

WE INVITE YOU

YOUR INDUSTRIAL / CONSUMER PRODUCT CAN WIN

YOUR ADVANTAGES

YOUR PROMOTIONAL BENEFITS

ENTER AND WIN

WALL OF FAME a small selection of the Aluminium Award winners in the past 9 editions (1998 - 2014)

All organizers are anxious to see the entries for the 10th edition of this competition.

Gerd Götz, European Aluminium:
"European Aluminium is delighted to be sponsoring the European Aluminium Awards thus encouraging and promoting innovation in the sustainable use of aluminium."

Okko Ebens, Dutch Aluminium Centrum:
"This award shows the innovative strength and durability of aluminium and are of inspiration for others."

Christian Wellner, German Aluminium Association (GDA):
"The Award competition provides a brilliant chance to showcase the capability of the material of the future. Aluminium offers creative solutions."

Olaf Freier, ALUMINIUM, World Trade Fair & Conference:
"We are very glad to support the Award and its participants by promoting and presenting them at our international trade fair."

Both end-products and components may apply in the different categories:

- **Design & Lifestyle** (lighting & interior, sports & leisure, computer & electronics, art & fashion)
- **Architecture & Construction**
- **Automotive**
- **Transportation** (air, rail, road, water)
- **Production Techniques, Tools & Machinery**
- **Young Talents** (Designers / Engineers) born on or after 1 January 1986

An Overall Jury Prize which will be given for the entry with the most striking contribution to "Aluminium for Future Generations". An extra 'public prize' will be chosen through internet/ social media for the Design & Lifestyle category.

Which products may you apply?

Products or components which have been marketed worldwide on or after 1 January 2014

Top Reasons to Enter

- **Earn the international honour, recognition and respect your product deserves**
Your outstanding aluminium product or technology is the best! Winning the EUROPEAN ALUMINIUM AWARD means: Your aluminium product or technology *is the best!*
- **Show your innovation regardless of your company size**
Whether you are a small firm or a listed company, all entries face the same judging process and are eligible to win the same prestigious award.
- **Benefit from all the exposure and marketing possibilities**
All nominated products will be communicated to the public in the Award marketing campaign.

All judged entries will receive the following benefits;

- Press kit with banners, photos and logos for using in email signatures, on websites, in press releases, in social media channels etc.
- Free tickets for visiting ALUMINIUM 2016 and the Award Ceremony (29th November 2016)

The promotion of the Award and its participants will be cross medial:

Online:

- Website of ALUMINIUM 2016 (May to October 2014: 1,68 million views) and the EUROPEAN ALUMINIUM AWARD (views in 2014 - January to December: 39.938 views and 2015 - January to December: 10.915 views)
- Social Media Channels of ALUMINIUM 2016 (11,000 followers) and the EUROPEAN ALUMINIUM AWARD (603 followers)
- Online newsletter of ALUMINIUM 2016 (30,000 recipients)

Print:

- Press releases will be sent to 123 international trade magazines (with a total circulation of more than 1.7 million)
- Visitor brochures of ALUMINIUM including the Award will be sent to approx. 300,000 recipients

Onsite:

- The Award pavilion will be promoted through the visitor signage at ALUMINIUM 2016 (27,000 expected visitors)

Direct entry is possible through the website until 15 July 2016.

Companies entry fee is 450,- Euro excl. VAT per entry/category.

Young Talents fee is FREE.

Go to www.aluminium-award.eu/2016

ORGANISING PARTNERS



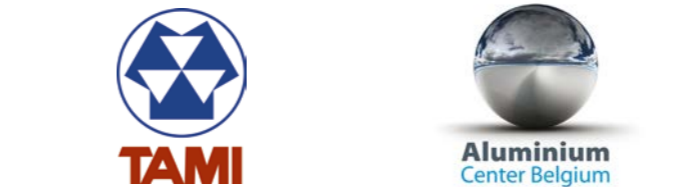
EXCLUSIVE INTERNATIONAL MEDIA PARTNER



EXCLUSIVE REGIONAL MEDIA PARTNERS



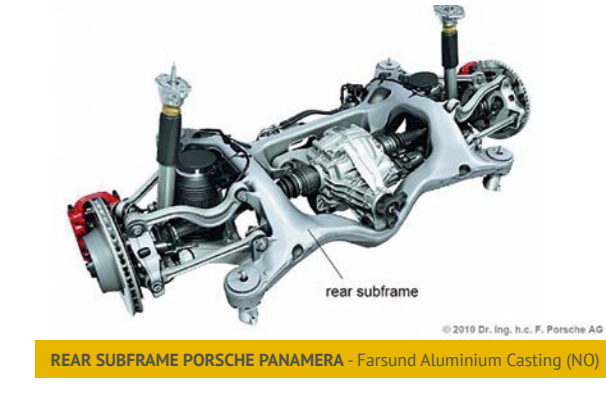
PARTNER ASSOCIATIONS



Tandem Twine inline skate - Interraps (NL)



Jaguar XJ - (UK)



REAR SUBFRAME PORSCHE PANAMERA - Farsund Aluminium Casting (NO)



Audi A2 - (DE)



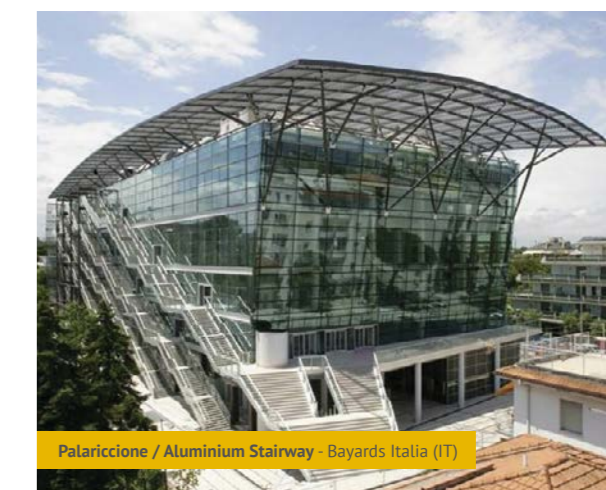
Vanmoof - (NL)



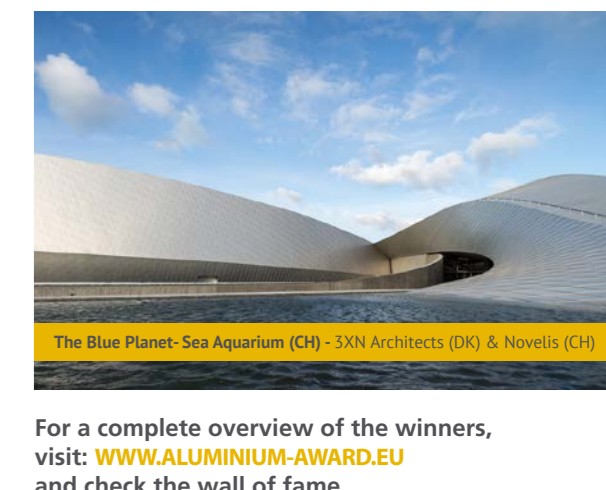
OP-Ship Module - OPHARDT R+D (D)



Remote Control - Bang & Olufsen (DK)



Palariccione / Aluminium Stairway - Bayards Italia (IT)



The Blue Planet - Sea Aquarium (CH) - SXN Architects (DK) & Novellis (CH)

For a complete overview of the winners, visit: WWW.ALUMINIUM-AWARD.EU and check the wall of fame



10TH EDITION

BE INNOVATIVE. BE PROUD. ENTER AND WIN!

THE 2016 EUROPEAN ALUMINIUM AWARD

Winning this prestigious prize will help to promote your product and your company.

WWW.ALUMINIUM-AWARD.EU



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