

THE 10TH ANNUAL EUROPEAN

# E-COMMERCE

## CONFERENCE 2019

10 APRIL 2019 | Thon Hotel EU . Brussels

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Sponsorship Brochure

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#EcomConfEU  
www.ecommerce-conference.eu

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## Contents

- P 3 Introduction
- P 4 Previous Events
- P 5 Sponsorship Packages
- P 6 Awards and Gala Dinner Packages
- P 7 Catering Packages
- P 8 Product Opportunities
- P 9 Exhibit at E-Commerce 2019

**PLEASE NOTE:** The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

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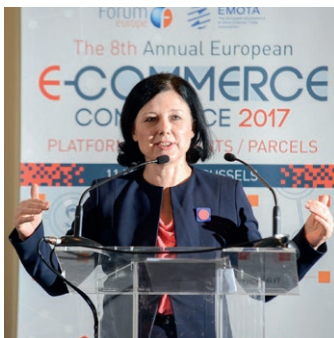
## Introduction

The European E-Commerce Conference is held annually and is the leading forum to discuss and debate the most pertinent issues affecting the sector.

With over 200 participants attending each year, it has become a must-attend event for e-commerce professionals and other stakeholders involved in this debate, bringing together senior policy-makers, NGOs, academics, industry representatives and regulators from the EU and beyond.

For more details of the speakers and delegates who have participated at past European E-Commerce Conferences please see the next page.

For further information about this annual event, please contact contact:  
Joe Rossiter on +44 (0)2920 783 078 or email [joe.rossiter@forum-europe.com](mailto:joe.rossiter@forum-europe.com)



## Sponsorship of the Conference

Annual events such as this are not simply stand alone, one-off marketing opportunities. Over time, they develop a brand of their own and a reputation for quality which adds value for all organisations that are associated with it. The conference offers sponsoring organisations the opportunity to become involved on a regular basis in a pivotal and talked about policy and industry event.

There are a number of different ways in which you will benefit from taking out a sponsorship package at the conference. Simply having your name and brand associated with a high-level event such as this can be extremely valuable and it provides a great opportunity to raise your profile within the industry and with high level policy and decision makers.

Our sponsorship packages are designed to offer optimum exposure for the budgets that are available. Details of these can be found on the following pages. For more information on the packages and to discuss your sponsorship requirements, please contact:

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## Previous Events

### Who attends the Annual European E-Commerce Conference?



- 29%** EU Institutions
- 41%** Corporate
- 4%** National Governments & Regulators
- 5%** Not-for-profit
- 8%** Journalists / Press
- 13%** Diplomatic Missions & Permanent Representations to the EU

### Previous delegates have included representatives of the following organisations

Amazon	Union	European Parliament	Motion Picture Association	Sony Pictures
Amway	Deloitte	Expedia	Nokia	Entertainment
Apple	Deutsche Post DHL	Facebook	Oracle	Symantec
Atos Worldline (UK)	Deutsche Telekom	GlaxoSmithKline	Orange	TechAmerica Europe
Belgian Post International	DHL Express	Google	PayPal	Telefónica
BEUC	DigitalEurope	GSMA	PostNL	Telenor
BNP Paribas	DLA Piper	Intel	Procter & Gamble	TNT Post
Bon Prix	eBay Inc.	International Post Corporation	Rakuten, Inc.	TRUSTE
Bouygues S.A.	ENISA	Le Groupe La Poste	BlackBerry	U.S. Mission to the EU
bpost international	Estee Lauder	MasterCard Europe	Robert Bosch Foundation	UPS
BSkyB	Etam Group	Microsoft	Rovio	Vivendi
BT	Etsy	MIH Allegro	Royal Mail Group	WorldPay
Council of the European	European Commission		Samsung	Yahoo!

### Previous speakers have included\*

\* Job titles and organisations at time of the Conference

#### European Institutions

#### Industry

#### National Governments



**Vera Jourová**  
Commissioner for Justice, Consumers and Gender Equality, European Commission



**Michel Barnier**  
European Commissioner for Internal Market and Services\*



**Antti Peltomäki**  
Deputy Director General, DG ENTR, European Commission



**Cindy Miller**  
President, UPS Europe



**Steven Pope**  
Vice President, Customs & Regulatory Affairs, DHL Express



**Hein Pretorius**  
CEO, MIH Allegro



**Pat Rabbitte**  
Minister for Communications, Energy & Natural Resources, Irish Presidency of the EU



**William E. Kennard**  
Ambassador to the European Union, United States Mission to the EU



**Vincent Van Quickenborne**  
Minister of Economy and Reform, Belgium



**Roberto Viola**  
Deputy Director General, DG CONNECT, European Commission



**Claire Bury**  
Deputy Director General, DG CONNECT, European Commission



**Anneleen van Bossuyt**  
MEP and IMCO Committee Chair



**Michael Lemberger**  
Senior Vice President, Product Solutions Europe, VISA



**Giulio Montemagno**  
General Manager for Western Europe, PayPal



**Jean-Paul Forceville**  
Chairman, PostEurop



**Alexander de Croo**  
Deputy Prime Minister & Minister of Development Cooperation, Digital Agenda, Telecom and Postal Services

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## Sponsorship Packages

Prices listed do not include VAT.

The list of packages described below is by no means exhaustive and is meant only as a guide to the possible sponsorship opportunities that are available at this event.

If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

Benefits	Platinum	Gold	Silver
Exclusive speaking position for company representative <i>(subject to suitability to programme)</i>	✓		
Corporate identity on conference website with link to company website	✓	✓	✓
Recognition as sponsor <i>(at selected level)</i> in marketing emails and press releases	✓	✓	✓
Distribution of company materials at the event	✓	✓	✓
Branding on main stage	Priority Branding	✓	✓
Exhibition Space	Prime Location	✓	✓
Advert in delegate handout	Full Page	Half Page	
Complimentary delegate places	5	3	1
<b>Cost (excl. VAT)</b>	<b>€10,000</b>	<b>€8,500</b>	<b>€5,000</b>



## Awards & Gala Dinner Packages

Prices listed do not include VAT.

In celebration of the ongoing success of Forum Europe's Annual European E-Commerce Conference and EMOTA's continued support and advocacy for Europe's E-Commerce sector, we are throwing a celebratory gala dinner and awards ceremony.

Joint hosted by Forum Europe and EMOTA, this gala dinner and awards ceremony will celebrate the outstanding and noteworthy contributions of Ecommerce businesses and regulators alike.

### Sponsorship Packages Available

#### Platinum Dinner Package

€15,000

- Exclusive sponsorship of dinner
- Priority branding on all dinner banners
- Priority Logo branding across pre-event marketing
- Welcome address at the conference
- Introduce and give out 2 awards
- 1 complimentary table at the dinner (up to 8 places)

#### Gold Dinner Package

€5,000

- Logo placement on all gala dinner branding
- Opportunity to make an intervention in front of assembled guests
- 1 complimentary table at the dinner (up to 8 places)

#### Sponsor an award

€5,000

- Exclusive sponsorship of an award during the awards ceremony
- Ability to name an award
- Introduce and present the award

#### Book a table for the dinner

€1,000

- 1 table includes up to 8 places
- Discounts available for further bookings

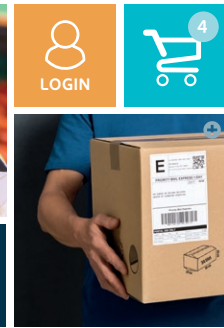
If you would like to sponsor both the conference and the gala dinner, please contact:

Joe Rossiter on +44 (0) 2920 783 078 or email [joe.rossiter@forum-europe.com](mailto:joe.rossiter@forum-europe.com) to discuss a bespoke arrangement.

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## Catering Packages

Prices listed do not include VAT.

### Exclusive Sponsorship of Lunch

€2,500

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Opportunity to give luncheon address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place

### Exclusive Sponsorship of Cocktail Reception

€3,000

- Exclusive corporate identity displayed on banners at reception venue • Corporate identity included on invitations and menu cards
- Opportunity to give welcome address (though not compulsory)
- Full page advert in programme
- 1 complimentary delegate place
- 5 complimentary places to attend the cocktail reception (not conference)

### Exclusive Sponsorship of Refreshments (3 refreshment breaks)

€1,800

- Corporate identity displayed in the refreshment area during coffee breaks
- Opportunity to include branded items such as napkins, chocolates or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions)
- Full page advert in programme
- 1 complimentary delegate place

In addition to the above benefits, all catering sponsors will also be included in the sponsor section of the event programme.

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## Product Opportunities

Prices listed do not include VAT.

As well as the main Sponsorship Packages, there are also a range of product based branding opportunities available with Forum Europe. These have been chosen specifically for their ease of production and value beyond the event itself. The list below is by no means exhaustive and our marketing team will be happy to work with you to create innovative sponsorship packages tailored to the needs of you and your company.



### Sponsored Lanyards

€1250 + cost of production

Lanyards are distributed to all delegates on arrival at the conference, ensuring high visibility of your brand throughout the event.



### Conference Badges

€1200

All delegates are required to wear their personalised conference badge (attached to the lanyard) on arrival at the venue. Have your company logo on all delegate badges (position as design allows) and remind delegates of your company's input into the conference.

**Sponsorship of both the lanyards and conference badges can be offered at a combined price of €2000 + cost of production**



### Data Sticks

€1250 + cost of production

In addition to providing a high value branded product to delegates beyond the event, conference proceedings can be loaded onto the sticks prior to the event and distributed to delegates on arrival.



### Conference Pens and Pads

€1250 + cost of production

Distributed to all attendees upon arrival, branded pens and pads again offer visibility to you and value to the delegate both during and beyond the event.



### Insert in Delegate Packs

€500

Product or promotional materials can be included within the delegate packs distributed to each participant upon arrival. A high value option providing detailed company information to all delegates.



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## Exhibit at E-Commerce 2019

Prices listed do not include VAT.

Stand Size: 2m x 3m

€1,500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during The 10th Annual European E-Commerce Conference 2019.

### This conference will offer exhibiting organisations the opportunity to:

- Showcase, promote, and introduce products, technology and services to industry, legislators and media
- Increase industry exposure
- Discover new business opportunities
- Attract new clients and touch base with existing clients
- Form strategic alliances with other companies

Stands can be prominently situated in the foyer area outside the conference room. All delegates will pass through this area on approach to the conference room. This area is also used to serve teas, coffee and refreshments. This ensures that delegates will be directly exposed to your company and will have the opportunity to explore your exhibitor display whilst enjoying drinks and snacks during the three separate refreshment breaks scheduled for the day.

### As part of the exhibitor's package, you will receive:

- A unique exhibition space of 2m x 3m, including a display table
- Admittance to the exhibition area for one representative to act as a host/hostess on the stand
- A 25% discount off the standard conference fees for any organisation representatives who wish to attend the main event
- Listing of your company details in the Exhibitors Directory that is given to all delegates at the event, including a 50 word description of your organisation and the products and services that you offer
- Listing of your company details on the event website ([www.ecommerce-conference.eu](http://www.ecommerce-conference.eu)) along with contact details and a link to your homepage
- A special discounted rate of €250 for a full page colour advert in the main conference delegate handout

In addition, you will also receive a copy of the main conference handout, including a delegate list and details of the presentations made at the conference.

### Exhibition details:

All stand areas are sized at 2m x 3m and the ceiling height in the room is 3m. The exhibition will be of a table top nature, not enclosed by a shell scheme.

Exhibitors may bring their own display stands but these must not extend beyond the area that has been reserved. All spaces have a display table sized approximately 1.8m x 1m included in the price.

Exhibitors are invited to prepare their stand between 14.00 and 17.00 the day before the conference.

**Please contact** Joe Rossiter on +44 (0)2920 783 078 or email [joe.rossiter@forum-europe.com](mailto:joe.rossiter@forum-europe.com)

**Please note:** Exhibition space will be allocated strictly on a first-come, first-served basis so please book early to avoid disappointment.

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& Omni-Channel Trade  
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