

DIGITISING COMMERCE

EXHIBITOR
BROCHURE

IRX & eDX

13 & 14 May 2025 | NEC, Birmingham

Headline sponsor:
klaviyo

**DIGITAL
COMMERCE
EXPO**

ExCeL, London

Co-located with:
DTX

internetretailingexpo.com





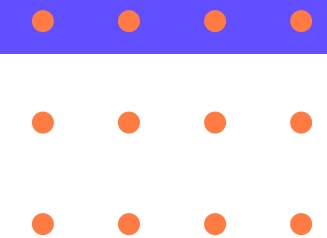
Unlock infinite possibilities

In this rapidly changing landscape, we are constantly innovating and evolving to meet the needs of our exhibitors, sponsors and visitors.

In 2025 we are giving you **more opportunities** at BOTH IRX & eDX (InternetRetailing Expo & eDelivery Expo, 13-14 May 2025, NEC, Birmingham) and Digital Commerce Expo (DCX), ExCeL, London **to meet and network** with retail leaders, offer **more branding opportunities** and even **more speaking opportunities**.

Why should you exhibit at IRX or DCX in 2025:

- To reach a large and targeted audience
- To generate new leads and sales
- To launch new products and services
- To build brand awareness



The conference

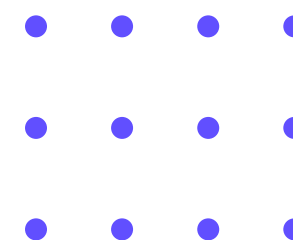
Our research identified that the retail industry want even more content. In 2025 there will be four theatres at IRX & eDX, and three theatres at Digital Commerce Expo, all tackling the hottest topics today - and tomorrow.

Conference topics will include:

- The future of commerce & customer experience
- Digital marketing
- eDelivery: Last Mile, fulfillment & warehousing
- B2B & Cross border



We invite speakers from leading retailers & brands...



Adam Warne
CIO



Carly O'Brien
CMO



Mario Tarantino
Head of eCommerce



Sean Newmarch
Global eCommerce Director



James Rutter
Chief Creative Officer



Gabriel Sansby
Head of Expansion



Giles Smith
Head of Digital,
Customer & Data



Chris Conway
eCommerce Director



Georgina Owens
CTO



Graham Wilson
Director of Omni
Channel and Digital



Derren Powell
VP – Business Development,
Retail & Commerce UK&I



Eloi Casali
Head of Media



Which companies attend?

GYMSHARK

Boots

WAITROSE
& PARTNERS

R
Revolut

BARCLAYS

Huel

Sainsbury's Argos

RIVER ISLAND

BODEN

Harrods

ASDA

TRINNY
LONDON



William HILL

loveholidays

SELFRIDGES & CO

very

DUSK



everything5pounds.com

LOUNGE

ASOS

pets
at home

PANDORA



COOK

EVRI

east west
RAIL

JOHN LEWIS
& PARTNERS

Vinted

MONEY

halfords

VisionExpress



Dunelm

Uber

IN THE STYLE



next



World of
TUI



oh
POLLY



LLOYDS BANK



dyson



bensons
for beds

vodafone

LloydsPharmacy

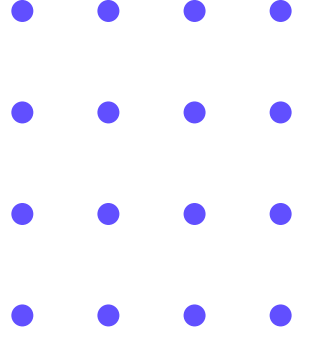
Wickes



THE BODY SHOP

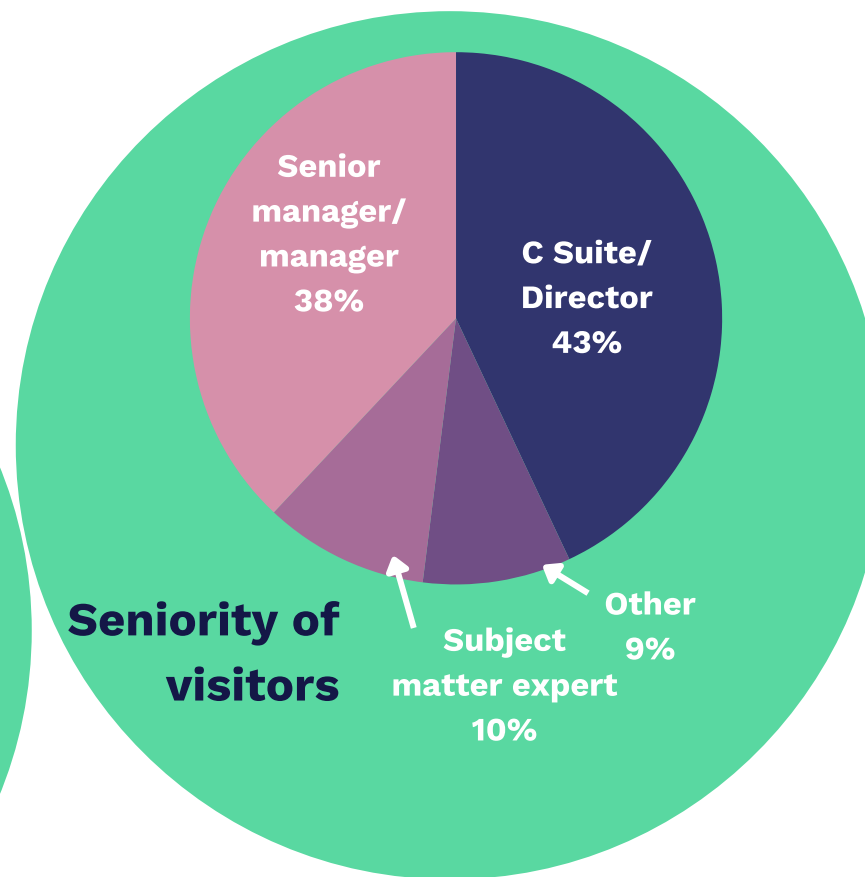
awesomebooks
Making an impact with every book

The statistics from IRX & eDX 2024



40%

of visitors were
planning to replatform,
acquire or replace
systems in the next
6-12 months



81%

of visitors at IRX &
eDX 2024 are
involved in the
purchasing decision

1 in 3

visiting retailers
& brands have a
turnover of over
£25 million

<3,300

The number of
visitors who travelled
to IRX & eDX in 2024

The costs of exhibiting at IRX & eDX 2025

Shell scheme

A shell scheme stand includes a basic stand with walls, fascia name board and carpet. It provides you with a simple, cost-effective foundation that is easy to brand with your own graphics, furniture, lighting and marketing material.

£761 per sqm plus VAT

Space only

A space only stand ONLY includes the stand space on the floor and DOES NOT include any walls, carpet or stand build. This gives you great flexibility to build your own stand and showcase your brand and creativity within the space.

£740 per sqm plus VAT

The costs of exhibiting at Digital Commerce Expo 2025

It's so easy to exhibit at DCX and don't get put off by the higher stand cost! It's because the package includes a turnkey, full-equipped, ready-made stand, so you just need to turn up with a laptop, staff and you're ready to go!

9sqm plus module package

Your package includes: graphics, internet cable, stool, 2 twin sockets, storage, lightbox with stand number, carpet, lead capture app with unlimited users, 42" screen



£12,767 + VAT

12sqm plus module package

Your package includes: graphics, internet cable, 2 x stools, 2 twin sockets, storage, lightbox with stand number, carpet, lead capture app with unlimited users, 42" screen



£17,643 + VAT

18sqm plus module package

Your package includes: graphics, 2 stools, 2 x internet cables, 3 twin sockets, storage, lightbox with stand number, carpet, lead capture app with unlimited users, 2 x 42" screens



£26,142 + VAT

This is an example of some of the stands you can select. Please note: there are many more available.

Sponsorship levels

We offer a wide-range of sponsorship opportunities at IRX & eDX 2025 and DCX 2025 to help you engage the audience and meet your objectives. In addition to an exhibition stand you can build your presence and raise your profile with additional branding and interact with the audience through case studies, fire-side chats, thought-leadership, masterclasses and panel discussions.

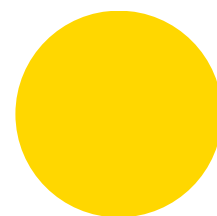
The more you spend across exhibiting and sponsorship, the more prominent your logo and branding will be:

- On the IRX website
- Throughout the pre-event marketing campaigns
- On the event app
- On signage at the event.



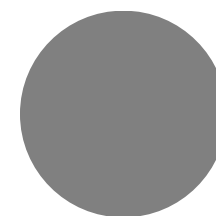
Platinum sponsor

Minimum spend £45,000



Gold sponsor

Minimum spend £35,000



Silver sponsor

Minimum spend £20,000



Innovation Square

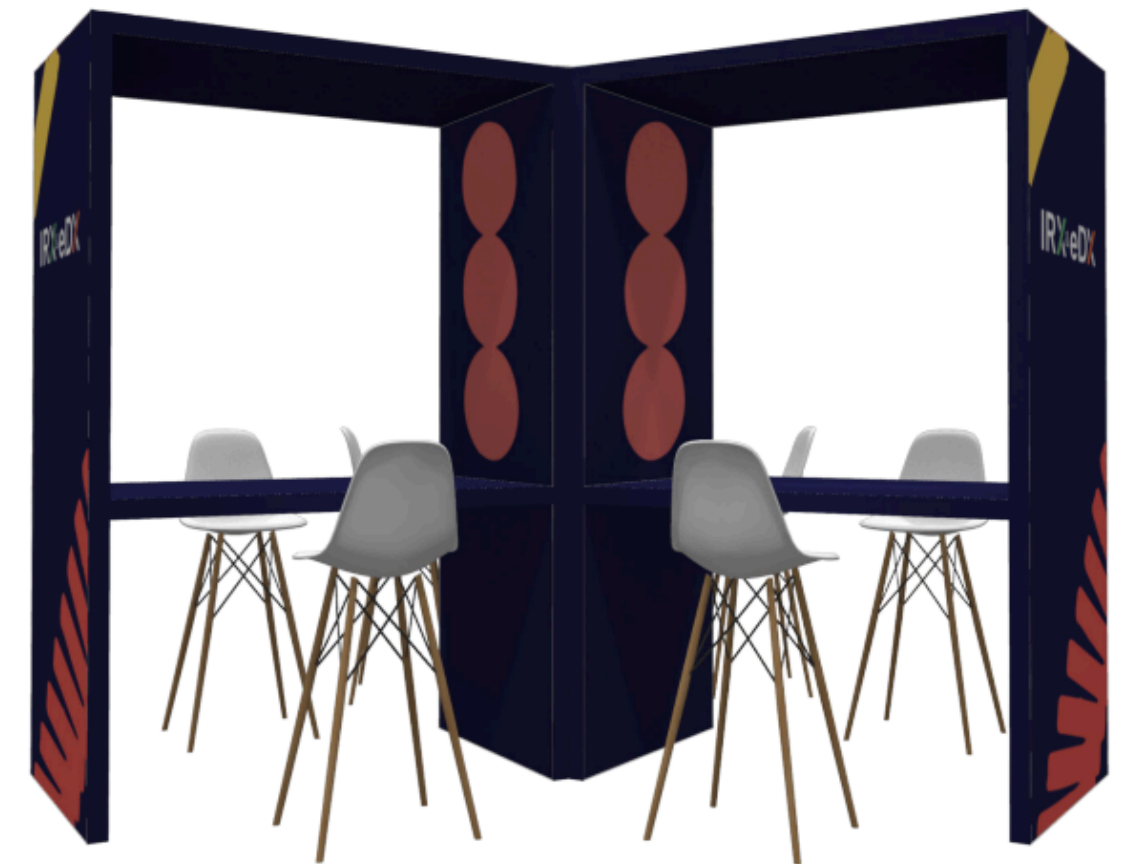
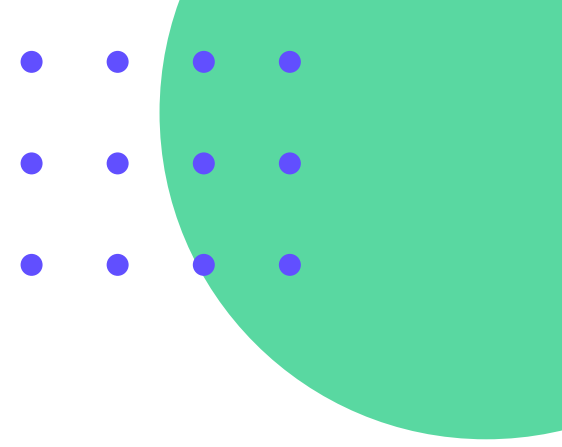
The Innovation Square will be a vibrant and exciting space dedicated to innovative start-ups and young businesses. It will provide a low-cost 'turn-key' pod to showcase cutting-edge ideas and technologies that will transform the retail landscape.

This is only open to companies who are less than 5 years old, employ less than 10 members of staff, and have an innovative digital product or service for retailers and brands.

Innovation Square exhibitors will receive a bar table, two high stools, branding, electricity and the lead capture app in addition to a listing on the exhibitor list, and pre-event marketing support.

For just £2,625 more, you can upgrade your package for a coveted spot on the Future of Commerce Main Stage! Deliver a 5-minute pitch and join a panel discussion alongside other innovative businesses.

Cost of pod: £2,625 | Pod, pitch & panel: £5,250



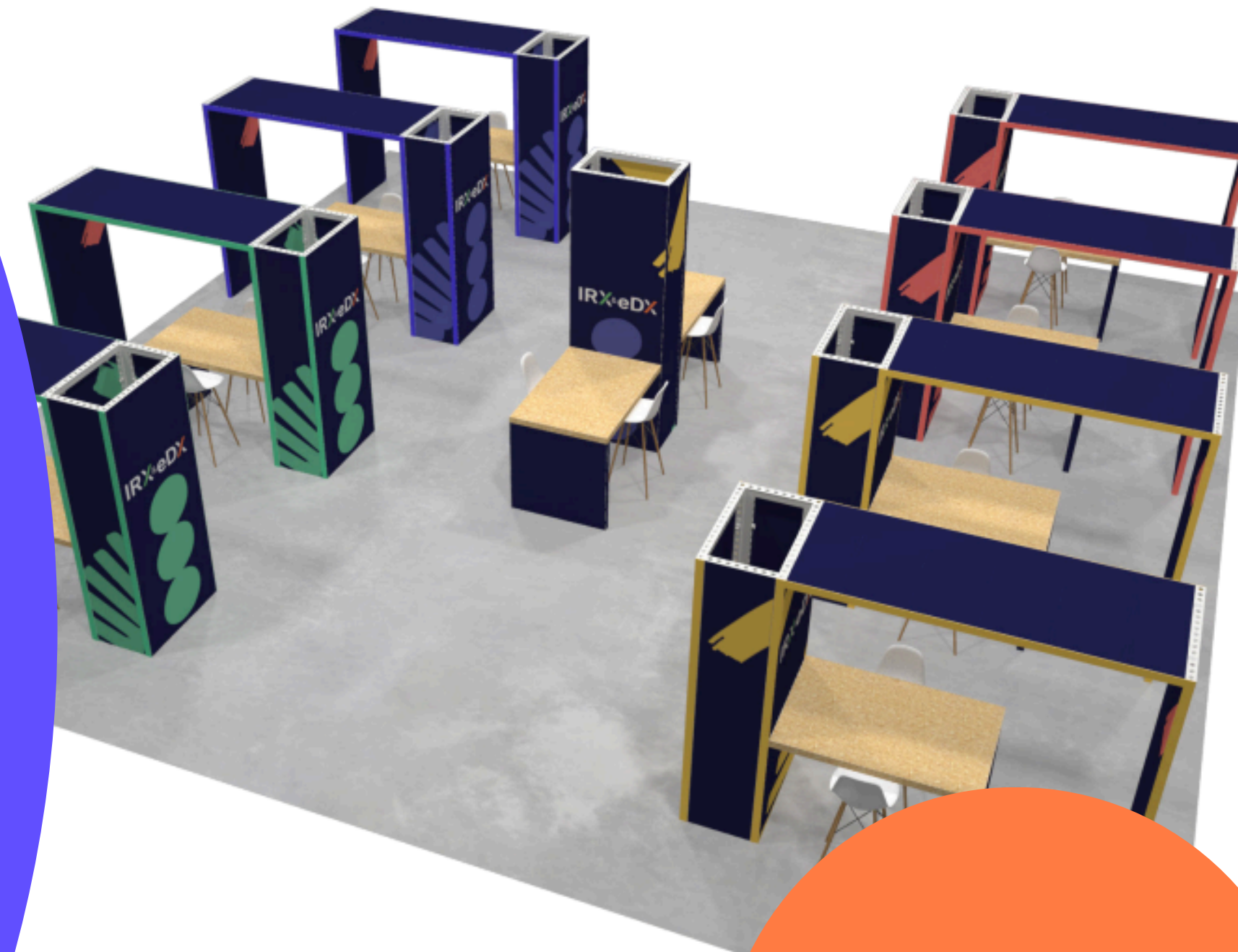
Partner pavilion

Introducing the 'Partner Pavilion' – the ultimate opportunity for larger platforms to elevate their visibility at IRX beyond the confines of a traditional stand, and create a lasting impact.

Take centre stage and invite your smaller - but still highly valued - partners to join you on your Partner Pavilion which will be positioned close to your stand. Your partners can take a 'turn-key' pod, complete with their branding and furniture at a very competitive price.

It's a fantastic way to foster stronger connections and networking opportunities with your partners AND make a significant mark at the event.

POA. Please contact your account manager for more information.



Please note: the size of the stand, number of pods will depend on the amount of interest from your partners.

**Watch why
people return to
IRX & eDX year on
year**





+44 (0)7776 592 420



sonia.vitta@internetretailingevents.com



+44 (0)7425 284415



angela.fanmorrow@clarionevents.com



+44 (0)7552621646



elliott.james@clarionevents.com

Meet our sales team