

A joint initiative of:

Forum Europe, EuroCommerce, EuroCoop,
the European Retail Round Table and Independent Retail Europe



EUROPEAN RETAIL DAY

Innovation at the Heart of Retail

30 November 2017 / Thon Hotel EU . Brussels

Sponsorship Brochure

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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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Overview

The inaugural European Retail Day is a joint initiative of Forum Europe, EuroCommerce, EuroCoop, the European Retail Round Table and Independent Retail Europe, to discuss the major transformations, challenges and opportunities affecting the retail sector in Europe.

Driven primarily by technology and the Internet, consumer behaviour, choice and preferences are evolving. How retailers respond to these fundamental shifts will be key to the future success of the sector. While technology and digitalisation pose many challenges, they also have the power to be a force for good for retailers, enabling shopping to continue to be a vibrant and exciting experience for consumers, both in store and online. While meeting the challenge of the digital transformation positively, retailers continue to have a responsibility to the sustainability and supply chain agendas, where much of the relationship and trust is built with consumers and where the retail sector can have a tangible positive social impact.

On the 30th November, high-level policymakers, industry leaders and prominent experts will gather in Brussels for the inaugural European Retail Day. The conference will give further impetus and drive to the development of Europe's single market project, look at how the retail sector could contribute to it, and analyse future steps and innovation needs to ensure the growth and global competitiveness of the sector.



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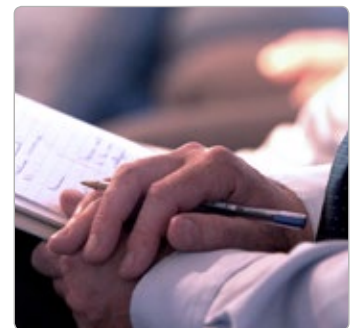
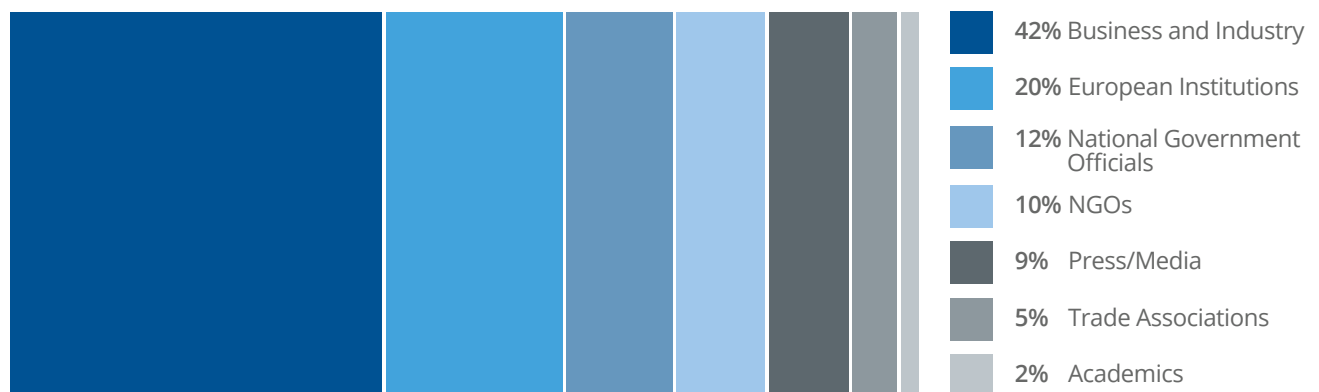
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Who will attend?

Over 250 delegates from across Europe will take part in the inaugural edition of the European Retail Day, with participants coming from European institutions as well as industry market leaders, including member companies of EuroCommerce, EuroCoop, the European Retail Round Table and Independent Retail Europe.

An example of the breakdown of attendees at a typical Forum Europe event.



Become Involved

Sponsoring or exhibiting in this event offers the chance to:

- ▶ Promote your organisation to delegates including European Institutions, key policymakers and decision-makers, C-level executives, trade associations and many others.
- ▶ Strengthen corporate and community relationships and an unrivalled platform to expose your organisation to key decision makers and industry leaders.
- ▶ Interact with delegates face to face during the numerous networking opportunities.

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Catering Packages

Prices listed do not include VAT

Exclusive Sponsorship of Lunch

€4,000

- Corporate identity displayed in dining area during lunch
- Corporate identity included on menu cards
- Full page advert in programme
- 1 complimentary delegate place

Exclusive Sponsorship of Refreshments

€2,500

- Corporate identity displayed in the refreshment area during welcome coffee and coffee break
- 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

Exclusive Sponsorship of the Cocktail Reception

€3,000

- Corporate identity displayed on banners in the refreshment area during the cocktail reception
- 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)

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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Additional Opportunities

Prices listed do not include VAT

As well as the main Catering 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 your needs.



Sponsored Lanyards

€2000 + 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 €2700 + 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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Exhibition Packages

Prices listed do not include VAT

Stand Size: 2.5m x 3m

€1500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during the conference.

Exhibition will be a key feature of the inaugural European Retail Day, with 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 of the conference room. All delegates will pass through this area on route to the conference room. The area is also used to serve teas, coffees 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 refreshment breaks scheduled for the day.

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

- A unique exhibition space of 2.5m 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 (if applicable) 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 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 2.5m x 3m and the ceiling height in the room is 3.5m. 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 will be advised in advance of a convenient time to prepare their stand.

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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