

Your choice for associated products

GC has developed a range of ancillary initiatives and publications offering further advertising and sponsorship opportunities:

Get Connected Products of the Year Awards

The Get Connected Products of the Year Awards scheme acknowledges the excellence of specific electrical products and product ranges.

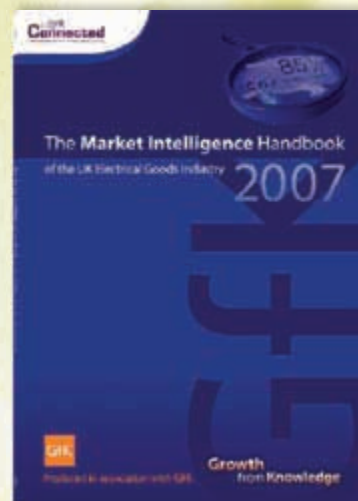
It honours outstanding electrical products in a balanced, independent and credible context, through the judgment of a well-informed and professional body of trade peers, colleagues and trading partners. To maintain the standing and integrity of the Awards, only products achieving the highest standards and representing the best in design, function, quality and value are selected. Winners have the right to display the GC Products of the Year Award logo on all publicity, promotion and PR, on POS material and on the products themselves. Nominations are published in GC's December issue every year, and the winners are announced in the following February.



Magazine Supplements

Get Connected produces a selection of magazine supplements throughout the year for major domestic appliances, consumer electronics, small appliances and floorcare, which are distributed together with the main magazine.

Supplements offer a one-off comprehensive view of the particular product categories in each industry sector, featuring market updates from manufacturers and industry experts and a "Gallery" of relevant products. Supplements may include "The Knowledge" training module covering relevant products or services, providing retailers with product knowledge and sales tips on those specific product areas.



The Market Intelligence Handbook

Published in association with industry analysts GfK Marketing Services, The Market Intelligence Handbook provides, in a single volume, instant access to the annual statistics of the electrical industry.

Annual sales figures by volume and value in all the important sectors of the major appliances, consumer electronics and small appliances markets in the UK, presented in graph formats for easy reference, are accompanied by expert commentary on trends and forecasts.

Manufacturers, retailers, distributors, commentators and analysts will find this of exceptional value as an authoritative industry reference throughout the year. Sponsorships – including strong branding and exclusive product images – are available for each product category.