



# GCVA Hall of Fame Awards 2026

## Information Pack

# GCVA Hall of Fame Call for Entries are now *live!*

Get ready for an unmissable night of celebration and entertainment, designed to recognise the outstanding innovations and achievements of the international gift card sector. We are delighted to invite you to a brand-new venue, the magical Underglobe, beneath Shakespeare's Globe Theatre promises a spectacular setting for the GCVA Hall of Fame Awards 2026.

We will kick off the night with a Drinks Reception followed by 3 course meal, excellent entertainment, all stitched between our prestigious awards. The Awards Party will also return, all within the same space.

The GCVA Hall of Fame Awards 2026 promises to showcase the creativity and impact of the latest products and services throughout our sector, both within the GCVA Membership and the wider gift card industry. This is your chance to receive well-deserved recognition for your team's hard work, celebrate amongst peers, and win a highly coveted Hall of Fame Award.

Join us for a night of stars, awards, glitz and glam – including that all-important ingredient, friendly competition! This pack includes everything you need to know.



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# Categories

## 1. Best Industry Innovation

We're looking for the game changers — the breakthroughs, bold ideas, and inspiring projects that are shaping the future of our industry. Whether it's a cutting-edge product, a clever use of emerging technology, or a fresh take on customer experience, innovation is the engine driving our sector forward.

Tell us how your latest initiative has made a real difference — for your business, your customers, or the wider community. Did it redefine best practice? Address a long-standing challenge? Unlock new possibilities for gift card use? We want to know what sets your innovation apart, and how it's helping the industry evolve — whether through trendsetting features, powerful partnerships, or next-level user experiences.

This is your chance to show the sector how you're not just keeping up but leading the way forward for gift cards.

## 2. Best Creative Marketing Campaign

This award celebrates bold, original, and imaginative marketing that truly stands out. We're looking for campaigns that break the mould — whether through striking storytelling, clever strategy, or unexpected creativity.

Tell us about a campaign that delivered more than just results. Did it solve a challenge, spark conversation, reach a new audience, or shift perceptions? Has your creative approach driven increased sales, boosted brand awareness, or made waves in the gift card market?

We want to hear how your marketing became more than promotion — how it became a creative force for change.

## 3. Best B2B Product or Service

The B2B space is a major driving force behind industry growth — commanding the largest share of the gift card market and showing no signs of slowing down. This category celebrates the standout products, services, and strategies that are pushing boundaries in the B2B world.

We're looking for bold initiatives that showcase ambition, innovation, and impact. Have you launched a solution that solves real business challenges? Developed a platform that transforms the way partners engage with gift cards? Or introduced a disruptive strategy that sets a new benchmark for best practice or innovation in the B2B space?

This is your chance to spotlight what makes your B2B approach exceptional — and how it's shaping the future of the gift card market.

## 4. Best B2C Product or Service

This award recognises the products and services that truly put the customer first. The gift card sector is known for its deep understanding of consumer behaviour — now's your chance to show how you've turned that insight into action.

Have you identified a genuine gap in the market? Met an emerging need? Supported consumers through financial challenges, or encouraged them to try something new via gift cards? Whether it's about convenience, connection, or community, we want to hear how your B2C gift card offering made a real difference in people's lives.

Show us how your solution not only delivered results, but made the customer the heart of the story.

# Categories

## 5. Team of the Year

This award celebrates the exceptional teams, whether that's internal or external teams, coming together and delivering collaboration, commitment, and creativity that have driven meaningful impact and outstanding results. Whether overcoming a challenge, launching a major initiative, or working seamlessly across departments or borders — this is your moment to show what teamwork can achieve.

We want to hear how your team brought together diverse skills, perspectives, and strengths to deliver something truly brilliant. How did you foster collaboration? What practices helped you succeed? And how did working together lead to better outcomes for your customers, partners, or business?

Show us how your team turned great teamwork into an exceptional achievement.


## 6. Best Innovation in Gift Card Manufacturing

This award recognises the pioneers in physical gift card production — the manufacturers and partners who are rethinking what's possible through design, materials, processes, and sustainability.

Have you introduced new eco-friendly materials or more efficient production methods? Delivered a breakthrough in print, packaging, or personalisation? Or perhaps you've revolutionised how cards are produced, distributed, accessed or recycled?

We're looking for manufacturing innovation that goes beyond the expected — driving quality, creativity, and responsibility in equal measure. Tell us how your work is setting new standards in the physical side of the gift card experience.

## 7. Retailer/Issuer of the Year

Sponsored by 

This prestigious award honours outstanding achievement in the retailer and issuer community — celebrating those who have raised the bar across the gift card industry. Whether through standout customer experiences, strategic innovation, or cutting-edge technology, this is your chance to showcase what makes your approach exceptional.

We're looking for businesses that demonstrate creativity, resilience, and impact — those that have positioned gift cards not just as a product, but as a powerful solution.

From unlocking new revenue streams to deepening customer loyalty, tell us how you've led the way and helped shape the future of gifting.

Winning this award marks true excellence — show us why your business deserves the spotlight.

## 8. Service Provider of the Year

This award celebrates the behind-the-scenes champions — the partners and providers who enable others to thrive. Whether through technology, logistics, consultancy, or creative services, we want to recognise those who go above and beyond to support growth, collaboration, and innovation across the gift card industry.

Tell us how your work has delivered real value to your clients and helped shape the broader market. Have you introduced smarter solutions, driven efficiencies, or brought fresh thinking to longstanding challenges? We're looking for service providers who set the standard for excellence and pave the way for a stronger, more connected industry.

If you're helping others shine — it's your time to step into the spotlight.

# Categories

## 9. Rising Star of the Year

This award shines a spotlight on the standout individuals who are shaping the future of the gift card industry. It recognises emerging talent — those with five years or less experience — who are already making a remarkable impact through their creativity, innovation, and collaborative spirit.

Who's the one to watch in your team or network? The person who's stepped up, stood out, and is clearly destined for big things? Whether they've led a successful project, brought fresh energy to your business, or consistently pushed the boundaries of what's possible, we want to hear their story.

Nominate the rising talent whose star is only just beginning to shine — and who's already making waves. You are also welcome to nominate yourself!

*Note: Nominees will be shortlisted by the GCVA Executive Board, then sent out to GCVA Members for a final vote on the winner.*

## 10. Honoured Industry Contributor 2026

This prestigious award celebrates an individual who has made an extraordinary and lasting impact on the gift card industry. A true pioneer and changemaker, they have consistently championed innovation, driven awareness, and worked tirelessly to deliver meaningful progress across the sector.

Whether through thought leadership, advocacy, or hands-on contributions, this individual's influence has helped shape the industry for the better — inspiring others and setting new standards along the way.

This award honours a leading voice whose dedication and passion continue to make a powerful difference. Nominate someone on your team or someone you have worked with across the sector who has truly influenced gift cards for the better.

Get ready for the big reveal — and to celebrate a true industry icon

*Note: Nominees will be shortlisted by the GCVA Executive Board, then sent out to GCVA Members for a final vote on the winner.*

# Key Dates & Deadlines

Entry submissions and nominations are open between:

Monday 20<sup>th</sup> April -  
Friday 1<sup>st</sup> June 2026 (midnight)

Please note the entry deadline (1<sup>st</sup> June), this date is final and there will be no extensions provided. The system will automatically prevent entry submission after the deadline.

Judges will have access to their pre agreed award categories from Monday 22<sup>nd</sup> June and must complete judging by Friday 3<sup>rd</sup> July

Member voting on Rising Star and Honoured Industry Contributor will take place between:  
Thursday 23<sup>rd</sup> July - Thursday 6<sup>th</sup> August

GCVA Hall of Fame Awards Shortlist will be announced on  
7<sup>th</sup> August 2026

GCVA Hall of Fame Awards ceremony 17<sup>th</sup> September 2026 at The Underglobe, London. Highly commended and winners will be announced on the night.



# Entering the Awards

## Entry Fee

Entry is free to GCVA Members

## GCVA Non-Member Entry Fees

- Non GCVA Member entry fees are £175 per entry.
- To enter the awards you must email [awards@gcva.co.uk](mailto:awards@gcva.co.uk) and express an interest to enter the awards as a Non GCVA Member. Please state which categories you wish to enter, there is a fee of £175 per category.
- The GCVA will provide an invoice for the total which is due within 14 days of request.
- If your submissions have not been paid for at close of entry they will not be included for judging.

## Awards Force

Awards Force is the GCVA's awards platform for Hall of Fame entries, nominations and judging.

Click [here](#) to register / log in. You will find information about the awards at the top of the page, followed by an example entry form. Follow the How to Enter steps to start your submission.

# How to Enter Entrants

- [Log in or register](#) for your account on Awards Force
- Click 'Start entry' to begin your award submission
- Choose the award category you want to enter from the drop-down menu (award description will display alongside a 'blank entry PDF for reference' in case you need this for planning with your team;
- There are 3 sections to your submission (tabs at the top of the form);

### 1. Submission Details:

- Select your category to enter (you may enter more than one category, each entry needs to be different and requires its own submission form)
- Enter the key information for your entry (Title of your entry, Name for main contact on submission, email, job title, company, UK phone number, confirmation of GCVA membership)
- If you wish to become a judge, please email [awards@gcva.co.uk](mailto:awards@gcva.co.uk)

### 2. Entry Details

Fill in all the following fields, each have a 500-word limit;

- AMBITION: context, vision & goals
- OUTCOME: KPI's, financial, results, measurement / evaluation, impact
- COMMUNICATIONS: internal / external, press / PR & marketing spend
- INVOLVEMENT: stakeholders, industry, decision makers including board, team, partnerships
- Non-financial results, increased brand awareness / engagement, ESG, client loyalty
- Time & Date of submission (auto filled)

### 3. Attachments

- Upload either one document (PDF or JPEG, 5MB max) or one URL for a video (hosted on Vimeo or YouTube)

### 4. Click submit and your entry is complete, it's that simple!

## Additional information

- If you are entering multiple categories, you will see these listed on your dashboard (home screen) when logged into Awards Force and entries have been started
- Update your entries at any point until the deadline of Friday 1st June
- You may not submit the same entry for two categories; while it may be the same project or innovation, it must be a different entry in content, context and wording. Entries will be checked by the GCVA team for duplication before judging
- You can download a blank template form or your submission in PDF to check and share with colleagues at any time
- Ensure you respond to all entry criteria, and provide sufficient evidence.
- All submissions must be relevant to the time period covering January 2025 – present.

# Nominating for Rising Star and Honoured Industry Contributor

1. Follow the steps for 'Entrants', choose 'Rising Star of the Year' or 'Honoured Industry Contributor 2026' from the category menu
2. Add the nominee's name, job title, company, 200 word supporting statement and one attachment
3. Your supporting statements and attachments will be seen by all members when they vote

## Note: Entrants & Judges

If you are an entrant and judge, you will use the same log in and see both tabs for 'Enter' and 'Judge' at the top of your screen. You will be assigned your judging assignments after entries have closed.

## Voting Criteria

A minimum of three individual entries are required per category for the award to be considered viable, if this is not achieved the category may be forfeited.

There will be no joint winners

## Voting on Rising Star & Honoured Industry Contributor

You will be able to register to vote for the shortlisted candidates for Rising Star and Honoured Industry Contributor in August. The voting will take place on Awards Force, and you will receive the link to vote in August.

Please note on Voting for these categories:

- Each GCVA member organisation will get a maximum of 2 votes; 1 for Rising Star of the Year and 1 for Honoured Industry Contributor 2026
- Only the first vote from each member organisation will be counted

## Judging

- Judging panels will comprise of individuals working for GCVA members who volunteer to be judges, and the Executive team. The chair will be an invited, impartial GCVA member.
- Judges cannot comment or vote on their own entries and where possible will not be part of the judging if they have entered that category .
- Judges will individually score each of the criteria Ambition, Outcome, Communication, Involvement and Value between 1 – 10 (10 being the highest score). Judges must also individually leave a comment for each criterion as well as overarching comment for the submission. These comments will be essential for the judging panel calls in July.
- Judges then join a panel call where the scores are compared and a shortlist and winner are decided.
- Shortlists will be announced for each category prior to the event with Winners announced on the night of the Hall of Fame Awards.
- The judges will rely solely on the information provided by the award entrant rather than on prior knowledge they may have about the entrant .
- There can be no joint winners
- All entries will be confidential .
- The judges' decision is final, and there will be no opportunity to appeal.



# Attending the Awards

The evening will commence with a Drinks Reception followed by the Awards Ceremony including a delicious three-course dinner with wine, entertainment, and of course the ever-popular Awards Party!

To book a Gold & Silver table, please email [awards@gcva.co.uk](mailto:awards@gcva.co.uk) and we will provide you with an invoice and further information for your booking. Gold tables have priority seating in the first 3 rows and include 2 complimentary bottles of champagne. Each table has 12 guests.

Upon receipt of your invoice payment, you will be sent your booking details, invite code and link, and designed invitation pdf for you to share with your guests. Your guests must individually register for the event and fill in their attendee information - name, job title, company, email and dietary requirements.

If there are any changes to your table after these invite codes have been shared with your guests, please email [awards@gcva.co.uk](mailto:awards@gcva.co.uk).

Deadline for attendee details information is 3rd September

Single tickets (max 4 per company) will be available from the 1st July, these will be released on the same Canapii event link.

## Event Timings

17:30	Drinks reception
18:15	Awards ceremony
21:15	After party
23:30	Event ends

## Get Involved

### Sponsorship and Marketing Opportunities

Align your company with excellence at the GCVA Hall of Fame Awards 2026. Book in a meeting with the GCVA to discover the awards audience alongside the promotional opportunities including digital campaigns, speaking slots, presentations and gifting opportunities.

Email [awards@gcva.co.uk](mailto:awards@gcva.co.uk) and [victoria@gcva.co.uk](mailto:victoria@gcva.co.uk)

