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16<sup>TH</sup> YEAR

2016

**Tech**

EXCELLENCE  
AWARDS

RAISE YOUR MARKET  
PROFILE NOW WITH  
IRELAND'S TECH SECTOR  
AWARDS PROGRAMME

**TechPro**

**TechCentral.ie**

ANSWERING THE  
BURNING QUESTIONS IN IT  
 **TechFire**

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## WHY AWARD SPONSORSHIP IS PURE MARKETING ROI:

- ▷ Be the exclusive **named sponsor** of your award category.
- ▷ **Announce and present your award** to the winner on the stage.
- ▷ Host customers, business partners and colleagues at your own **branded table of ten**.
- ▷ **Display your branding** on backdrops in the venue and on the marketing collateral on the night.
- ▷ Benefit from **coverage and accreditation** in *TechCentral.ie*, *TechPro* and *TechTrade* editorial and advertising, both pre- and post-event.
- ▷ Be included in the **event video** (sponsor interview) and **Awards photocall** in *TechPro*, *TechTrade* and *TechCentral.ie* post-event.
- ▷ Display your logo and accreditation on the **framed certificate** for your sponsored award.
- ▷ Display your **logo, link and accreditation** and winners photograph on the Tech Excellence Awards website.
- ▷ Receive accreditation as sponsor in our **Awards Press Releases**.



# AND THE WINNER IS... YOUR BRAND!



Denis O'Brien receives the 2015 Lifetime Achievement Award, presented by sponsor Neil Wisdom of Intellicom

■ NOW IN THEIR sixteenth year, Ireland's national **Tech Excellence Awards** are the most prestigious recognition of achievement in the technology sector.

These awards celebrate success in the country's most vibrant sector, at an annual prizegiving and gala dinner which has become the No. 1 networking event in the tech business calendar. Mark your diary now for **12 May 2016** in the Ballsbridge Hotel, to join some of your industry's most dynamic companies for a night of celebration and networking.



Awards host Matt Cooper

Seize your opportunity now to associate your brand with WINNERS throughout the Awards marketing campaign and on presentation night. Sponsoring an award puts YOUR company and brand in the limelight in front of this influential audience: details on last page.

# 2016 Tech Excellence Awards

## Tech Project of the Year Awards

■ The Projects of the Year Awards recognise technology projects which have delivered outstanding operational and competitive advantage. They are presented to the vendor or reseller responsible for delivering transformational technology to clients in the organisational categories: **Private Sector**, **Public Sector**, **SME**. The fourth sector — **Mobility** — recognises an outstanding example of enterprise mobility.

*(Submissions can be made jointly with client organisations).*



## Tech Pro Awards

### IT Professional of the Year

■ Awarded to the **individual** or **team** who can demonstrate outstanding management of technology in their enterprise. May be awarded either for a single major project or for overall excellence.

### IT Architect of the Year

■ Awarded to the **individual** or **team** responsible for an outstanding IT Architecture project or who can demonstrate a distinguished contribution to the advancement of the profession in Ireland.

### Rising Star of the Year

■ This Award recognises outstanding achievements made by a recent entrant into the IT industry (**under 30 years of age**) whose contribution to his or her organisation has had a significant impact on its business.

## Tech Focus Awards

### Multinational of the Year

■ This Award recognises the success of multinational organisations in establishing and growing operations in Ireland. It marks the value of foreign direct investment in the Irish economy, through technology multinationals which employ more than 70,000 people.

### Data Centre of the Year

■ This award recognises excellence in the operation and running of a data centre. The award will be given for innovation and facility development to meet current and future needs.

### Digital Strategy Partner of the Year

■ Awarded to the Web Development or technology partner that can demonstrate outstanding creation and implementation of digital business strategy in the past twelve months.

### Best Use of Technology in Education & Training

■ Awarded to the supplier of products or services that best leveraged the benefits of using technology in education and training.

### Best Place to Work in IT

■ The winner here will be able to demonstrate some of the latest thinking in workplace practices, show some of the best employee retention statistics and engagement in career development.



**Sponsoring an award puts your brand in the spotlight with winners: on the night, online and in print. See details overleaf.**

## Tech Business Awards

### Managed Service Company of the Year

■ The winner will be shown to have not only a firm grasp of the latest technologies with which to deliver client services but also demonstrate best practice and good governance for all of its clients.

### Technology Exporter of the Year

■ This award recognises an outstanding example of home-grown technology which has made a mark on the global market.

### Vertical Market Reseller of the Year

■ This award recognises companies that demonstrate exceptional business performance in a particular niche sector, specialist application or vertical market.

### Specialist Distributor of the Year

**AWARDED BY  
TRADE POLL**

■ The distributor specialising in one or more technology categories which can demonstrate outstanding business performance over the past year.

### Distributor of the Year

**AWARDED BY  
TRADE POLL**

■ The distributor of business technology products which can demonstrate outstanding business performance over the past twelve months.

### Company of the Year

■ The overall award for excellence in marketing, implementing and supporting IT solutions. Awarded to the company which can demonstrate outstanding business performance throughout 2015.

### Person of the Year

■ The overall award, this prestigious accolade is awarded by the judges to an individual who has excelled in his or her contribution to the business technology sector in Ireland.



For award categories, entry criteria and tips on submitting your entry online:

# www.techawards.ie



## WHAT THE JUDGES SAY



The Tech Excellence Awards stand out as a marker of the hard working entrepreneurial spirit that is fueling our tech economy and becoming such a strategic part of Ireland's future.

**Eoin O'Driscoll,**  
Chairman, Forfás



A professionally-run event such as this has a significant role in the Irish tech calendar. Recognition of this kind on home soil can add such value to an international CV.

**Peter McManamon,**  
co-founder, Parthus and  
Chairman, Atlantic Bridge  
Dublin.



The Tech Awards are a big marketing opportunity for organisations, ticking important boxes on corporate CVs and recognising professional achievement. The technology skills on show reach a new level each year, pushing quality and driving excellence.

**Sean Baker, co-founder**  
Iona and ISA Industry Person  
of the Year 2013

## SEEN ON AWARDS NIGHT...

Mark your schedule for Awards Night:

**12 May 2016 in the Ballsbridge Hotel.**

Sponsoring an award delivers brand visibility among the tech industry's leading influencers.



**CONTACT US NOW** for sponsorship opportunities and table bookings



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