

COMMERCE CONFERENCE 2018

8 MARCH 2018 / THE HOTEL . BRUSSELS



Sponsorship Brochure

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■ www.ecommerce-conference.eu

www.forum-europe.com



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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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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:

Anne-Lise Simon on +44 (0) 2920 783 023 or email anne-lise.simon@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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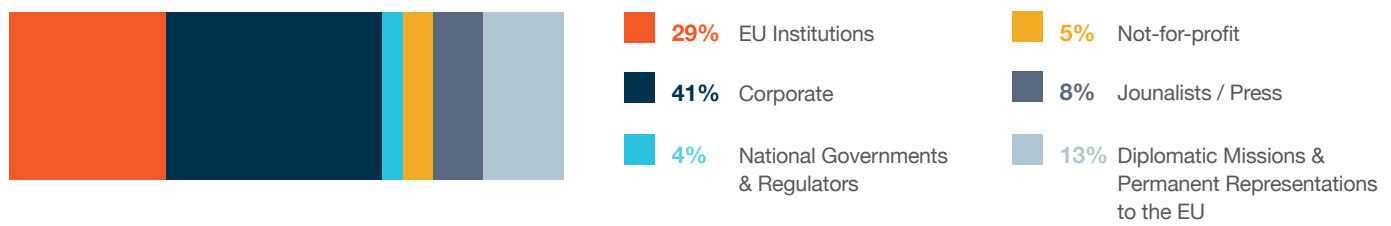


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Previous Events

Who attends the Annual European E-Commerce Conference?



Previous delegates have included representatives of the following organisations

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

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	John Dalli EU Commissioner for Health and Consumer Policy	Antti Peltomäki Deputy Director General, DG ENTR, European Commission	Michael Lemberger Senior Vice President, Product Solutions Europe, VISA	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	Vicky Ford Chair of the IMCO Committee, MEP, European Parliament	Cindy Miller President, UPS Europe	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

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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
Cost (excl. VAT)	€10,000	€8,500	€5,000

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Catering Packages

Prices listed do not include VAT.

Sponsorship of VIP & Speaker Dinner

€5,000

- Opportunity to introduce and lead dinner-debate
- Three-course dinner for speakers and high-level invited guests
- Three seats at dinner reserved for your representatives or guests
- Corporate identity displayed in dining area during dinner
- Corporate identity included on menu cards
- Full page advert in programme
- 3 complimentary delegate places

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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The European eCommerce
& Omni-Channel Trade
Association

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Exhibit at E-Commerce 2018

Prices listed do not include VAT.

Stand Size: 2m x 3m

€1500 per stand



Be recognised as an important sector leader with an exclusive exhibition space during The 9th Annual European E-Commerce Conference 2017.

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) 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 Anne-Lise Simon on +44 (0)2920 783 023 or email anne-lise.simon@forum-europe.com to reserve your exhibition space at the event.

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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