



RETAILX
Events

Digital

Digital Marketing Evolution, Performance & AI

May 14th 2024 | London

Marketing | Data | Analytics | Digital | Strategy | Online | Media |
Advertising | Social | Mobile | Ecommerce | AI

**Sponsorship & Exhibiting
Opportunities**





RETAILX
Events

What to expect

Join Digital Marketing Evolution to become a next-generation retail marketer. Learn how to navigate the landscape of AI-powered technology, improve overall marketing performance and maximise digital channels to better reach your customer.

As we witness the transformative role of Generative AI, we recognize that this is only the beginning. The discussions will not only help to gain a footing in new marketing trends and innovations, but to understand how to apply those insights within your business.

Maximise the potential of your marketing funnel, and boost acquisition and retention rates with the unique knowledge gained at this event. Gain an in-depth understanding of digital marketing performance, AI, ML, retail media and ecommerce marketing. Enabling intelligent marketers, to market more effectively.



DigitalX takes place over 1 a day, in-person with 2 streams.

Be heard by the Marketing community and be seen as an industry expert in your field. Hosted by the UK's leading industry research firm for 22 years, RetailX. Focused on strategy, insights and analysis for the top 1000 ecommerce, multichannel retailers & brands.

Primary Attendee Titles

C Level, Director, VP, Head or Manager of Digital, Ecommerce, Marketing, Online, Media, CX

250 Industry Executives

Multichannel Retailers, Brands, DTC, Marketplaces, Pureplays, Agencies & Corporates

Sector Focused

Grocery, FMCG, Fashion, Health & Beauty, Travel, DIY, F&B, Luxury & more

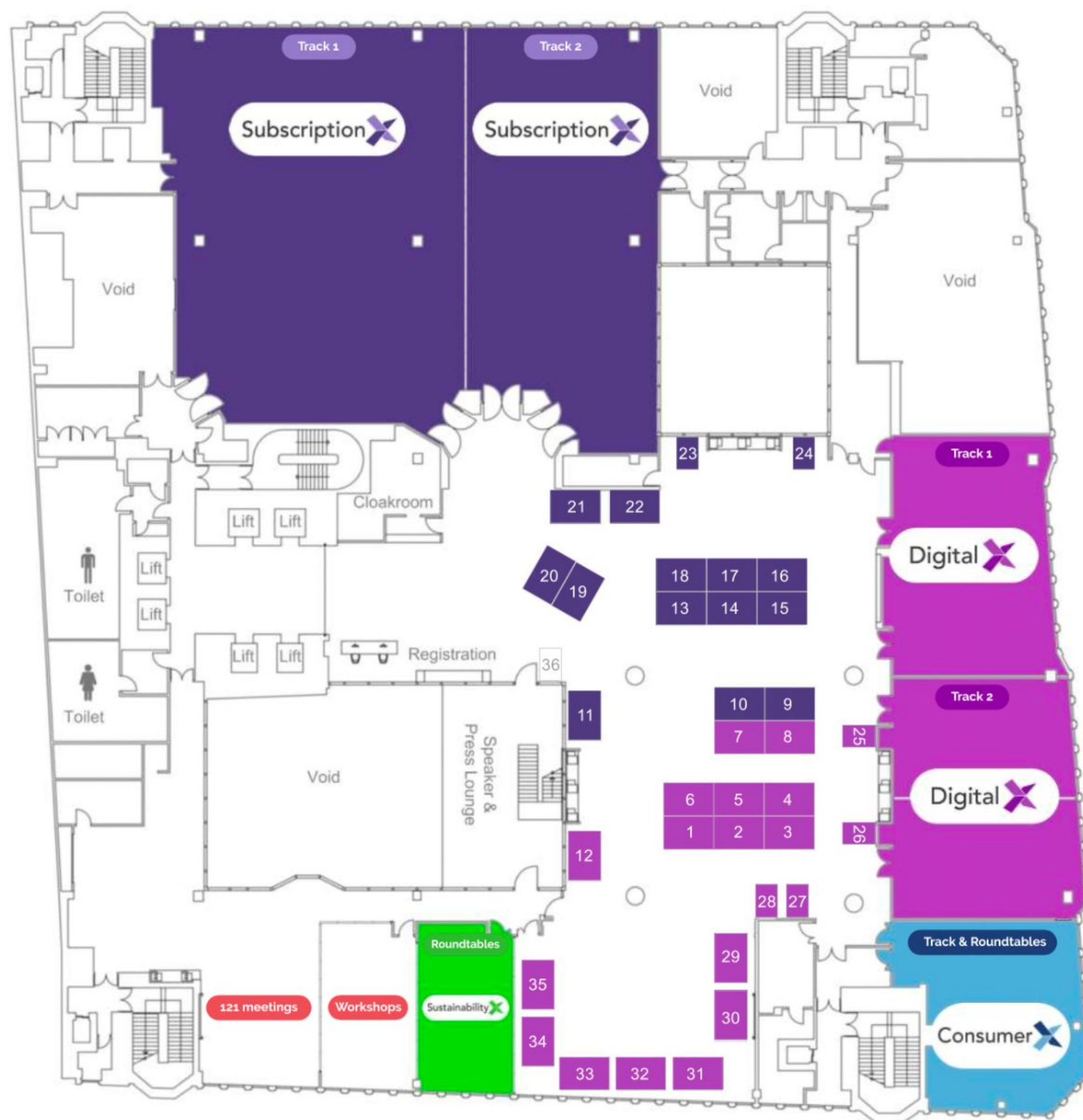
Streams

Performance & AI

Delve into AI-driven technology and enhancing marketing performance. Gain actionable insights for boosting acquisition and retention rates.

Digital & Optimisation

Deepen your understanding of the digital marketing funnel and optimizing ecommerce channels. Elevate your marketing with intelligence and innovation.



RETAILX Events **Spring Festival**

Zero Logistics Stand - Plug & Play - £6K



- | | |
|-----------------|----------------|
| 1. | 19. Avalara |
| 2. | 20. |
| 3. | 21. |
| 4. | 22. |
| 5. | 23. |
| 6. | 24. Bento Tech |
| 7. | 25. |
| 8. | 26. |
| 9. | 27. |
| 10. | 28. |
| 11. | 29. |
| 12. | 30. |
| 13. Ordergroove | 31. |
| 14. | 32. |
| 15. | 33. |
| 16. | 34. |
| 17. | 35. |
| 18. | 36. |

PARTNER PACKAGES	PACKAGES AVAILABLE	REPORT PARTNER	BRANDING	THOUGHT LEADERSHIP	SHOWCASE	ADD ON	DATA	TICKETS
HEADLINE £25,000 Room capacity 200	1 AVAILABLE	*Additional cost* Report partner including downloads & option to join panel at event	Highest level logo exposure on event promotional materials, app, email & online	Presentation with client to co-present or Panel Plenary position allowed	3m x 2m meeting display Scanner included	1 x plenary track takeover 1 x seat drop 1 x event mail post event 121 meetings	Attendees registered to 'plenary' track / session 160 seater	4 staff 10 guests 1 speaker
THEATRE £21,500 Room capacity 125	4 of 4 AVAILABLE	*Additional cost* Report partner including downloads & option to join panel at event	High-level logo exposure on event promotional materials, app, email & online	Presentation with client to co-present	3m x 2m meeting display Scanner included	1 x track takeover 1 x seat drop 121 meetings	Attendees registered to track / session across day 160 seater	3 staff 1 speaker
PANEL £12,000 Room capacity 125	4 AVAILABLE	*Additional cost* Report partner including downloads & option to join panel at event	Mid-level logo exposure on event promotional materials, app, email & online	Panel slot alongside 2 / 3 brands	3m x 2m meeting display Scanner included	-	Attendees scanned to panel session 160 seater	2 staff 1 speaker
DISPLAY £6,000	8 AVAILABLE	*Additional cost* Report partner including downloads & option to join panel at event	Logo exposure on event promotional materials, app, email & online	-	3m x 2m meeting display Scanner included	-	-	2 staff

Headline Sponsor

- Headline Sponsor of event - logo travels with event logo - print and digital marketing offline and online
- Keynote plenary session (focus to be decided in collaboration with the Conference Director)
- 1x Workshop package
- 121 Meetings
- Company logo on front cover of Event Programme
- Logo on all conference stages and signage on site
- Opportunity to include 1x video interview with senior sponsor representative on the event website (to be marketed to the 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
£25,000

Theatre Track Sponsor

4 OPPORTUNITIES AVAILABLE

- Sponsorship of content of one of the two tracks at the event
- 2x sponsors per Track
- 121 Meetings
- Track known as the XXXXX Track, sponsored by YYYYYY.
- 1x presentation slot within the Track. Speaker and subject agreed with the Conference Director.
- Data collection of Track attendees (scanned at regular intervals throughout the day) with all data passed back to Track sponsors
- Tick Box on registration form to request interest in Track with all data passed back to Track sponsors
- 1x 6sqm "zero logistics" Display Stand
- 3x Staff Passes
- Logo on all event marketing and top of 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 at the stand



INVESTMENT
£21,500



Panel Speaking

- 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
£12,000



Plenary Panel

Digital Marketing Evolution Report

3 SPOTS 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
£7,000

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
£6,000

SME Stand

"ZERO LOGISTICS"

- 2 sqm "Organiser Built" backlit Display Stand plus 2sqm 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!

APPLIES TO STAND: 23, 24, 25, 26, 27, 28 ONLY



INVESTMENT
£6,000

Leaders Lunch

4 OPPORTUNITIES AVAILABLE

- Join a private dinner for 24 attendees eve of conference
- 1 of 4 seats available
- MarketingX 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 the Conference

INVESTMENT
£6,500



Pre-event Dinner

4 OPPORTUNITIES AVAILABLE

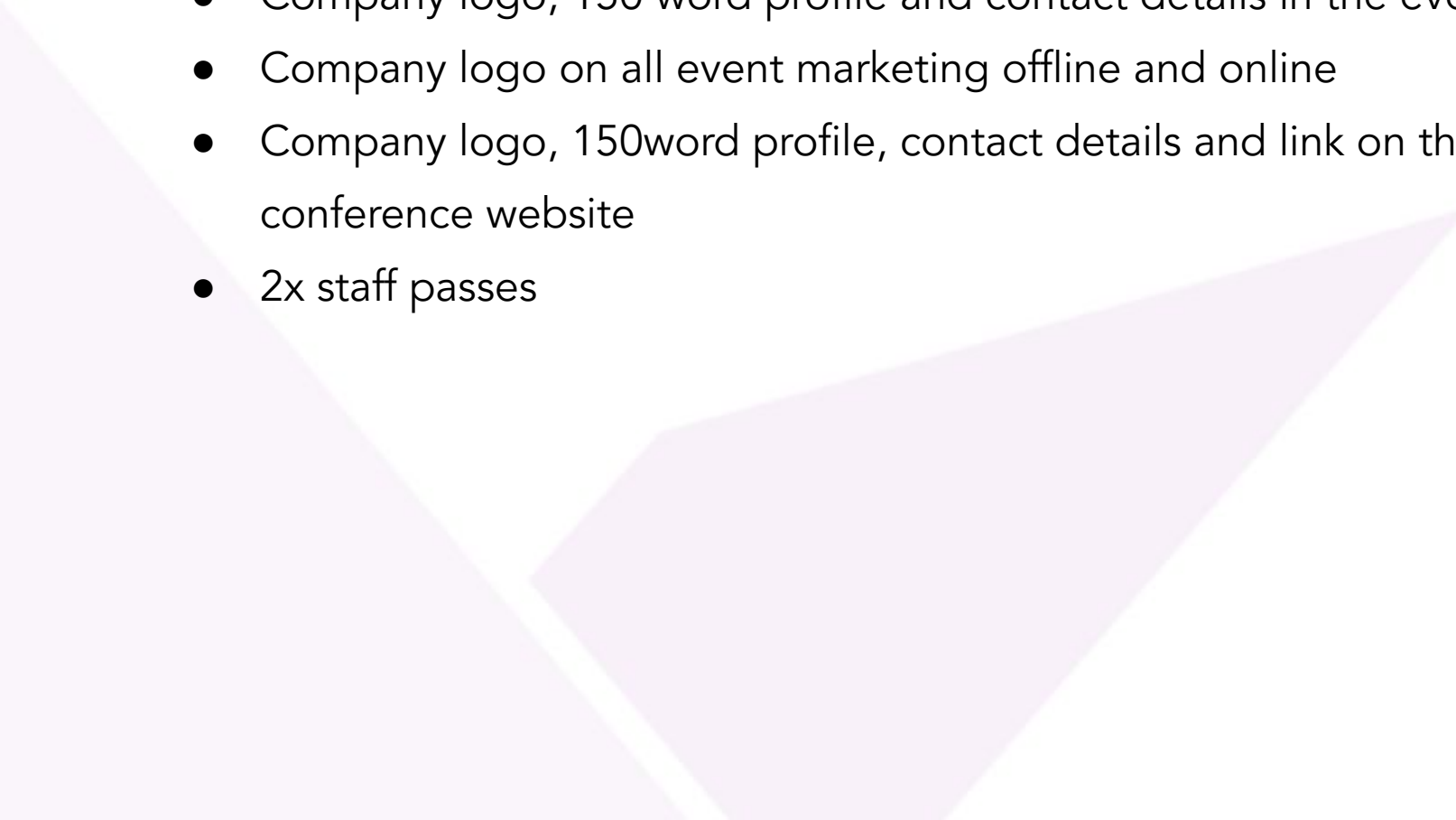
- Join a private dinner for 24 attendees eve of conference
- 1 of 4 seats available
- MarketingX to invite key guests from event Speakers, Advisory Board and Delegates after liaising with sponsor
- 1x senior staff to attend dinner
- 2x staff passes to the Conference

INVESTMENT
£6,500



Drinks Reception Sponsor

1 AVAILABLE

- Official Sponsor of the closing drinks reception across festival
 - Digital / branding of the space
 - Attendees pre-reg and list shared with partner post event
 - Company logo, 150 word profile and contact details in the event app
 - Company logo on all event marketing offline and online
 - Company logo, 150word profile, contact details and link on the conference website
 - 2x staff passes
- 



INVESTMENT
£8,000

Podcast Takeover

- Sole branding and host of onsite podcast studio across all 4 events
- Podcast Named in association with XXXXXX sponsor
- 1 sole podcast recording with client and an editor of InternetRetailing
- 4 x 20 mins episodes recorded onsite with a brand / retailer co-hosted with Editor of InternetRetailing & sponsor guest speaker
- Hosted on RetailX Events
- Advertised and promoted on InternetRetailing.net and ChannelX.net
- Exclusive ability to use the podcast content as part of your marketing initiatives
- 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
- Post event promotion email to Festival attendees
- 2x staff passes



INVESTMENT
£12,000

Report Sponsor

5 AVAILABLE

Digital Marketing Evolution Report

5 SPOTS AVAILABLE

- 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)





1-2-1 Meetings

Package of 5 Meetings

5 AVAILABLE

- 5 x 10 mins private introductory meetings with targeted contacts.
- We will have a list of VIP participants (buyers) who will be going through our registration process, open to introductory meetings with solution providers.
- You will get the list of these VIPs in two batches (title & company). One batch two weeks before the event, and the second batch 1 week from the event. You highlight 40 representatives you wish to meet with.
- We will 'personally' (via account managers, no app!) get in touch with your wish list & arrange as many meetings as possible.
- Once confirmed, meeting invitations will be sent to lock in the time and place on-site at the event.
- Any missed meetings below the 5 guaranteed, we will endeavour to arrange for a different meeting slot at the event or post event virtually.
- This package guarantees you a minimum of 5 meetings but depending on the compatibility of the solution some of our clients get more (at no extra cost).
- We assign 10 meeting packages per event only, first come basis.



INVESTMENT
£5,000



Registration & Badge Sponsor

- Company logo on all 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 all 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



Notebooks & Pens Sponsor

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



INVESTMENT
£1,500



Event Visitor Bag Sponsor

- Client supplies branded visitor bags given out to attendees across all events
- 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



RETAILX
Events

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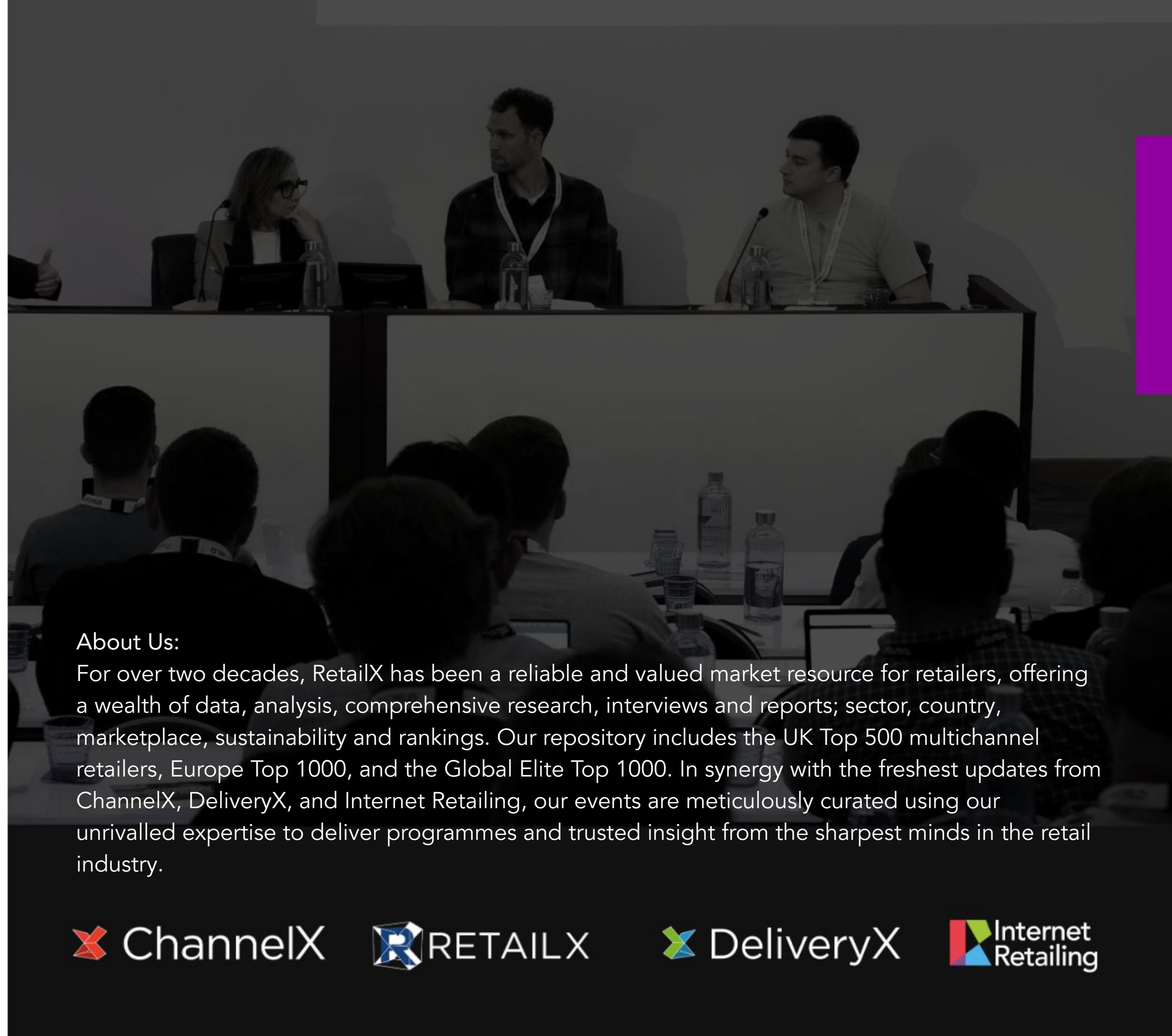
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Visit

www.retailx.events

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About Us:

For over two decades, RetailX has been a reliable and valued market resource for retailers, offering a wealth of data, analysis, comprehensive research, interviews and reports; sector, country, marketplace, sustainability and rankings. Our repository includes the UK Top 500 multichannel retailers, Europe Top 1000, and the Global Elite Top 1000. In synergy with the freshest updates from ChannelX, DeliveryX, and Internet Retailing, our events are meticulously curated using our unrivalled expertise to deliver programmes and trusted insight from the sharpest minds in the retail industry.



ChannelX



RETAILX



DeliveryX



Internet
Retailing