

# CHANNEL AWARDS

## CELEBRATING 15 YEARS OF SUCCESS

## WE'RE PROUD TO LAUNCH THE MSP CHANNEL AWARDS

Announcing the 16<sup>th</sup> edition of Angel Business Communications premier IT awards – **The brand-new MSP Channel Awards!**

As Managed Service Providers take the lead in delivering cutting-edge IT solutions across every industry, we're proud to unveil the MSP Channel Awards.

The new awards are built on the successful legacy of the SDC Awards, this rebrand reflects the unstoppable rise of MSPs and the critical role they now play. MSPs are now at the forefront of digital transformation, cybersecurity, cloud services, storage, data protection, and infrastructure.

The categories still provide strong coverage across key technology areas such as storage, backup, cybersecurity, and cloud infrastructure, which will remain central to the new structure but we're also introducing new categories relevant to modern MSPs, the wider Channel and vendors. We're delighted to announce our Headline Sponsor for the MSP Channel Awards 2025 – Exagrid. There are plenty of other sponsorship opportunities available offering your company extensive visibility before, during, and after the awards ceremony.

There are many great value packages to share with you, so please do get in touch.

## NOW, GET NOMINATING!

FREE TO ENTER and open to MSPs, vendors, distributors, resellers and integrators, the MSP Channel Awards are your chance to showcase your innovation, highlight your achievements, and gain industry-wide recognition.

**YOU CAN ENTER AS MANY PRODUCTS AND PROJECTS AS YOU LIKE.**

## WHY ENTER?

### MAXIMISE VISIBILITY

Free PR opportunities with months of marketing utilising the Digitalisation World portfolio.

### POSITIONING

Position your product or service as an innovator in your field.

### INCREASED CREDIBILITY

An award win, shortlisting or nomination acts as a 3<sup>rd</sup> party endorsement.

### NETWORKING

Over 200 industry leaders attend the gala awards evening.

### COMPETITIVE ADVANTAGE

Gain an advantage on your competitors.

### NOMINATION IS FREE OF CHARGE

The MSP Channel Awards panel will validate entries and announce the final shortlist to be forwarded for voting by the readership of the Digitalisation World stable of publications.

**WINNERS WILL BE ANNOUNCED AT A GALA EVENING ON 3 DECEMBER 2025 AT LEONARDO ROYAL HOTEL LONDON CITY, LONDON.**

We look forward to welcoming you to be a part of the **NEW MSP CHANNEL AWARDS 2025.**



# **MSP** CHANNEL AWARDS

## KEY DATES

Entries for the MSP Channel Awards open on 16 June and the awards ceremony will take place at Leonardo Royal Hotel London City, London on 3 December 2025. The MSP Channel Awards are your chance to showcase your innovation, highlight your achievements, and gain industry-wide recognition.

**16**

JUNE

### NOMINATIONS OPEN

Entries open for the 2025 MSP Channel Awards. Position your company as an innovator in your field

**05**

SEPT

### NOMINATIONS CLOSE

Entries will close at 17:30 BST

**03**

OCT

### SHORTLIST ANNOUNCED

The list of finalists for the 2025 MSP Channel Awards will be made public on the website

**06**

OCT

### VOTING OPEN

Voting open to the public

**07**

NOV

### VOTING CLOSES

Voting will close at 17:30 GMT

**03**

DEC

### AWARDS CEREMONY

The Ceremony starts with the Drinks Reception at 18:45

# CATEGORIES

The **2025 MSP Channel Awards** feature **35 categories** across **FIVE** groups.

The Project awards are open to projects running in EMEA between 1 September 2024 and 31 August 2025. The Innovation awards are open to products and solutions that have been available/launched in EMEA between 1 September 2024 and 31st August 2025. Company and Individual awards nominees must have been present in the EMEA markets prior to 1 January 2025.

## PROJECT EXCELLENCE AWARDS

- Cyber Resilience Project of the Year
- Storage Project of the Year
- Cybersecurity Project of the Year
- Cloud Transformation Project of the Year
- Communications + Networking Project of the Year
- AI & Automation Project of the Year
- Digital Transformation Project of the Year

## TECHNOLOGY INNOVATION AWARDS

- Backup & DR Innovation of the Year
- Storage Hardware Innovation of the Year
- Storage Software / Management Innovation of the Year
- Cybersecurity Innovation of the Year
- Cyber Resilience Innovation of the Year
- Cloud Services Platform of the Year
- AI or ML Innovation of the Year
- Data Management & Analytics Innovation of the Year
- Remote Monitoring & Management (RMM/PSA) Tool of the Year

## MSP & RESELLER AWARDS

- Specialist MSP of the Year
- MSSP (Managed Security Services Provider) of the Year
- Emerging MSP of the Year
- IT Reseller/VAR of the Year
- MSP of the Year (UK)
- MSP of the Year (EMEA)

## VENDOR & DISTRIBUTOR CHANNEL AWARDS

- Vendor Channel Programme of the Year
- Vendor Marketing / Enablement Initiative of the Year
- Cybersecurity Vendor of the Year
- Cyber Resilience Vendor of the Year
- Storage Vendor of the Year
- Emerging Vendor of the Year
- Distributor or Marketplace of the Year
- Cloud/Value-Added Distributor of the Year

## PEOPLE, COMPANY & CULTURE AWARDS

- Technical or Service Excellence Team of the Year
- DEI / ESG Programme of the Year
- Channel Leader of the Year
- Channel Newcomer of the Year
- Channel Company of the Year

# ASSESSMENT

The **MSP Channel Awards 2025** feature 35 categories, providing a wide range of options for organisations involved in the IT industry to participate.

Our editorial staff will only validate entries ensuring they have met the entry criteria outlined for each category. We will then announce the ‘shortlist’ to be voted on by the readers of the Digitalisation World stable of titles. Voting takes place in October. The selection of winners is based solely on the public votes received.

The winners will be announced at a gala evening event in December 2025 in London. Should your nomination be successful and reach the shortlist ALL material submitted will appear on the website for the public vote. Please do not include confidential information in your submission.

**Entries for all awards must refer to projects, innovations and initiatives which were completed / first available / launched in EMEA between 1 September 2024 and 31 August 2025.**

## ENHANCE YOUR NOMINATION: £495.00

Opportunity to enhance your nomination.

- Enhance your nomination on the voting page to include a video elevator pitch for your nomination
- **Advertise your company:** Website Banner advertising with 30,000+ impressions on [msp-channel.com](https://msp-channel.com) (RRP £1185)

# SPONSORSHIP

All tables sold on a first come, first served basis.  
All packages include the welcome reception and three course meal with wine and water.  
Champagne Table Package includes: four bottles of champagne.

For sponsorship opportunities and/or to book your awards table, please contact: [awards@mspchannelawards.com](mailto:awards@mspchannelawards.com) or call **+44 (0)2476 718 970**

TABLE PRICES			
FEATURES	CHAMPAGNE TABLE	STANDARD TABLE	HALF STANDARD TABLE
Number of Seats	10	10	5
Bottles of House Wine	3	5	3
Bottles of Champagne	4	-	-
3 Course Meal & Coffee	YES	YES	YES
Drinks Reception	YES	YES	YES
	£3,795	£3,395	£1,995

# SPONSORSHIP OPPORTUNITIES

	HEADLINE SPONSOR <b>SOLD</b> £12,495	WELCOME DRINKS RECEPTION SPONSOR £12,495	COCKTAIL BAR SPONSOR £12,495	ENTERTAINMENT SPONSOR £12,495	AWARD CATEGORY SPONSOR £2,295
Champagne Table	✓(x2)	✓	✓	✓	
In-Page Advertisements within Digitalisation World magazine (issue of choice)	✓				
Extensive corporate branding prior, at and after the Awards Ceremony via online promotion (credits on / in website, email blasts, publications, eNewsletters)	✓	✓	✓	✓	✓
Sponsor has the right to provide additional branding material at the awards ceremony to their own requirements (subject to organiser's approval)	✓	✓	✓	✓	
Category Sponsorship	✓(x2)	✓	✓	✓	✓
Presentation of award and branding for chosen category	✓	✓	✓	✓	✓
Sponsor logo, link and sponsor profile on awards website	✓	✓	✓	✓	✓
Sponsor logo in awards programme	✓	✓	✓	✓	✓
Sponsor logo in loop on AV screen throughout the evening	✓	✓	✓	✓	✓

## SILVER SPONSORSHIP - £995.00

- Extensive corporate branding prior, at and after the Awards Ceremony via online and print promotion (credits on/in website, email blasts, publications)
- Your logo featured on all event signage.
- Sponsor logo in loop on AV screen
- A live on-stage shoutout during the ceremony.
- A banner on the MSP Channel website for one month after the event