



**The**   
**Archies**  
Awards **2025**

# SPONSORSHIP GUIDE

WEDNESDAY 10 SEPTEMBER 2025  
THE VOX • NEC • BIRMINGHAM

HEADLINE SPONSOR

**IMHX**<sup>TM</sup> **2025**  
THE LOGISTICS SOLUTIONS SHOW  
9 - 11 September | NEC Birmingham, UK

ORGANISED BY

  
**UKMHA**  
UK MATERIAL HANDLING  
ASSOCIATION



## The Archies

**The Archies is an annual celebration for businesses across the material handling and intralogistics sectors. Each year, we welcome hundreds of industry leaders who gather to recognise outstanding projects, the very best organisations, along with cutting-edge solutions and products. The quality of entrants, our judging process and laser focus helps us to deliver a high calibre audience of senior professionals on the night.**

With a rich history of over 30 years, The Archies are firmly established as the must-attend celebration of excellence in our industry. Backed by UKMHA, the leading association for the UK's material handling sector, the Archies returns for 2025; taking place on Wednesday 10th September, timed to coincide with IMHX week.

As the headline sponsor for the Archies, IMHX is the UK's largest logistics event, drawing in tens of thousands of visitors and connecting suppliers with in-market buyers. Hosting The Archies during IMHX creates a vibrant evening centrepiece, offering a unique opportunity to honour the best in the industry.



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SECURE THE BEST SPONSORSHIP PACKAGE FOR YOUR BUSINESS,  
PLEASE CONTACT **ROB FISHER**: e: [robert.fisher@ukmha.org.uk](mailto:robert.fisher@ukmha.org.uk) t: 07496 680912

# Sponsorship Opportunities

## Category + Sponsor

**By becoming a Category + sponsor, you are aligning your company with industry excellence.**

As a sponsor, you are guaranteed maximum exposure with the highest priority branding among sponsor levels. Category + sponsors receive enhanced versions of the tier sponsorship packages. In addition, it activates exclusive opportunities as a premium partner of the event.

## Category Sponsor

Whether you want to enhance your image in your area of expertise or boost your profile in a new industry sector, this sponsorship package allows you to select the category that best aligns with your company, while also presenting an award on the night – a profile-raising opportunity for your chosen representative.

In addition to the category sponsorship packages, we also have tailored options available to suit all budgets and objectives.

To discuss a branding package, please contact [robert.fisher@ukmha.org.uk](mailto:robert.fisher@ukmha.org.uk)



# Sponsorship Tiers

## On the night

	Category + Sponsor £11,995	Category Sponsor £9,995	Brand Sponsorship £6,995
A branded table at the champagne reception	✓	✓	X
A branded premium table of 10 in prime front row location (drinks package included)	✓	X	X * Five guest places at event
Naming rights to the category best aligned with your company	✓	X	X
Presentation of an award on stage	✓	✓	X
Your company branding in the guest list	✓	✓	✓
Continuous branding on-screen at the event	✓	✓	✓
Sponsorship of menu or drinks reception or event compère			✓
Discounts on additional tables	✓	✓	

# Sponsorship Tiers

## Marketing & PR

**Pre-event and post-event publicity is an extremely valuable component of sponsorship.**

Our dedicated marketing & PR team will ensure you achieve your sponsorship objectives through a highly targeted multi-channel marketing campaign. Sponsors are offered visibility throughout the three-phase campaign in the form of regular coverage reports and updates.

	Category + Sponsor £11,995	Category Sponsor £9,995	Brand Sponsorship £6,995
A double-page interview in UPLIFT Magazine	✓	X	X
A full-page advert in UPLIFT	✓	✓	X
Logo inclusion on all print advertising	✓	✓	X
Logo inclusion on all email campaigns	✓	✓	✓
Logo inclusion on the Entry Guide	✓	✓	X
Exclusive use of The Archies Awards logo	✓	✓	✓
Social media welcome announcements	✓	✓	✓
Logo and company profile on The Archies Awards' official website	✓	✓	✓

Media Partner

**logistics**matters

**Logistics Matters is the official media partner for the Archies Awards.**

As one of the UK's leading magazines for the materials handling industry, Logistics Matters offers expert insights into the latest innovations, best practices and opinions shaping the sector.

If you would like to get in touch with Logistics Matters, please contact:

**Neill Wightman: t: 01342 333725 m: 07818574304**



## Categories 2025

- **Apprentice of the Year**

For second- and third-year apprentices.

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- **Best New Product**

Recognising the newly launched product that has made an influential impact on the industry.

- **Best Safety Initiative**

Awarded to the company that has implemented outstanding safety measures or programs or has improved safety standards.

- **Customer Service Excellence Award**

Recognising the team delivering exceptional customer service.

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- **Excellence in Automation**

Recognising advancements in automation within material handling processes.

- **Intralogs Project of the Year**

Joint entry with customer and supplier, must be operational and live within the last 18 months.

- **Industry Leader Award**

For an individual who has consistently shown leadership qualities and impacted the industry's growth.

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- **Lifetime Achievement Award**

Honouring the individual who has made a significant, long-term contribution to the industry.

- **Logistics Innovation Award**

For the company that has introduced a new, forward-thinking logistics solution or strategy.

- **Operational Efficiency Award**

Demonstrating measurable improvement in operations through implementation of new equipment, reconfiguration of distribution centre or warehouse, or use of automation or AI.

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- **Training Provider of the Year**

Recognising the outstanding training programmes delivered by some of the best training providers in the material handling industry.

- **Rising Star Award**

Celebrating an emerging professional who has demonstrated exceptional talent and potential.

- **Sustainability Excellence Award**

Recognising the company making significant efforts towards environmental sustainability.

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- **Technology Innovator Award**

For the company developing or implementing cutting-edge technology in material handling.

- **UKMHA Dealer Member of the Year**

Open to dealer members of UKMHA considered to operate their businesses to the highest standards.

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## Get in Touch

Secure the best sponsorship package  
for your business by contacting:

**Rob Fisher**

e: [robert.fisher@ukmha.org.uk](mailto:robert.fisher@ukmha.org.uk)

t: 07496 680912

The Archies Awards is organised by  
the UK Material Handling Association

## Our Sponsors

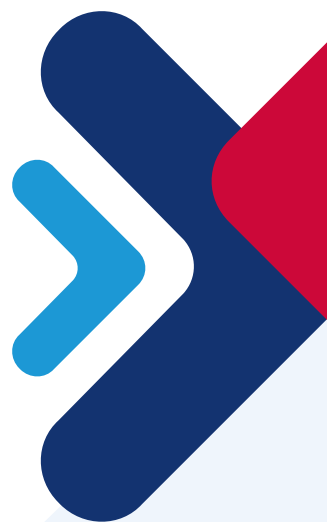
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