



RETAILX
Events

Media

Retail Media Networks Adoption & Maximising Revenue

June 2024

Media | Marketing | Advertising | Digital | Commercial | Retail Media |
Ecommerce | Partnerships

**Sponsorship & Exhibiting
Opportunities**





What to expect

In 2022, Retail Media spending amounted to £2.7 billion, and it is projected to reach £25 billion by 2026. Considering that this channel is still finding its footing in Europe, it's no surprise that 82% of advertisers intend to increase their spend this year.

Amazon holds the majority share of the spending and has pioneered this new media channel. However, other retailers in Europe are also catching up. Exceptionally engaged audiences and high-traffic digital channels are key indicators that establishing your own retail media network or joining an existing one can lead to success.

From building a technology stack to setting up infrastructure, utilising first-party data for monetization, MediaX explores the experiences of well-established retailers in this space to new entrants. It uncovers any entry barriers and discusses what advertisers, particularly in the FMCG sector, should consider when making investments.



PARTNER PACKAGES	PACKAGES AVAILABLE	BRANDING	THOUGHT LEADERSHIP	SHOWCASE	ADD ON	DATA	TICKETS
<p>HEADLINE SPONSOR</p> <p>£16,000</p>	1 AVAILABLE	High level logo exposure on event promotional materials, app, email & online	<p>Presentation with client to co-present</p> <p>Placement first AM sponsor session</p>	<p>3m x 2m meeting pod</p> <p>Scanner via app included</p>	<p>1 x seat drop</p> <p>1 x event mail post event</p> <p>1 x Report Sponsor</p>	Attendees registered / scanned to session	<p>4 staff</p> <p>10 guests</p> <p>1 speaker</p>
<p>KEYNOTE SPONSOR</p> <p>£12,000</p>	3 AVAILABLE	Mid-level logo exposure on event promotional materials, app, email & online	<p>Presentation with client to co-present</p> <p>Placement first come basis</p>	<p>3m x 2m meeting pod</p> <p>Scanner via app included</p>	1 x seat drop	Attendees registered / scanned to session	<p>3 staff</p> <p>1 speaker</p>
<p>PANEL SPEAKING</p> <p>£8,000</p>	4 AVAILABLE	Logo exposure on event promotional materials, app, email & online	<p>Panel slot alongside 2 / 3 brands</p> <p>Placement first come basis</p>	<p>3m x 2m meeting pod</p> <p>Scanner via app included</p>	-	Attendees registered / scanned to session	<p>2 staff</p> <p>1 speaker</p>
<p>DISPLAY STAND</p> <p>£6,000</p>	11 AVAILABLE	Logo exposure on event promotional materials, app, email & online	-	<p>3m x 2m meeting pod</p> <p>Scanner via app included</p>	-	-	2 staff

Headline Sponsor

1 OPPORTUNITY AVAILABLE

- Headline Sponsor of event - logo travels with event logo - print and digital marketing offline and online
- Keynote presentation in morning opening session, with a client to co-present (focus to be decided in collaboration with the Conference Director)
- Logo on conference stages and signage on site
- Opportunity to include 1x video interview with senior sponsor representative on the event website (to be marketed to full InternetRetailing communities)
- 1x Seat drop opportunity
- Company logo, 150 word profile, contact details and link on the event website
- Company logo, 150 word profile and contact details in the event app
- 6 sqm "zero logistics" Display Stand in the exhibition area
- 10x delegate passes to invite guests to conference free of charge
- 4x staff passes
- Opportunity to send post-event email to full event registration list
- 1 x license to app scanner to collect delegate information at the stand



INVESTMENT
£16,000



3 OPPORTUNITIES AVAILABLE

- Data collection of attendees (scanned at regular intervals)
data passed back to sponsors
- 1x 6sqm "zero logistics" Display Stand
- 3x Staff Passes
- Logo on event marketing and event website
- Opportunity to submit article on Internet Retailing pre-event
- 1x Seat Drop opportunity
- 1 x license to app scanner to collect delegate information
the stand



£12,000

Panel Speaking

4 OPPORTUNITIES AVAILABLE

- 1x panel discussion slot, one sponsor per panel only on a first come basis
- Introduction pre-event to panel speakers and moderator
- Scanning of badges and data collection of session attendees passed back to sponsor
- 1x 6sqm "zero logistics" Display Stand
- 1 x license to app scanner to collect delegate information at the stand
- 3 x staff passes (+1 speaker pass)
- Company logo, 150 word profile and link on the conference website and event app

INVESTMENT
£8,000

Display Stand

"ZERO LOGISTICS"

- 6 sqm "Organiser Built" backlit Display Stand plus 6sqm footprint in the event exhibition and breakout area
- Client supplies artwork
- 2x staff to be catered for on site and have access to all areas
- Power supply, poseur table and two high stools provided with venue internet connection
- Company logo, 150 word profile and link on the conference website
- Company logo, 150 word profile and contact details in the Event App
- 1 x license to app scanner to collect delegate information at the stand

All you need to supply will be artwork for your light box display - that is it!
Turn up as late as 10 minutes before the event with your marketing collateral and sell!

LIMITED EXHIBITION SPACE AVAILABLE



INVESTMENT
£4,000

Pre-event Dinner

4 OPPORTUNITIES AVAILABLE

- Join a private dinner for 24 attendees eve of conference
- MediaX to invite key guests from event Speakers, Advisory Board and Delegates after liaising with sponsor
- 1x senior staff to attend dinner
- 2x staff passes to event

INVESTMENT
£6,500



Registration & Badge Sponsor

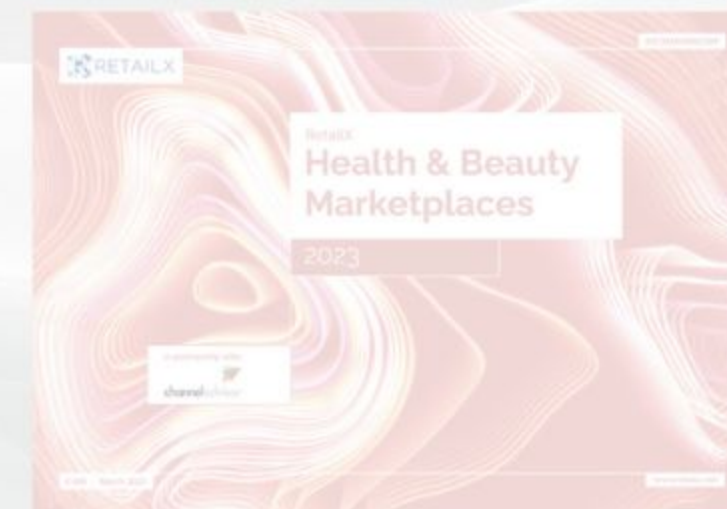
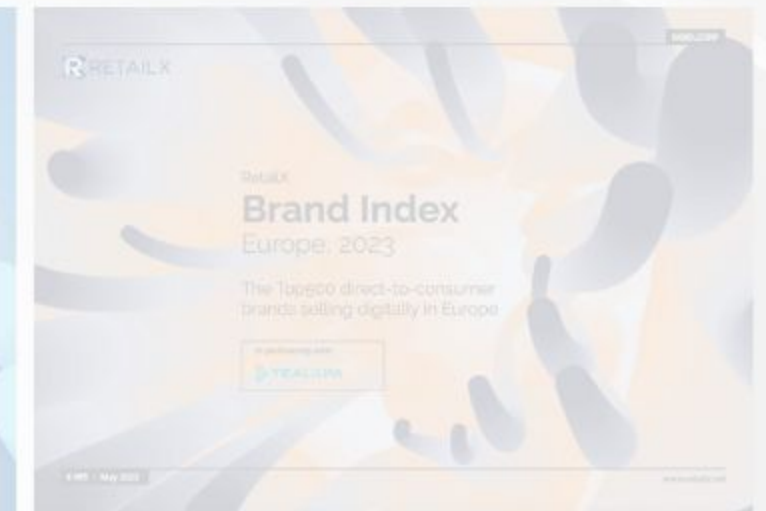
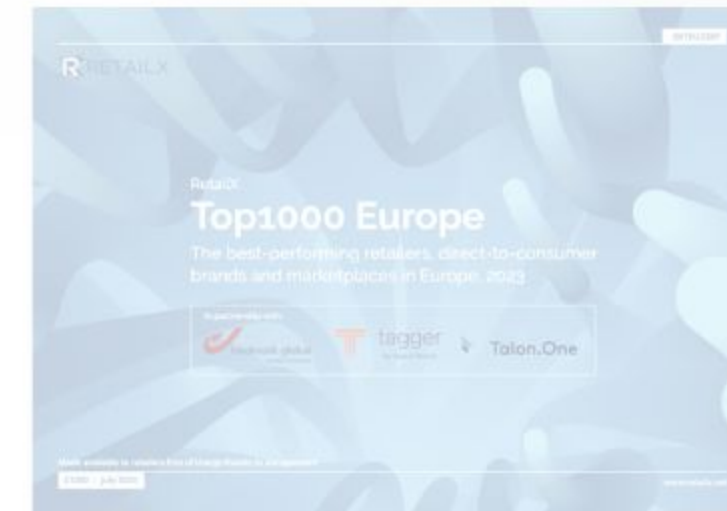
- Company logo on Delegate, Visitor, Press and Speaker Badges (includes cost of branded badges)
- Company logo on event lanyards (includes cost of branded lanyards)
- Company logo on branded billboard across registration desks
- Company logo on the event registration page online
- Company logo on event marketing offline & online
- Company logo, 150 word profile, contact details and link on the conference website
- Company logo, 150 word profile and contact details in the event app
- 2x staff passes



INVESTMENT
£3,500

Report Sponsor

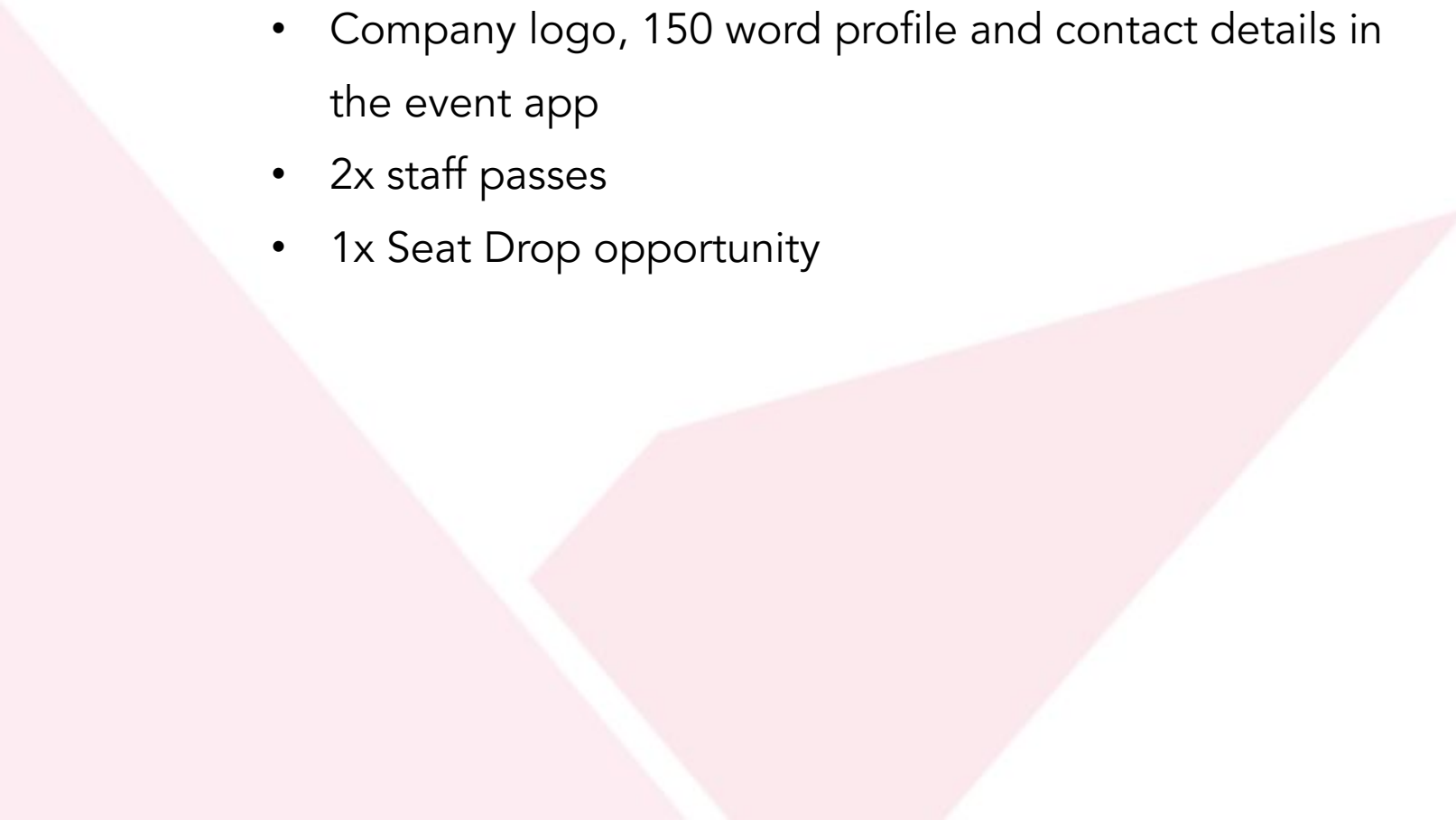
- 1 of 5 Sponsors
- Sponsors logo on the front cover
- Sponsors full page ad in the report
- Sponsors 500 words partner perspective editorial in the Report
- Minimum 250 downloads with no cap on the data we share
- Sponsors can provide target list for RX to add to it's ABM activity
- Sponsors can provide a list of their clients under NDA for RX to include in its non-endorsing case studies (No intro to clients needed)



INVESTMENT
£4,000



Event Visitor Bag Sponsor

- Company logo on event marketing offline and online
 - Company logo, 150 word profile and link on the conference website
 - Company logo, 150 word profile and contact details in the event app
 - 2x staff passes
 - 1x Seat Drop opportunity
- 



INVESTMENT
£1,500



Notebooks & Pens Sponsor

- Official Sponsor of the conference delegates Notebooks & Pens
- Sponsor to supply up to Notebooks & Pens
- Company logo, 150 word profile and contact details in the event app
- Company logo on event marketing offline and online
- Opportunity to insert literature in notebooks
- Company logo, 150word profile, contact details and link on the conference website
- 2x staff passes



INVESTMENT
£1,500



RETAILX
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DeliveryX



**Internet
Retailing**