

DIGITAL COMMERCE EXPO

@ DTX

2-3 October 2024 | ExCeL, London

SPONSORSHIP
BROCHURE

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Retailers

Brands

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Hospitality

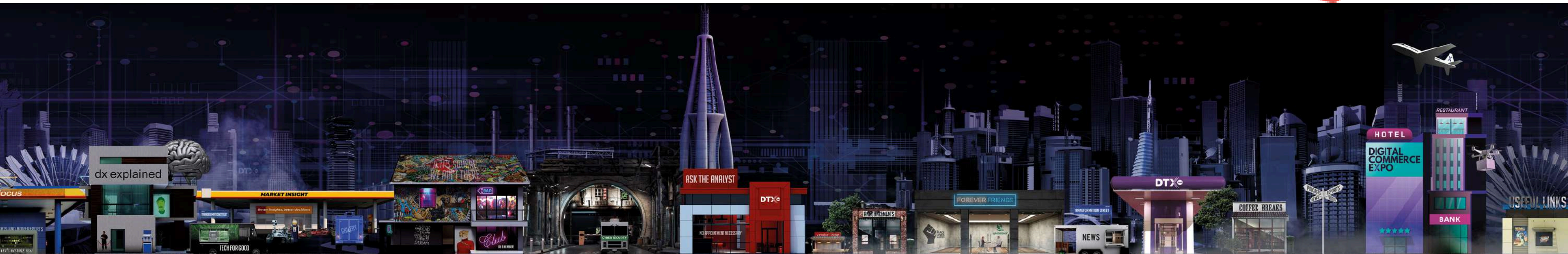
Travel

Unifying digital transformation and digital commerce

In today's dynamic digital landscape where consumer expectations are sky-high, businesses determined to stay ahead of their competition must seamlessly infuse cutting-edge digital technologies and solutions into the very fabric of their operations and organisational ethos.

The acquisition of these transformative technologies requires collaboration among numerous decision-makers, influencers, and stakeholders. It is therefore imperative that you actively connect with all pertinent stakeholders, and foster meaningful engagements.

Digital Commerce Expo provides you with that opportunity.



Sponsorship levels

Digital Commerce Expo offers a wide-range of sponsorship opportunities to help you engage the audience and meet your objectives.

Raise your profile with additional branding and interact with the audience through case studies, fire-side chats, thought-leadership, masterclasses and panel discussions.

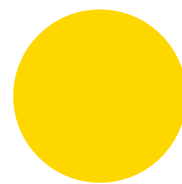
The more you spend across exhibiting and sponsorship, the more prominent your logo and branding will be:

- On the Digital Commerce Expo website
- Throughout the pre-event marketing campaigns
- On signage at the event



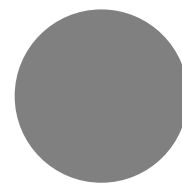
Platinum sponsor

Minimum spend
£45,000



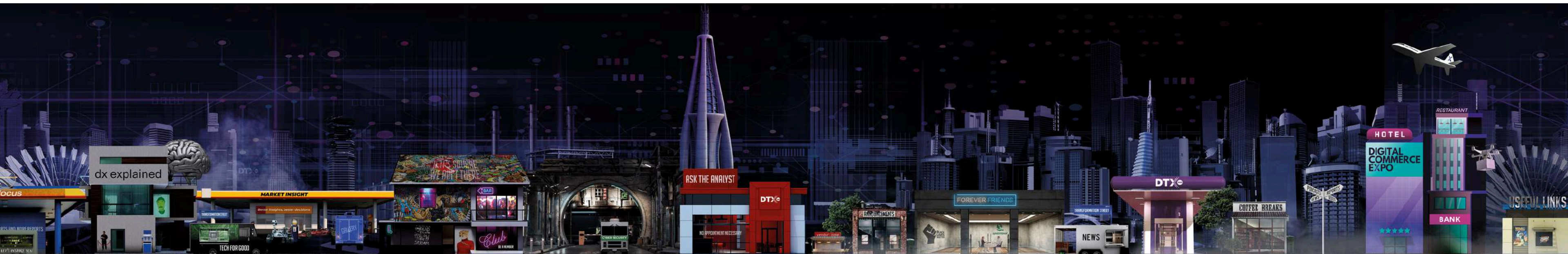
Gold sponsor

Minimum spend
£35,000



Silver sponsor

Minimum spend
£20,000

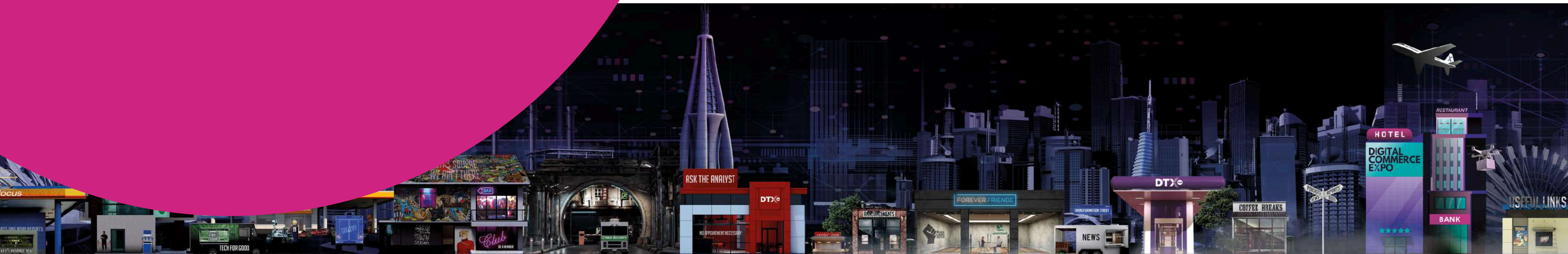


Our research identified that the industry want even more content so for 2024 so there are now two theatres at Digital Commerce Expo, all tackling the hottest topics of today - and tomorrow.

[Click here to see the confirmed speakers >>](#)

Conference topics will include:

- Future proof tech stacks
- Digital marketing
- Martech innovation
- Omnichannel commerce
- Customer experience
- Agility
- B2B
- Payments
- Content



Advisory board members



Jenn Hobbs
Digital Product Director



Malintha Fernando
Group Head of Digital
Experience and Accessibility



Robert Barbaro
Digital Data Architect



Martin Bell
Former Director of eCommerce



Paula Bobbett
Chief Digital Officer



Jonathan Haywood,
Former Director,
Digital Loyalty, CRM



James Moore
Customer Experience and
Digital Strategy



Andy Miles
Global Digital Director



Paul Wright
VP DTC



Stephen McCartney
CTO



Richard Surman
Head of IT



Jason Birth
CTO

Agenda - Wednesday 2 October 2024

	Future of CX Stage	Digital Agility Stage
11:05-11:30 [RETAIL PLENARY]	Fireside chat: Driving success for 175 years: The story behind Boots' digital transformation programme	
11:40-12:05 [RETAIL KEYNOTE]	Revolutionising your UI and UX to elevate customer experience	Future proofing your tech-stack: Creating an architecture that enables you to react to new business priorities and latest customer trends
12:10-12:35 [THEATRE SPONSOR KEYNOTE]	Theatre sponsor keynote	Theatre sponsor keynote
12:40-13:05 [RETAIL KEYNOTE]	Iceland's use of automated voice: Benefiting from efficiencies whilst creating a personalised customer experience	Understanding your customer data to create actionable winning results
13:05-13:40	LUNCH BREAK	LUNCH BREAK
13:40-14:25 [PANEL]	Panel (to include 1 sponsor): Winning with world class CX: Investing for impact	Panel (to include 1 sponsor): Faster, smarter and cheaper: Getting the right mix of platforms and technology
14:30-14:55 [SPONSORED SESSION]	Sponsor session	Sponsor session
15:00-15:25 [BUY-SIDE KEYNOTE]	Connecting with your consumer through personalisation and rewards	Streamlining the customer journey: Providing a seamless, personalised experience
15:30-15:55 [SPONSOR KEYNOTE]	Sponsor session	Sponsor session
16:00-16:25 [BUY-SIDE KEYNOTE]	Automation vs direct customer contact: Finding the balance to meet customer satisfaction?	Cloud architecture in action: Functionality, cost efficiency and data accessibility

Please note: This programme is in the editorial process and subject to change

Agenda - Thursday 3 October 2024

	Future of CX Stage	Digital Agility Stage
11:05-11:30 [RETAIL PLENARY]	Plenary keynote: Harnessing digital innovation to deliver the customer experience of the future	
11:40-12:05 [RETAIL KEYNOTE]	Keynote: How UGG are maintaining their moment: Sustaining a highly personalised, omnichannel presence at scale	Future proofing your tech-stack: Customer-first thinking to stay ahead of the competition
12:10-12:35 [THEATRE SPONSOR KEYNOTE]	Theatre sponsor keynote	Theatre sponsor keynote
12:40-13:05 [RETAIL KEYNOTE]	Building trust and loyalty through digital experiences	Migrating your legacy platforms to meet consumer expectations and technology advancements
13:05-13:40	LUNCH BREAK	LUNCH BREAK
13:40-14:25 [PANEL]	Panel: AI for Customer Experience: Unlocking the real business benefits and opportunities	Panel: Steps to improve and grow your digital presence
14:30-14:55 [SPONSORED SESSION]	Sponsor keynote	Sponsor keynote
15:00-15:25 [BUY-SIDE KEYNOTE]	Using AI to predict customer intent and enhance the customer journey	Managing and leveraging customer data for decision making
15:30-15:55 [SPONSOR KEYNOTE]	Sponsor keynote	Sponsor keynote

Please note: This programme is in the editorial process and subject to change

Conference theatre sponsor

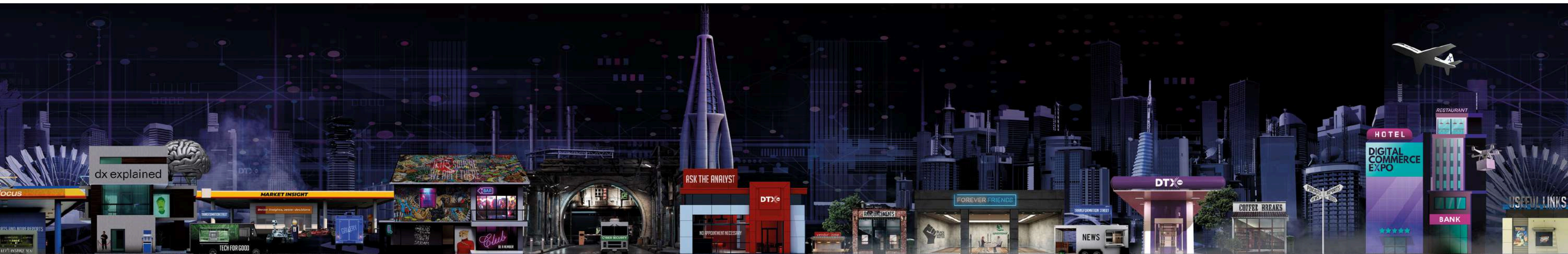
The conference is an enormously popular element at Digital Commerce Expo. Sponsoring one of the conference theatres for a day is a fantastic way to position yourself as a thought leader in your field and speak alongside industry experts.

The theatre sponsor will receive all of the following:

- Branding as a theatre sponsor on all relevant pre-event and onsite material including social media, emails, event app and website
- 25 minute speaking session which can include thought-leadership, case study, fire-side chat or masterclass. Please note: The most popular sessions feature a client speaker, so consider partnering with a client to share your insights and expertise
- Logo displayed prominently in theatre throughout the day including holding slides and signage
- Logo displayed prominently on conference agenda signage placed around the event
- Literature seat drop in sponsored theatre on the day sponsored (literature to be supplied and distributed by sponsor)
- The scanned data of all those visitors that attended the sponsored conference theatre on that specific day to be provided post event (subject to data protection)



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Conference session sponsor

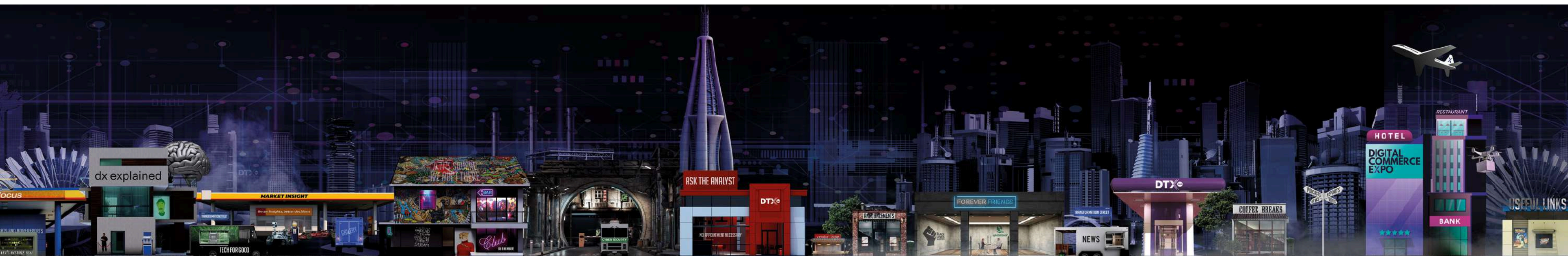
Sponsoring a conference session at Digital Commerce Expo is a fantastic opportunity to establish yourself as a thought-leader in your field and connect with other industry experts. You can choose to deliver a thought-leadership presentation, case study, fireside chat, or masterclass. The most popular sessions feature a client speaker, so consider partnering with a client to share your insights and expertise.

The conference session sponsorship will include the following:

- Branding as a conference session sponsor on the conference page of website and event app
- Branding on relevant emails and social media where the sponsored session is mentioned
- 25 minute speaking session(s)
- Logo displayed prominently throughout the sponsored session including holding slides
- Literature seat drop in sponsored session (literature to be supplied and distributed by sponsor)
- The scanned data of all those visitors that attended the sponsored session to be provided post event (subject to data protection)



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Conference panel sponsor

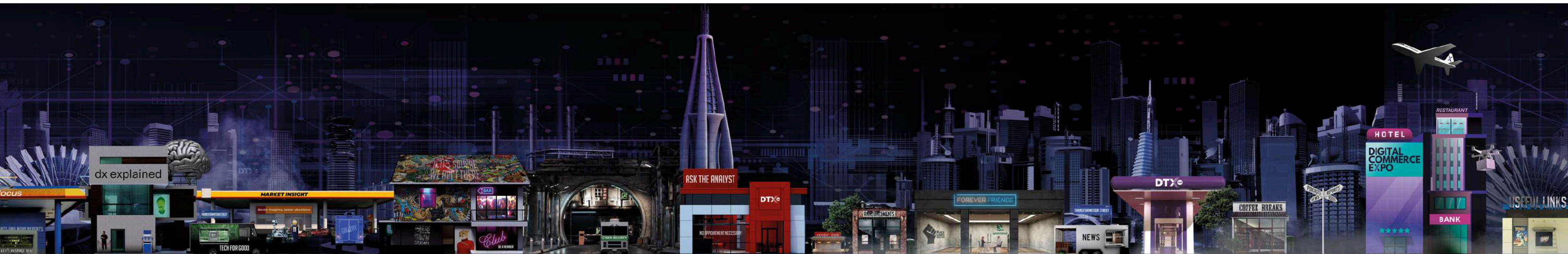
Sponsoring a panel session at Digital Commerce Expo is a fantastic opportunity to demonstrate your expertise in the industry, and to be seen on a platform with other leading industry experts.

The panel session will include the following:

- Branding as a conference panel sponsor on the conference page of website and event app
- Branding on relevant emails and social media where the conference panel is mentioned
- Participate in a 45 minute panel – preferably with a retail client (alongside 2-4 other speakers)
- Logo displayed prominently in session throughout the track including holding slides
- The scanned data of all those visitors that attended the panel session to be provided post event (subject to data protection)
- Literature seat drop in sponsored session (literature to be supplied and distributed by sponsor)



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VIP Lounge

The VIP Lounge serves food and refreshments to attendees from the UK's largest organisations across the two day event.

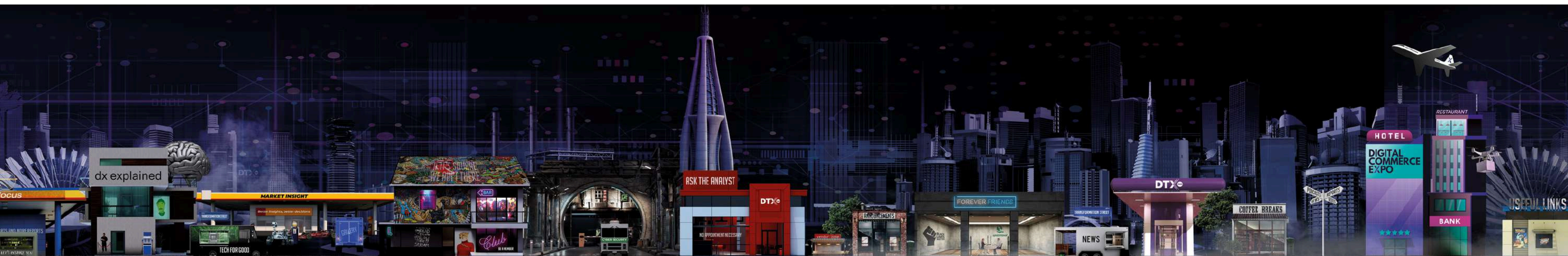
Each VIP Lounge will have just one sponsor and exclusive access to the area. No other exhibitors, sponsors or vendors are able to enter this private space, so as a sponsor you will have an exclusive opportunity to get in front of these senior retailers and brands.

As a VIP sponsor you will receive:

- Branding on the website and in emails as VIP Lounge sponsor
- Branding across the VIP marketing campaign
- Prominent branding across the VIP Lounge including floor stickers
- Opportunity to place literature on 2 racks within the VIP Lounge
- Opportunity for sponsor to provide branded napkins/table cards in the lounge
- Data of those that visited the lounge across the two days (subject to GDPR)



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Café

The opportunity to sponsor the café, a central feature on the event floor, serving food and refreshments throughout the day and attracting a large footfall of visitors across the two day event. The café is also the main location of the networking drinks which take place at the end of the first day of the event and is open to all visitors.

Exclusive sponsorship

One sponsor will receive all of the following:

- Prominent branding across the café including: signage, hanging banner and floor tiles
- The opportunity to place literature on 2 racks within the café area
- The opportunity to place a gift within the visitor bags

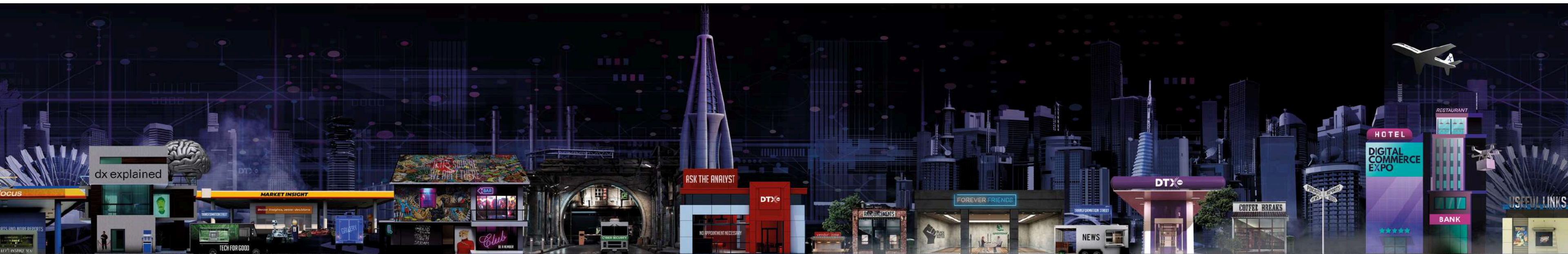
Shared sponsorship:

Alternatively, a number of sponsors (up to 4) can share the sponsorship and receive all of the following:

- Prominent branding across the meeting hub including signage, corner wall branding and floor tiles
- The opportunity to place literature on 1 rack within the café area



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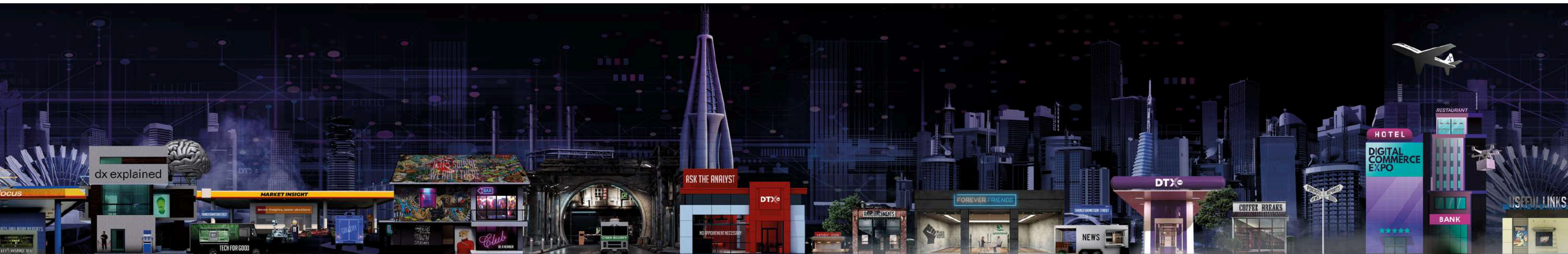


Floor tile

For exhibitors only, floor stickers are effective at directing visitors to your stand location. Whether it's a logo, footprint or an arrow, this opportunity will enable you to meet even more valuable retail prospects.



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Boardroom roundtable sponsorship (sponsor-led)

Host an intimate roundtable with senior retailers and brand executives on your chosen subject, under Chatham House rules. This is a fantastic opportunity to connect with key decision-makers in the retail industry, gain valuable insights into their needs and challenges, and position yourself as a thought-leader in the industry.

We will work with you to create a topic that will resonate with our attendees, and identify your ideal customer profile by job title and company turnover.

The sponsor will receive all of the following:

Up to 10 attendees, profiled by turnover, requirements and purchasing intent

- The scanned data of all those visitors

Note: Roundtables are not sales pitches. We ask that sponsors provide a subject matter expert to facilitate the discussion, rather than a business development representative.



Boardroom roundtable sponsorship (event-led)

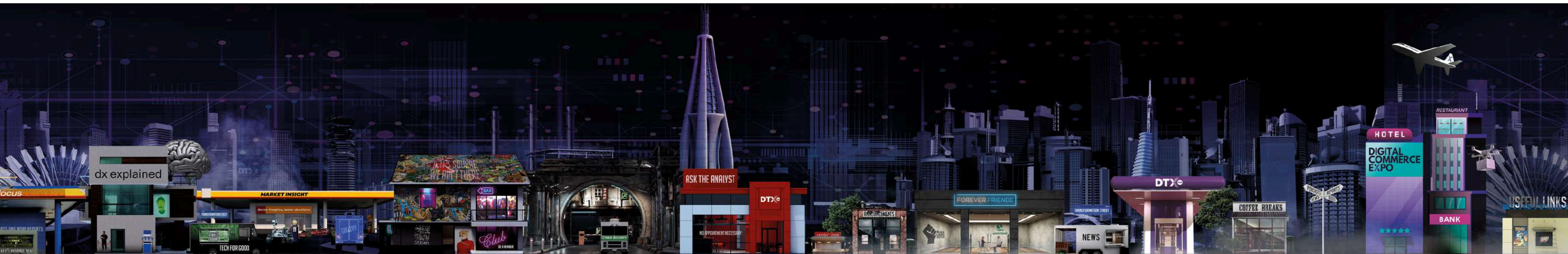
In response to the overwhelming demand, we are introducing a series of 'event-led' roundtables to IRX & eDX 2024. The roundtable can be sponsored, providing a fantastic opportunity to connect with key decision-makers in the retail industry, gain valuable insights into their needs and challenges, and position the sponsor as a thought-leader in the industry.

Each roundtable will be tailored to a specific audience, with the title of the session, job titles and company turnover carefully selected by the event team to ensure that the discussion is focused and productive.

Sponsors will also receive:

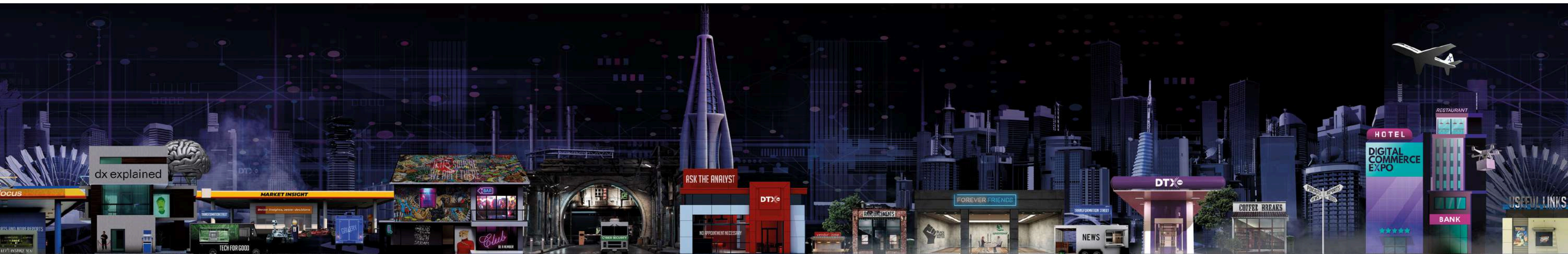
- The opportunity to host and facilitate the roundtable and therefore direct the conversation
- The scanned data of up to 10 retailers

Note: Roundtables are not sales pitches. We ask that sponsors provide a subject matter expert to facilitate the discussion, rather than a business development representative



Boardroom roundtable titles (event-led)

- Innovative personalisation strategies for high-impact engagement and growth - sponsored by BytePlus
- Optimising customer experience with Gen AI advancements
- The power of data: Can you ever truly understand your customer?
- Success in tech: Celebrating women leaders
- From clicks to connections: Nurturing trust and loyalty
- The role of leadership in driving digital transformation
- Leading with Gen AI: Shaping the future of technology
- Striking the balance: Leveraging data for cost efficiency and superior CX
- Beyond greenwashing: Building authentic sustainability with digital solutions
- The importance of agility in digital transformation
- Achieving exceptional CX: Strategies for lasting impact
- Future innovations for enhancing digital customer experiences



Oktoberfest

The IRX Oktoberfest will be held on Wednesday 4 October from 4pm - 5pm. Buy an Oktoberfest Package to provide cold beers to visitors on your stand.

We will promote your participation throughout our marketing campaign:

- Beer icon on event profile
- Mobile app messaging
- Helium balloons indicating participation on stands

This is a great opportunity to mix, mingle and fill your stand with visitors.

Beers are delivered in an ice bath with a bottle opener. If the counter space on your stand isn't sufficient, please consider ordering a table.



FRANKFURT PACKAGE: £360

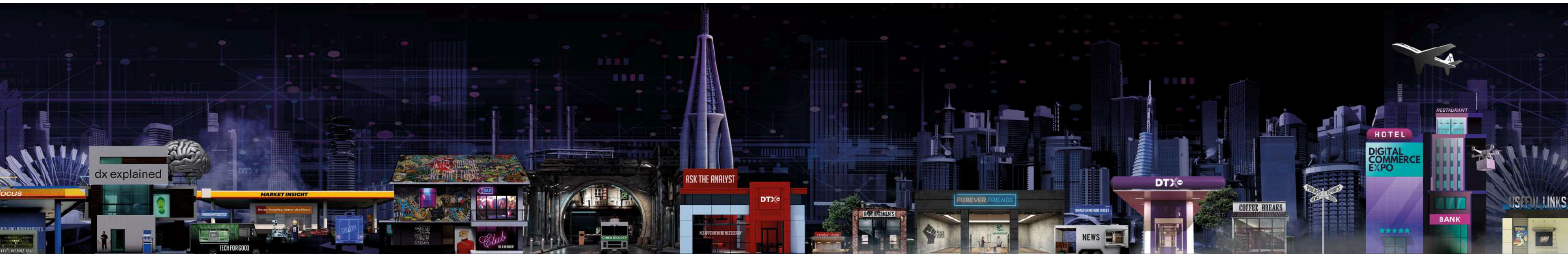
- 1 x 24 Becks beers (275ml)
- case of 12 cans still water (330ml)

BERLIN PACKAGE: £600

- 2 x 24 Becks beers (275ml)
- case of 12 cans still water (330ml)

MUNICH PACKAGE: £890

- 4 x 24 Becks beers (275ml)
- case of 12 cans still water (330ml)



Meet our account managers



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