



## **Motor Transport Awards** 1st July

The Motor Transport Awards is the largest and most prestigious awards ceremony for the road transport industry. The companies who are shaping road haulage are celebrated in a glamorous evening hosted by a top celebrity at the Grosvenor House in the West End of London. The industry elite are there to network with their peers from all areas of the market. Partnering a category is your opportunity to reach a targeted audience of over 1,500 senior decision-makers and key industry figures. Your company will be promoted in association with the awards throughout the seven-month campaign. These awards are ideal for building brand awareness by associating your brand with excellence within your industry.

**20**  
Awards

**1,500**  
guests on  
the night

**34th**  
year since  
launch

## Welcome to the 2020 Awards

I along with many people from the transport and logistics industry look forward to the annual Motor Transport Awards. The attendees come from all areas of the industry to recognise excellence with 20 awards to be presented. The coveted awards are sought after and the finalists and winners are proud to be associated with such a long standing and well respected publication. The 2020 awards promise to deliver a special evening once again with celebrity presenters, guest speakers, entertainments and celebration. Look forward to seeing you there!

**Steve Hobson**  
Editor, Motor Transport





## 2019 Highlights



*"We all look forward to the evening and it's a great opportunity to showcase how important and how good this industry is"*  
**Richard Burnett - CEO, Road Haulage Association**

## Survey Results

Over **96%** of people said that the awards exceeded or met expectations.

**91%** of people who attended are planning to attend the 2020 awards

*"I was expecting a good show and it didn't fail to disappoint"*

*"I haven't had the pleasure of attending for a few years but I am always impressed at the look and feel of the venue and the slickness of the awards presentation."*

*"I have never been before so was blown away by the whole evening."*

*"For me, the best part of the evening is having the opportunity to catch up with friends and make new contacts. As a industry networking event, the MT Awards evening would be very hard to beat. A huge well done to everyone involved, another triumph for the team."*

## Campaign Reach

Nine months worth of coverage using a variety of channels:

- Brand magazine
- Brand website
- Daily newsletter
- Social media
- eCampaign

### MotorTransport

The UK's only road transport business newspaper



**Print**



**Web**



**App**



**eMail**

**31,980** readers per edition

**6,000** digital copies

**64%** readers are managers

### Commercial Motor

The UK's number one weekly title for the road transport industry



**Print**



**Web**

**23,458** readers per edition

**61%** readers are managers

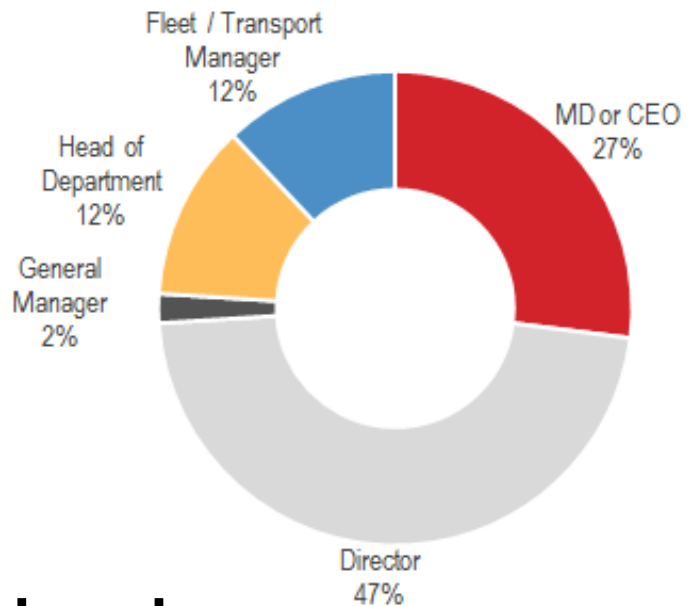


- Winners supplement – featuring all the winners, handed out at the end of the evening and inserted Motor Transport on the 6th July 2020
- A-Z listing of all the delegates
- Programme – one for each guest, includes shortlist write ups and menu

Data Sources:  
Print Circulation – averages for 12 months until April 2019  
Research / demographic data – CM & MT March 2019

## Who you will meet

The Motor Transport Awards are attended by senior figures within the road transport industry from a wide range of high profile organisations.



## Winners and attendees



## Category Partnership

### In the press

- One full page full colour advertisement (supplied by the Partner) in the special shortlist edition of Motor Transport.
- One full page full colour advertisement (supplied by the Partner) in the special awards supplement of Motor Transport.
- One full page full colour advertisement (supplied by the Partner) in the Event Programme produced by Motor Transport, distributed to all attendees at the event and featured in Motor Transport prior to the event.
- The Partner's logo on all literature and advertising campaigns produced by DVV from January 2020 in association with the event.
- Landing page with information where customers would enter the awards. Featuring your branding logo, banner branding and a link to the Partner website.
- Banners and social media promotion to encourage entries.

### The awards

- The Partners' name and logo appearing as part of the audio visual presentation on stage at the event.
- An opportunity for the Partner's representative to take part in the judging of their sponsored category.
- An opportunity for the Partner's representative to present the award to the winner of the Partner's category at the event.

### On the night

- Two tables, each for ten guests, at the Event to include dinner (a 3-course menu)
- An opportunity to purchase additional tables at a 10 % (ten per cent) discount on the standard price.
- New drinks package included per table  
6 bottles of wine, 4 bottles of water, 2 bottles of Champagne, 10 bottles of beer  
or  
4 bottles of wine, 4 bottles of water, 2 bottles of Champagne, 20 bottles of beer
- Full event program on every setting.
- Social media posts throughout the night celebrating success and displayed throughout the venue.

## Categories

- Safety in Operation Award
- Innovation Award
- Fleet Truck of the Year
- Urban Delivery Operator of the Year
- Low Carbon Award
- Training Award
- Fleet Van Operator of the Year
- Home Delivery Operator of the Year
- Team of the Year
- Haulier of the Year
- Operational Excellence Award
- Livery of the Year
- Fleet Van of the Year
- Technical Excellence Award
- Customer Care Award
- Best Use of Technology Award
- Business Excellence Award
- Apprenticeship of the Year
- Partnership Award
- Service to Industry Award

## What's in it for you

### Networking

Partners have access to a number of face-to-face networking opportunities. The judging process brings together representative from major companies in the transport industry, plus representatives from industry bodies and leading journalists.

### Raise your brand profile

Long term affiliation with the Motor Transport Awards promotes strong brand recognition. Your involvement ensures leading road transport companies see your contribution and support building a positive association with the Motor Transport brand with both existing and a potential new customers.

### Align your business with the best in UK road transport

Few industries are as fast paced and diverse as transport. To stand out and be successful it is important to be viewed as a leader in your field. A Motor Transport partnership will position your organisation as a forerunner of the road transport industry, establishing your brand in the minds of genuine business influencers and decision makers.

### Relationship development

With over 1,500 road professionals in the room, this premier event provides a unique opportunity to network with the industry most influential figures. Use it as a chance to thank your existing clients, make new contracts and encourage new business.



## Award Promotion Phases

1 Awards Launch	2 Call to Entry	3 Shortlist Revealed	4 Awards Night	5 Post Awards
Launch of categories and save the date. Online, print and social media	Call for entries with partner logos. Award logo provided to partners. Throughout print, online and social media campaign	Partner logos appearing on shortlist activity and call to reserve your tables. Shortlist write ups in Motor Transport. Shortlist celebrated at the CV show.	High-profile brand positioning to the audience. Social media support throughout the evening. Winners supplement distributed following the results	Supplement to be included in Motor Transport 6th July 2020 Winners announced on the Motor Transport website and by email. Highlights video posted on social media

## Other Opportunities

We have many other associate partnership opportunities all aimed at promoting your brand before, during and after the night.

Please contact the team for more information:

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