Awards website
- Message from the headline sponsor pre-awards, also to be included on the website
- Credits on all marketing, advertising and promotional activity generated for the awards
- Inclusion in judging panel
- Logo on all invitations sent to attendees
- Logo on event signage at the awards
- Credits in the awards script
- 2 VIP tables at the V Awards ceremony (20 guests)
- Full set of photographs supplied for download after the awards
- Inclusion in awards news release, photos and logo (and associated social media promotion)

Cost - £10,000 + vat



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CATEGORY SPONSOR

- Logo and link on the V Awards website
- Credits on all marketing, advertising and promotional activity generated for the award ceremony
- The opportunity for a senior representative of your company to present the award and to be photographed with the winners
- Logo and link to your website from the awards website
- Logo on-screen and credits in script during your sponsorship category
- Credits on marketing and advertising in build-up to the night and afterwards in the post-awards review
- Logo on event signage
- Logo and hotlink on the awards website
- One ticket to the Awards ceremony

Cost - £1,000 + VAT



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CATERING / DRINKS SPONSOR

- Sponsorship with company name associated with the food i.e. V Awards Dinner/ drinks reception sponsored by (your name here)
- Credits on marketing, advertising and promotional activity generated for the V Awards highlighting your company as the exclusive food/ drinks sponsor
- Logo and hotlink on the awards website
- Credits in V Awards script

POA



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PRODUCTION SPONSOR

- Sponsorship with company name associated with the production i.e. V Awards production sponsored by (your name here)
- Credits on marketing, advertising and promotional activity generated for V Awards highlighting your company as the exclusive production sponsor
- Logo and hotlink on V Awards website
- Credits in V Awards script

POA (could be offered in kind)



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ENTERTAINMENT SPONSOR

- Sponsorship with company name associated with the awards entertainment i.e. V Awards entertainment sponsored by (your name here)
- Option to announce the band / entertainment on stage at the end of the official programme
- Credits on marketing, advertising and promotional activity generated for the V awards highlighting your company as the exclusive entertainment sponsor
- Logo and hotlink on the awards website
- Credits in V Awards script

POA (could be offered in kind)



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micebook.

Corporate Information



For everything
M.I.C.E.

Our Community

Whether you're a Hotel, DMC, CVB, Airline, Planner or Rep company, you're very welcome to join our community of event pros on:

micebook voice forum | micebook.com | social channels | virtual & live initiatives



There are
26,000
registered
members on
micebook.com

17,000

Event suppliers

9,000

Event planners



65%

Agency planners



35%

Corporate planners

How does the community engage with micebook?

1. They search for supplier information and inspiration at micebook.com

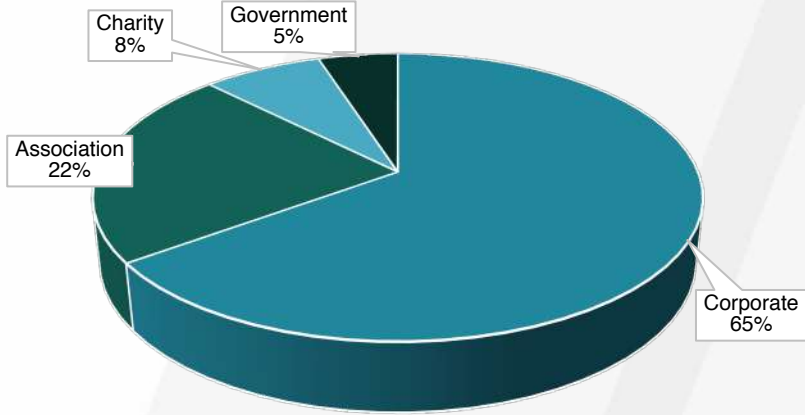
2. They attend our regular virtual & hybrid events

3. They consume our extensive range of digital content

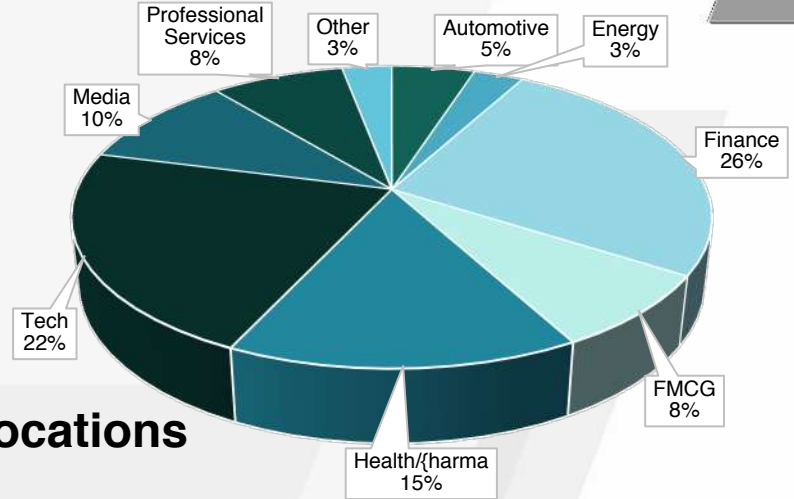
4. They engage with each other on our online forum VOICE

Corporate Data

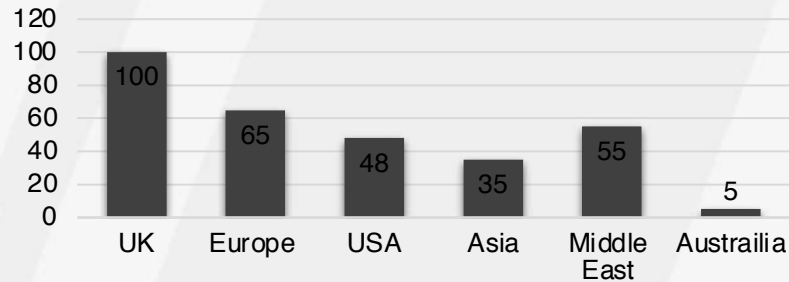
Corporate Type



Corporate Sectors

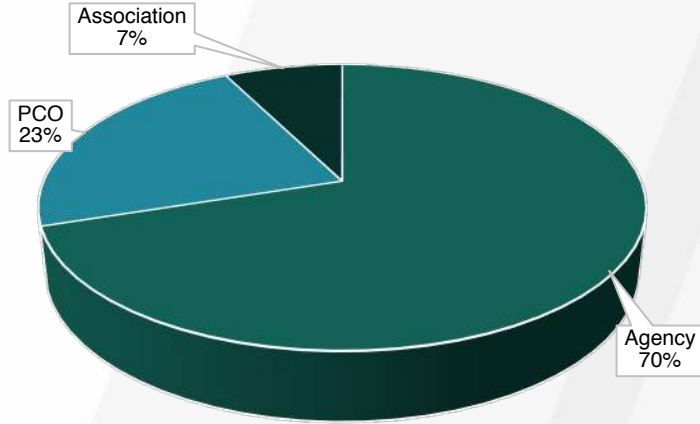


Event Locations

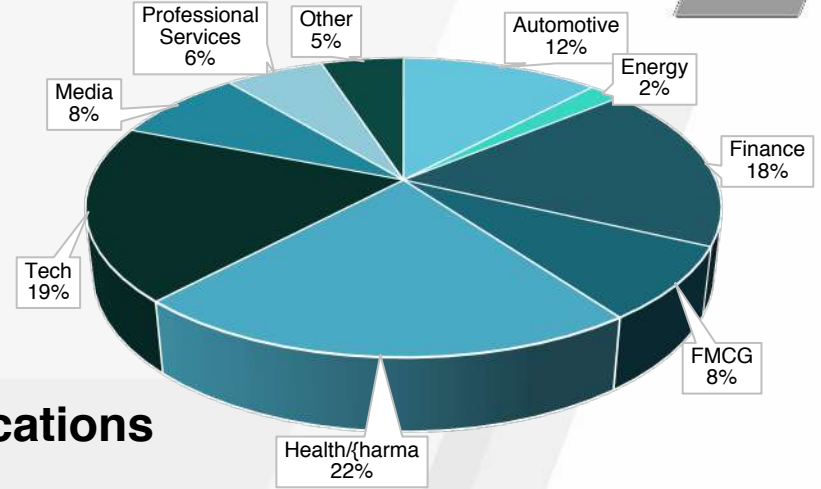


Agency Data

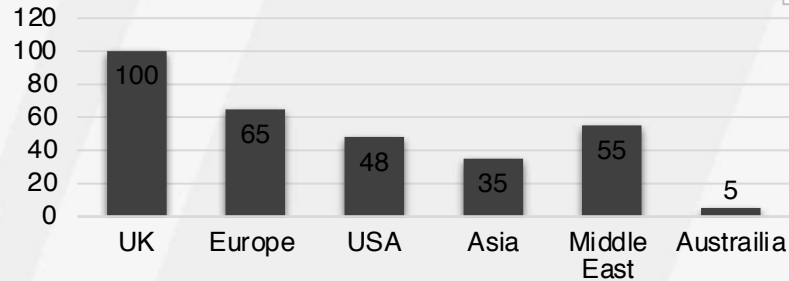
Agency Type



Client Sectors



Event Locations



Contact

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