

# PROMOTION USAGE GUIDE FOR RETAILERS

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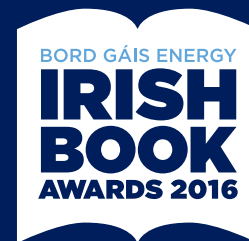
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## OVERVIEW & KEY DATES



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 2016 highlights will again be aired a few days after the awards. 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 2016:**

Eason Book Club Novel of the Year  
Crime Fiction Book of the Year  
TheJournal.ie Best Irish-published Book of the Year  
Avonmore Cookbook of the Year  
National Book Tokens Nonfiction Book of the Year  
Ireland AM Popular Nonfiction Book of the Year  
The Irish Independent Popular Fiction Book of the Year  
Specsavers Children's Book of the Year (Junior)  
Specsavers Children's Book of the Year (Senior)  
Ryan Tubridy RTÉ Radio 1 Listeners' Choice  
Sunday Independent Newcomer of the Year  
Sports Book of the Year  
Writing.ie Short Story of the Year  
Listowel Writers Week Irish Poem of the Year  
Bob Hughes Lifetime Achievement Award  
Bord Gáis Energy International Recognition Award  
Bord Gáis Energy Book of the Year

### **Judging process:**

For full details on the judging process please visit the awards website:  
[www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie)

### **Key Dates 2016:**

|   |  |
|---|--|
| 25th October  | Shortlist launch   |
| 25th October  | Shortlist campaign begins instore and public voting opens. |
| 16 <sup>th</sup> November                             | Award ceremony at Double Tree Hotel, Dublin 4              |
| 17 <sup>th</sup> November – 24 <sup>th</sup> December | Winners promotion instore                                  |
| 19 <sup>th</sup> November TBC                         | The awards are aired on RTÉ One                            |
| Middle of December                                    | Announcement of the Bord Gáis Energy Book of the Year      |

# FREE 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 2015.

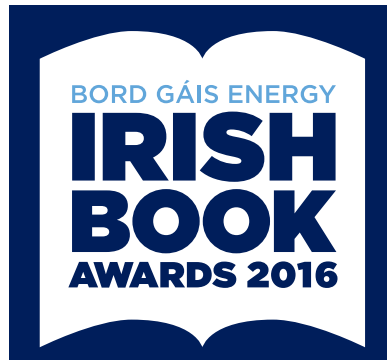
If you would like to receive free quantities of the POS please contact [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)

Electronic versions of the POS will be available to download on the Awards website: [www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie) and 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.eps



ibalogowhite.eps

### 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 & Awards websites: [www.agile-ideas.com](http://www.agile-ideas.com) & [www.bgeirishbookawards.ie](http://www.bgeirishbookawards.ie)

**If you are producing any items unsuitable for the logos provided, or if you would like any artwork designed specifically for your store please contact Danielle Bowers [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com) with the details.**

## 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.

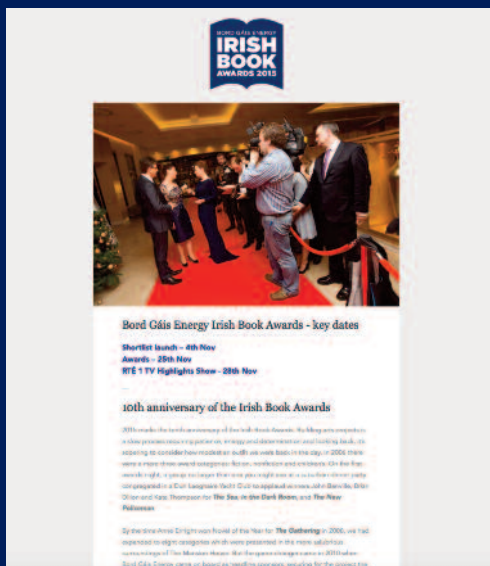
**@BGEIBAS**

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

All artwork for retailers is available to download from the Agile Marketing website: [www.agile-ideas.com](http://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](mailto: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](mailto:danielle@agile-ideas.com)

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

### Contact us:

**IBA Executive Director:**

**Alastair Giles**

**email: [alastair@agile-ideas.com](mailto:alastair@agile-ideas.com)**

For corporate sponsorship and development issues and for all enquiries on submissions, eligibility, and voting:

**IBA Project Administrator:**

**Bert Wright**

**email: [bert@agile-ideas.com](mailto:bert@agile-ideas.com)**

For awards tickets and enquiries about corporate sponsorship opportunities:

**Event Manager**

**Catherine Quinn**

**email: [catherinequinn@uniquemedia.ie](mailto:catherinequinn@uniquemedia.ie)**

For design and production issues:

**Production Manager:**

**Danielle Bowers**

**email: [danielle@agile-ideas.com](mailto:danielle@agile-ideas.com)**

For press information:

PR Company:

**Unique Media**

**email: [info@uniquemedia.ie](mailto:info@uniquemedia.ie)**