

THE HEAVIES

RECOGNISING INDUSTRY EXCELLENCE



THE HEAVIES 2017

FRIDAY 24TH MARCH

RECOGNISING INDUSTRY EXCELLENCE
WITHIN THE HEAVY AND ABNORMAL LOAD INDUSTRY



THE WEIGHT IS OVER: THE HEAVIES 2017

The abnormal load movement family are an industry within an industry. While the vanilla-flavoured 44-tonne tractor-trailers are sailing up the motorways with everything from baked beans and teabags, to breeze blocks and bricks, yes, they are keeping UK plc moving. But it's you, the specialists who move the nation's infrastructure into place, who lay the foundations for it all. You more than deserve recognition for that effort,

expertise and professionalism, and 'The Heavies' awards is where you'll find it. Now in their third year, The Heavies awards prides itself in seeking out effort and excellence, regardless of size. Our judges have handed out the gongs, not just to the headline names we all know in the industry, but to some of the less well-known operators who are raising standards, and showing that small can be beautiful too.



'SALLY TRAFFIC'

The Heavies is proud to announce the return of radio royalty, our host Sally Boazman. Better known to BBC Radio 2 listeners as 'Sally Traffic'. Sally is certainly no stranger to the sector, as her 2016 welcome address quipped "Your industry keeps me in a job"! Bringing sparkle and glamour to the event, Sally will be helping to celebrate the achievements of the industry's premier operators, escorters, industry figures, policy makers, manufacturers and suppliers. Sally will be recognising innovation, outstanding service, efficiency and quality. To win, or just to be shortlisted, is evidence of the highest achievement in the industry, as judged by an international panel of industry experts.

CHARITY

The Heavies are proud to support Transaid, an international charity that seeks to reduce poverty in some of the world's poorest countries by investing in transport. Transport is essential for life but the reality for many of the poorest people across Africa and the developing world is that access to transport is poor, inadequate or non-existent. Transaid, recognise that transport knowledge is absolutely essential to the smooth running of any project involving movement of goods or people. Transaid seeks to identify, champion, implement and share local transport solutions to improve access to basic services and economic opportunity for people in Africa and in developing countries.



SPONSORSHIP OPPORTUNITIES

Becoming a Heavies sponsor allows your company to reach this niche market. Providing a powerful complement to other marketing programs, whilst delivering dramatic influence on customer relations both new and old. The audience is made up of key decision makers, operators, policy makers, manufacturers and suppliers representing the entire heavy and abnormal load industry. You will also reach our website visitors with your brand



VARIETY AND EXCELLENCE

There are a total of fourteen awards (plus Highly Commended) that aim to seek out the innovators and the best performers in the widest range of operations; after all, it's a hugely diverse sector. If you are dithering about entering, a comment from last year's judges is worth bearing in mind. They said, "Entries do not need to be full of glitz and snappy presentations. We can see through that, to the essential value of the submission." That philosophy means that the door is truly wide open to large and small companies alike.



NAPKINS AND NETWORKING

All industries have their premier event, The Heavies is that opportunity for you. It's a chance to meet old friends, peers and make new business contacts. Whether you are a winner, you've been shortlisted, or simply a guest, it's the evening this sector of the industry is now talking about. It's a great way to entertain clients and reward staff for their efforts over the past year. It's important to note that last year's winners cannot rely on submitting the same projects for an award, nor assume that their title is safe from an operator they might never even have heard of.



HEADLINE SPONSOR

NEW FOR 2017: YOUR TRAILER AS THE MAIN STAGE!

Our Headline Sponsor will receive the most prestigious promotional elements of The Heavies and the highest level visibility, service and support from the awards management team. As the Headline Sponsor your corporate identity will receive prominence on all literature associated with the event.

Your company will receive unsurpassed recognition by our attendees as a Headline Sponsor, with continuous brand exposure during the build up to the awards and beyond.

- Headline leaderboard, banner or MPU on our dedicated awards website
- Lead positioning of your corporate identity within the extensive publicity programme
- Personalised invitations for your guests
- License to use the 'Headline Sponsor' Heavies Logo
- Pre- and post-event branding in HeavyTorque magazine
- Premium branding during the Sparkling Reception
- VIP drinks reception area
- Premium exhibition site
- Headline logo placement on the programme
- Premium positioned full-page advertisement in the programme
- Rolling videography across all AV throughout the event
- Premium stage branding during dinner
- A senior company representative and guest invited to the top table
- A senior company representative invited to make the welcome address
- Reserved Gala Seating: Two (2) reserved priority area tables for twenty (20) guests
- Recognition from the stage during the event, thanking you for your support
- Up to 6 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied)
- Full-page advertisement in the official HeavyTorque winners publication
- Corporate logo promoted across HeavyTorque magazine and The Heavies websites for a full year!

HEADLINE SPONSOR: GBP15,000.00



CHAMPAGNE RECEPTION SPONSOR

The Champagne Reception traditionally marks the start of the evening's proceedings as a meeting point for sponsors, finalists and their guests. It is a highly valuable branding opportunity offering visibility before, during and after the event.

- Leaderboard, banner or MPU on our dedicated awards website
- Corporate identity within the extensive publicity programme
- Personalised invitations for your guests
- License to use the 'Champagne Reception Sponsor' Heavies Logo
- Pre- and post-event branding in HeavyTorque magazine
- Premium branding during the Champagne Reception
- VIP drinks reception area
- Premium exhibition site
- Logo placement on the programme
- Premium positioned full-page advertisement in the programme
- Rolling videography across all AV throughout the event
- Stage branding during dinner
- Reserved Gala Seating: One (1) reserved priority area tables for twelve (12) guests
- Recognition from the stage during the event, thanking you for your support
- Up to 4 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied)
- Full-page advertisement in the official HeavyTorque winners publication
- Corporate logo promoted across HeavyTorque magazine and The Heavies websites for a full year!

CHAMPAGNE RECEPTION SPONSOR: GBP10,000.00





CATEGORY SPONSOR

Showcase your role in the industry by becoming a category sponsor. Our Sponsorship Manager can assist you to select the category that best fits your brand and strategic messages that you want to communicate to market. There can only be one sponsor per category.

- Leaderboard, banner or MPU on our dedicated awards website
- Corporate identity within the extensive publicity programme
- License to use the 'Heavies Award Sponsor' Logo
- Pre- and post-event branding in HeavyTorque magazine
- VIP drinks reception area
- Exhibition site
- Logo placement on the programme
- Half-page advertisement in the programme
- Rolling videography across all AV throughout the event
- Stage branding during dinner
- Reserved Gala Seating: One (1) reserved priority area tables for twelve (12) guests
- Your company representative will be invited to present both the highly commended and category winners with your chosen award, including an introduction from the host, Sally Boazman
- Your corporate identity engraved on the winning award
- Recognition from the stage during the event, thanking you for your support
- Up to 2 pop-ups, flags or similar displayed in the Champagne Reception (to be supplied)
- Half-page advertisement in the official HeavyTorque winners publication
- Corporate logo promoted across HeavyTorque magazine and The Heavies websites for a full year!

CATEGORY SPONSOR: GBP5,000.00



EXHIBITS

The venue has the capacity for companies to showcase and promote their products, core competences and services. With over 30,000 square feet of usable space and a roof height of 26 foot, we can accommodate almost anything. The only limitation is imagination! All exhibitors will receive:

- 50 word entry in The Heavies menu
- 50 word entry on the event website
- A table of 10 to attend the gala dinner and awards ceremony
- The Heavies logo and web banners for you to use
- PR support leading up to the event

Packages are built and priced to order, dependent on the volume of space required. Please place your enquiries to our team. Costs quoted are based on individual requirements.

EVENT EXHIBITS: PRICE ON APPLICATION

TABLE ALLOCATION

- Champagne reception
- Five bottles of wine per table
- Three bottles of mineral water
- Three-course silver served meal

TABLE OF 10: GBP1,600.00 | TABLE OF 12: GBP1,800.00

INDIVIDUAL SEATS: GBP175.00





TO DISCUSS YOUR REQUIREMENTS FOR 2017, PLEASE
CONTACT A MEMBER OF OUR DEDICATED EVENTS TEAM

+44 (0) 845 1700 300
info@theheavies.co.uk
www.theheavies.co.uk

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HEAVY TORQUE
DRIVING THE ABNORMAL LOAD INDUSTRY