



The Shop! Professional Development Series (PDS) is an 8 event learning and networking program across Sydney and Melbourne, featuring speakers and topics across the gamut of retail marketing.

This hugely successful series is an oft-cited highlight of the Shop! offering, attracting up to 150 people at Sydney events and 70 at Melbourne events.

In 2020, the Series will see 4 Sydney events and 4 Melbourne events throughout the year.

These events represent a powerful opportunity for Shop! partners to showcase their brand, network with attendees, and market your offer to senior industry leaders. Four PDS partnerships only are available in 2020, providing representation at all PDS events.

Total investment: \$7000 + GST

For the sponsorship rights and benefits of 8 POPAI Professional Development Series breakfasts across Sydney and Melbourne in 2020.

PDS SPONSOR PACKAGE INCLUSIONS

COMMUNICATION MEDIUM	FREQUENCY	AUDIENCE	SPONSOR BENEFIT
POPAI E-news	14 dedicated PDS EDMs in 2018	6000+ members & non-member POPAI database	<ul style="list-style-type: none"> •Primary logo, written acknowledgement and click through on individual event promotion •Company specific profile on at least 1 EDM
POPAI Website	Always on	6000+ members & non-member POPAI database	<ul style="list-style-type: none"> •Primary logo sponsor, written acknowledgement and click through
Event booking site	6 weeks prior to event	Members and general public	<ul style="list-style-type: none"> •Primary logo sponsor, written acknowledgement and click through
Event Signage	At individual events	Attendees Sydney 100-120 pax Melbourne 30-50 pax	<ul style="list-style-type: none"> •Sponsor's own banner at sponsored event, POPAI banner with primary logo
Event Collateral	At individual events	Attendees Sydney 100-120 pax Melbourne 30-50 pax	<ul style="list-style-type: none"> •Own flyers or marketing collateral in gift bags for attendees at sponsored events
Event presentations	At individual events	Attendees Sydney 100-120 pax Melbourne 30-50 pax	<ul style="list-style-type: none"> •Logo on opening and closing slides •Verbal acknowledgment in POPAI intro & outro at sponsored event •Opportunity to present your business offer in person or via video for one and a half minutes at each event
FOC tickets	At each event	Sponsor partners & staff	<ul style="list-style-type: none"> •4 x FOC tickets to each sponsored event (7 in total in 2018)
PR/Comms Media	Media partnership with Retail Media & Inside FMCG Additional coverage in other trade press as available	Audience reach more than 14,000	<ul style="list-style-type: none"> •Event attendance and coverage by leading industry media as available •Logo on POPAI 2018 annual member event calendar

2020 PDS TIMETABLE

EVENT	DATE	VENUE	FORECAST ATTENDANCE (approx.)	ATTENDEE TARGET MARKET
Professional Development Series Breakfast EUROSHOP WRAP Carla Bridge, Shop ANZ	Tues 31 March 7am-8:30am	Doltone House Hyde Park SYDNEY	100 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
	2Wed 25 March 7:30-9am	HP Customer Welcome Centre MELBOURNE	50-70 pax	
Professional Development Series Breakfast SHOPPER MARKETING 31 st & PepsiCo – Smith's Spin to Win case study + 1 other	Tues 5 May 7am-8:30am	Doltone House Hyde Park SYDNEY	100 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
	Wed 13 May 7:30am-9am	HP Customer Welcome Centre MELBOURNE	50-70 pax	
Professional Development Series Breakfast POP TRENDSDS /GLOBALSHOP Zita Watkin, Shop! ANZ	Wed 29 July 7am-8:30am	Doltone House Hyde Park SYDNEY	100 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
	Wed 22 July 7:30am-9am	HP Customer Welcome Centre MELBOURNE	50-70 pax	
Professional Development Series Breakfast 2018 INDUSTRY RESEARCH INSIGHTS IRI	Wed 11 Nov 7am-8:30am	Doltone House Hyde Park SYDNEY	100 pax	<ul style="list-style-type: none"> •Majority will come from Agency and Producer/supplier with a scattering of brands and retailers •Middle to senior management, account directors, creative directors, sales managers
	Tues 27 July 7:30-9am	HP Customer Welcome Centre MELBOURNE	50-70 pax	

WHO ATTENDS?

Previous companies in attendance:

100th Monkey	Coty	GSK Consumer Healthcare	Ogilvy	Swarovski
31st Second	Clemenger BBDO	Gush Creative	One Partners	Swiss Wellness
Accolade Wines	Danone	Henkel	Pale Blue Dot	TAFE NSW
ACRS	Dashing	HH Global	Parmalat	The Good Guys
Active Display Group	Deloitte	HP	Proctor & Gamble	The Idea Shed
AFI Branding	Diageo	Id8 Studio	PepsiCo	Total Marketing Support
Alcon	Disney	Immediate	Pernod Ricard	The Mix Agency
Allied Mills	Dulux	Inghams	Proctor & Gamble	The Round Table Communications
Ara Foods	Dynamix	Instigo	Qantas Loyalty	Toyota
Bamboo Marketing	Ergo Asia	IRI Worldwide	Red Bull	Traffic Group
Barbeques Galore	Evo Agency	Kantar Retail	Retail Safari	TRO Australia
Bayer	Extravert	Koji	Revlon	Treasury Wine Estates
Because Australia	Ferrero	Landor	Rotor Studios	Unilever
BJ Ball	FiftyFive5	Lithocraft	Qora Group	Valspar
Blue Star Display	Finsbury Green	Lion	Saltmine Design	What <u>In</u> Do
Blueprint Group	Fisher & Paykel	Matrix Consulting	Samsung	Williams Lea Tag
BP Australia	Fonterra	McCartney Design	Schweppes	Woolworths
Branded Design	Frank Steel Displays	Microsoft	SGK	XPO Brands
Brown-Forman	Fruco	Moet Hennessy	Shonitize	Valspar
Campbell Amotts	Galderma	Mondelez	Sony DADC	Zoetis
Cher	Genesis Instore	Nestle	Specsavers	
Coca-Cola Amatil	Geometry Global	Nikon	Store Display Global	
Coles	George Weston Foods	Novartis	Stuart Alexander	

For more information or to secure your 2020 PDS sponsorship, email Carla Bridge, carla@shopassociation.org.au, or Zita Watkin, zita@shopassociation.com.au, or phone 02 9281 2630.