

inspiring retail marketing worldwide

2020 Major Events Partnerships Proposal





shop! Marketing at
Retail Summit



Marketing at Retail Awards Gala Dinner

Doltone House Jones Bay Wharf, September 10, 2020

The Shop! Marketing at Retail Awards set a benchmark in retail marketing excellence, and present a prime opportunity to align your brand with marketing creativity and innovation.

A partnership with Shop!'s major events will provide your business with a range of benefits, including access to the most targeted retail marketing audience in Australia.

In 2020 Shop! will run our two major events in tandem offering a full day jam packed with insights, learning, networking, rewards and recognition.

The combined events represent a powerful opportunity for Shop! partners to showcase your brand, network with attendees, and market your offer to senior industry leaders.

PARTNER BENEFITS

- Exposure to audience of 800-900 retail marketing professionals
- 150,000 media impressions outside of events
- Advertising in programs, presentations, and onsite signage
- Advertising in 2020 Awards Annual publications
- Video marketing throughout Summit

2020 shop!

Retail Marketing Summit

The 2020 Shop! Summit brings together the POP, brand, marketing and retail communities in one room to hear from industry leaders on topics including up and coming trends, challenges and innovations. The Shop! Summit provides opportunities for the audience, presenters and partners to discuss issues relative to retail marketing and network with other industry professionals.

Audience: Audience includes designers, brands, retailers, insights, and agencies, with up to 120 companies in attendance and around 200 delegates

Impressions: An estimated 50,000 including marketing campaigns to Shop! Members, non-member data-base, Retail World and Inside FMCG readers, numerous social media platforms, print ads and e-blasts

Exposure: Five months





Considered by many as the Oscars of the retail and brand marketing industries, the Shop! Awards Competitions recognises the best in retail environments and experiences, covering everything from display to digital. Our Awards cover two streams – Physical Display and Shopper Experience, with four overall prizes given for best design and innovation, best display, best shopper experience and best in show. A People’s Choice Award is awarded via a public vote.

Audience: 550 attendees include retailers, POP designers, POP producers, brands, brand marketers, agencies, store designers, and industry suppliers.

Impressions: Estimated 150,000 in print, plus digital advertising. In Inside FMCG, Retail World, Shop! Awards Annual, plus other industry publications.

Exposure: Three months prior to September event and 1 month post (June-October)



2020 PARTNERSHIP PACKAGES

Package inclusions	Platinum \$11,500	Gold \$7,500	Silver \$5,500	Bronze \$3,000
Top sponsor billing Awards & Summit	✓			
Number of Gala Tables	2 Premium tables	1 table	1/2 table (5 tickets)	2 tickets
Summit tickets	6 tickets	4 tickets	2 tickets	1 ticket
Name sponsorship of 1 speaker at Summit	✓			
10% discount on additional tickets	✓	✓	✓	✓
2 min video at Summit	✓	✓	✓	
Advertorial in Shop! newsletter	✓			
Program ad Awards booklet	Full page	Full page	Half page	50% discount
Program ad Summit booklet	Full page	Full page	Half page	50% discount
Logo included in event EDMs (min 3 e-blasts)	✓	✓	✓	✓
Inclusions in Summit bags	✓	✓	✓	✓
Logo inclusion on Summit slides	✓	✓	✓	✓
Logo inclusion on headline Awards slides	✓	✓	✓	
Branding of event lanyards	✓			
Provision of company pull up banner at Summit	✓			
Logo included on Shop! any event banners	✓	✓	✓	✓
Shop! event website acknowledgement (logo) <u>incl link</u>	✓	✓	✓	✓
Advertising in 2019 Awards Annual	Full page	Full page	Half page	50% discount
Opportunity to judge Shop! Awards	✓	✓	✓	✓
Comprehensive event reporting	✓	✓	✓	✓
Number available	2	3	4	3
TOTAL INCLUDED VALUE	\$21,620	\$14,230	\$8,377	\$4,295

*All prices ex GST. Payment may be split into three invoices if required.

THE DETAILS: 2020 Partner Benefits



Shop! 2020 PLATINUM EVENT PARTNER \$11,500 +GST

- Top sponsor billing at Awards Gala Dinner & Marketing at Retail Summit
- Name sponsorship of 1 speaker presentation
- Exposure to target audience of up to 900 FMCG and Retail marketing professionals
- Brand exposure for 5 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for both events
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Advertorial in Shop! monthly news & insights email (1 issue only)
- Two premium tables at Awards Gala Dinner (20 attendees)
- Main logo included on headline Award slides
- Full page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Full page colour ad in Summit program
- Inclusion of advertising material in Summit gift bag
- 6 tickets to Marketing at Retail Summit for staff or clients
- Logo on event lanyards/badges
- Provision of company pull up banner at Summit (company to provide)
- Main logo included on Shop! pull up banners at Summit
- 2 minute video shown at Marketing at Retail Summit
- Main logo included on Summit headline slides
- 10% discount on additional tickets
- Full page colour ad in 2020 Awards annual
- *Only 2 available*

TOTAL VALUE: \$21,620

Shop! 2020 GOLD EVENT PARTNER

\$7,500 +GST

- Second sponsor billing at Awards Gala Dinner & Marketing at Retail Summit
- Exposure to target audience of up to 900 FMCG and Retail marketing professionals
- Brand exposure for 5 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for both events
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- 1 table at Awards Gala Dinner (10 attendees)
- Main logo included on headline Award slides
- Full page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Full page colour ad in Summit program
- Inclusion of advertising material in Summit gift bag
- 4 x tickets to Marketing at Retail Summit for staff or clients
- Main logo included on Shop! pull up banners at Summit
- 2 minute video shown at Marketing at Retail Summit
- Main logo included on Summit headline slides
- 10% discount on additional tickets
- Full page colour ad in 2020 Awards annual

Shop! 2020 SILVER EVENT PARTNER

\$5,500 +GST

- Third sponsor billing at Awards Gala Dinner & Marketing at Retail Summit
- Exposure to target audience of up to 900 FMCG and Retail marketing professionals
- Brand exposure for 5 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for both events
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Half table at Awards Gala Dinner (5 attendees)

- Main logo included on headline Award slides
- Full page colour ad in Awards Gala Dinner program
- Opportunity to judge Awards
- Full page colour ad in Summit program
- Inclusion of advertising material in Summit gift bag
- 2 tickets to Marketing at Retail Summit for staff or clients
- Main logo included on Shop! pull up banners at Summit
- 2 minute video shown at Marketing at Retail Summit
- Main logo included on Summit headline slides
- 10% discount on additional tickets
- Full page colour ad in 2020 Awards annual

Shop! 2020 BRONZE EVENT PARTNER

\$3000 +GST

- Fourth sponsor billing at Awards Gala Dinner & Marketing at Retail Summit
- Exposure to target audience of up to 1000 FMCG and Retail marketing leaders over two days
- Brand exposure for minimum of 7 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Main logo on all marketing, advertising and promotional materials for both events
- Main logo included in all major pre & post event EDMs and promotions (approx. 6000 reach)
- Two tickets to Awards Gala Dinner
- Opportunity to judge Awards
- Inclusion of advertising material in Summit gift bag
- 1 ticket to Marketing at Retail Summit for staff or client
- Main logo included on Shop! pull up banners at Summit
- Main logo included on Summit headline slides
- 10% discount on additional tickets

See over for additional exposure opportunities at Shop!'s 2020 major events including Awards name sponsor and Welcome drinks sponsor.

ADDITIONAL 2020 OPPORTUNITIES

OPPORTUNITY	COST (ex GST)
Award sponsorship – (Awards from shopper experience stream - judge & present) <small>*sponsors not eligible for entry into own category</small>	\$6500
Awards Welcome drinks sponsor	\$5000
Half page ad (Summit, Awards, Annual)	\$750
Full page ad (Summit, Awards, Annual)	\$1500

Shop! 2020 Category Award Name Sponsor \$6,500 +GST

- Naming rights for 1 Award category (eg YOUR NAME Experiential Award)
- Logo placement on Awards EDMs, marketing, and Shop! website with URL
- Brand exposure for 5 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- Present gold, silver and bronze Indians to winners on stage
- 2 tickets to Awards Gala Dinner
- Half page advertisement in Awards program
- Opportunity to have company representative on judging panel
- Recognition at Awards Gala Dinner including logo on screen, verbal recognition
- Exposure to target audience of up to 550 FMCG and Retail marketing professionals attending 2020 Gala Dinner.
- Opportunity to send personal congratulations emails to category winners
- Logo in 2020 Awards Annual publication

Available categories: Retail Industrial Design (NEW!), Occasion-based Shopper Marketing; Sales Promotion; Store Design; Integrated Path to Purchase; Digital, Mobile, Social & Online; Window Displays; Category Management; Field Marketing Excellence.

**PLEASE NOTE: Category Award sponsors are NOT eligible for entry into their sponsored category.*

Shop! 2020 Welcome Drinks Sponsor

\$5,000 +GST

- Exclusive Awards Gala Dinner pre-Drinks partner (30-45 mins)
- Logo placement on Awards EDMs, marketing, and Shop! website with URL
- Brand exposure for 5 months across all Shop! major event websites (incl link) and marketing collateral (approx. 35,000 views)
- 2 tickets to Awards Gala Dinner
- Half page ad in Awards Gala dinner program
- Recognition at Awards Gala Dinner including logo on screen, verbal recognition and 20 second video (to be provided by you)
- Exposure to target audience of up to 550 FMCG and Retail marketing professionals attending 2020 Gala Dinner
- Opportunity to display 2 x pull up banners on outside deck where drinks reception & canapes will be served
- Opportunity to provide branded napkins (at own cost)
- Logo in 2020 Awards Annual publication

More information about Shop! can be found at www.shopassociation.org.au

To discuss any of the above information or tailor to tailor a package to suit your company's needs, email Carla Bridge, carla@shopassociation.org.au or phone 0412 727 774.

