



PROMOTION USAGE GUIDE FOR RETAILERS

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OVERVIEW & KEY DATES

The Bord Gáis Energy Irish Book Awards brings together the entire literary community – readers, authors, booksellers, publishers and librarians – to recognise and celebrate the very best of Irish literary talent.



The Awards dinner has become the major event in the literary calendar with some of Ireland's, and indeed the world's, most recognised authors gathering together in a spirit of camaraderie and friendly competition to celebrate the success of the past year.

Since 2011 the awards have been shown on an RTÉ Television Highlights Show. The 2017 highlights will be aired at prime time.

The Bord Gáis Energy Irish Book Awards is a promotion which enjoys unanimous support in bookshops across Ireland. Bookshops and libraries receive point of sale packs and awards brochures to distribute amongst their customers.

The Awards 2017:

Eason Book Club Novel of the Year
Irish Independent Crime Fiction Book of the Year
TheJournal.ie Best Irish-Published Book of the Year
Cookbook of the Year
Onside Non-fiction Book of the Year
Ireland AM Popular Non-fiction Book of the Year
Specsavers Popular Fiction Book of the Year
National Book Tokens Children's Book of the Year – Junior
National Book Tokens Children's Book of the Year – Senior
Dept 51 @Easons Teen & Young Adult Book of the Year
Bord Gáis Energy Sports Book of the Year
The Sunday Independent Newcomer of the Year
RTÉ Radio 1's The Ryan Tubridy Show Listeners' Choice Award
Writing.ie Short Story of the Year
Listowel Writers' Week Irish Poem of the Year
The Bob Hughes Lifetime Achievement Award
Bord Gáis Energy International Recognition Award

Judging process:

For full details on the judging process please visit the awards website:
www.bgeirishbookawards.ie

Bord Gáis Energy Irish Book of the Year:

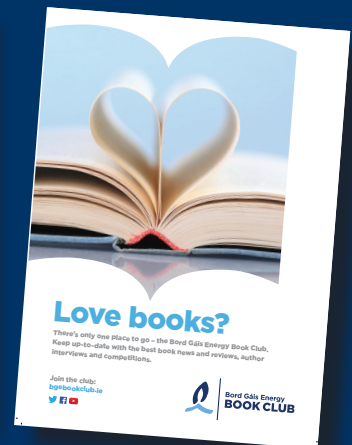
After the Awards ceremony all winning books are then put to a public vote to find the overall Irish Book of the Year. The 2016 winner was *Solar Bones* by Mike McCormack.

Key dates:

Shortlist launch, shortlist promotion launches instore – 2nd November
Bord Gáis Energy Irish Book Awards 2017 – 28th November
Winners promotion launches instore – 29th November

POINT OF SALE AVAILABLE

Printed stickers, posters, shelf strips and magazines will be produced for the promotion. The free to consumer A5 magazine includes information on all titles shortlisted for the awards, details on the public vote and articles on Irish writing. In general it is a guide to the best Irish books of the year.



Examples above from the awards magazine in 2016.

If you would like to receive free quantities of the point of sale please contact danielle@agile-ideas.com

We plan to make an online page-turning version of the magazine which can be embedded into websites and shared via social media.

PROMOTIONAL USE OF THE AWARDS LOGO



ibalogo.jpg



ibalogowhite.jpg

The Bord Gáis Energy Irish Book Awards logo:

The awards logo must be used on all advertising, including online, that make reference to the awards. The logo must be used face on. For darker backgrounds the white reversed BGEIBA logo can be used. No additional border may be added.

Both logos above are available to download from the Agile website: www.agile-ideas.com



SOCIAL MEDIA

Join in with us on social media, The Bord Gáis Energy Irish Book Awards is on Twitter, Facebook, Instagram and has a YouTube channel.

@BGEIBAS

The hashtag for the awards is #BGEIBA

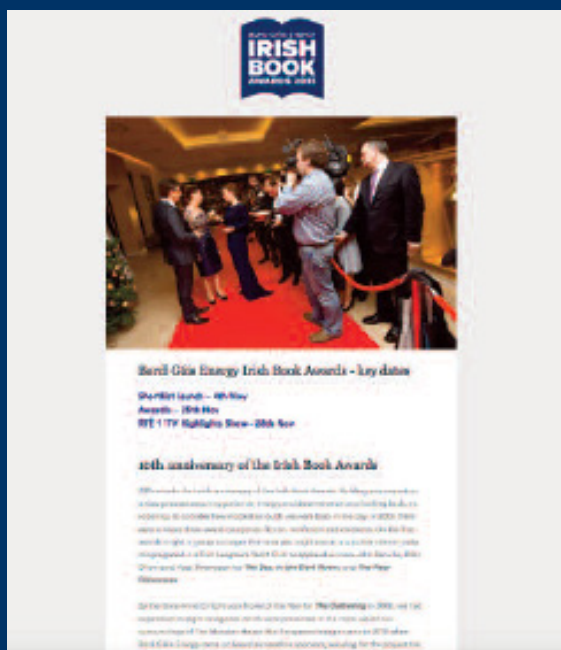
<https://www.facebook.com/BGEIrishBookAwards>



CONSUMER NEWSLETTERS

You can also keep up to date with the awards by signing up for our consumer email newsletter.

Sign-up at the bottom of the awards homepage.





Accessing all artwork & approval

Artwork is available to download from the Agile Marketing website: www.agile-ideas.com.

If you have problems accessing this or require anything that is not provided please contact: Danielle Bowers danielle@agile-ideas.com

ARTWORK APPROVAL ON ADVERTISING:

Please send a low res PDF of any advertising which uses the awards logo to Danielle Bowers for approval: danielle@agile-ideas.com

ALL REPRODUCTION OF THE LOGOS WITHIN ADVERTISING OR ON POS **MUST** BE AUTHORISED BEFOREHAND.

Contact us:

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