

Staff theft and internal process error – what you can do to minimise the risks in your retail business

**SPONSORSHIP OPPORTUNITIES**



**Sponsorship Opportunities Content:**

Focus of the conference	p.2
Your business benefits	p.2
Why are we meeting?	p.3
Why sponsor?	P.3-4
Sponsorship packages	p.5-8
Previous sponsors and exhibitors	p. 12

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

Staff theft and internal process error – what you can do to  
minimise the risks in your retail business

## **The Internal Loss Prevention Conference 2008**

**Distinguish Internal loss • Invest in preventative technology • Incorporate a zero-tolerance approach to internal loss in your workforce • Save money on security budgets • Case manage loss and recuperate funds**

**In today's global retail marketplace, losses through companies' own staff account for an alarming 50% of overall shrinkage.** Those employers who aim to minimise such shrinkage through reduction of employee theft, fraud, misunderstanding and inefficient processes, and learn how to tackle internal loss through workforce incentives and a holistic approach to internal loss prevention, stand the best chance of maximising productivity in the fiercely competitive retail marketplace today.

This event moves past technology, through training and further into understanding staff motivation for fraud and theft, as well as an emphasis on preventing unintentional process errors that may cost your company money. It explores the best ways to ensure your workforce are fully informed about the guidelines and promotes cost-effective staff training in conjunction with innovative technology as the partnership for internal loss prevention success. At this event we bring together analysts, equipment providers and commentators to provide a comprehensive breakdown of the best way to tackle retailers' internal loss problems.

### **Your Business Benefits**

**Internal Loss Prevention 2008** is a market leading event focused on minimizing loss from within your company, in order to maximize retailers' profit in an ever-competitive retail industry.

The opportunity for attendees to listen, interact and learn from all sectors within the retail industry provides a superb opportunity for your business to:

- Provide exposure of your market leading products
- Present successful case studies to your target market
- Build strategic alliances with key business partners
- Generate crucial business leads
- Network with potential and existing customers
- Obtain feedback and insight into the needs and requirements of your target market
- Clarify your position in the market through brand visibility

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

### Structure of the Conference – Why are we meeting?

- A comprehensive survey in August this year found that within the retail industry “86 percent of respondents said they spend the most or second-most time working on loss problems related to internal product theft. Some 62 percent said they spend the most or second-most time working on loss problems related to internal cash theft. And 32 percent said that they spend the most or second-most time working on external theft, including organized retail crime.” (Identity resolution daily.com)
- “Almost two thirds (65.5%) of respondents think implementing new technology is very important for their companies’ loss prevention endeavors.” (LPRC survey)
- The European Retail Theft Barometer attributes 50% of all retail loss to internal theft and fraud, and overall, it is estimated that stock loss accounted for 2.41 per cent of turnover for the most recent financial year, which equates to a total European cost for shrinkage of €24.2 billion.
- However it is clear that despite these figures, when considering all losses retailers perceived the main threat to be from external theft (38%), followed by process failures (27%), internal theft (28%) and supplier fraud (7%) (ECR survey 2004).
- Therefore there is undoubtedly a need for retailers to
  - a) Understand the magnitude of their internal loss problem
  - b) Understand the root cause of internal theft and fraud and procedure error
  - c) Focus on the various options open to retailers to help solve the problem
- This conference has been put together through extensive research and so is effectively conceived for the retail industry, by the retail industry. It is therefore an event which will be very much in demand by retailers, security staff, human resources and others.

### Why Sponsor?

In an intense research period we have spoken to countless market leaders in the retail space to identify the hottest topics that the industry wants to discuss. Our events differ from rival conferences because they are more content driven and we offer more interaction, more real life case studies, more discussion forums and more focus on the pertinent issues confronting global business today. We will market the conference through extensive direct mail, email and web advertising campaigns.

EyeforRetail have contacted the key decision makers, issuers, sponsors and service providers to ensure the issues discussed are current, topical and relevant. The event targets the most senior members of retailers, security organizations, human resources and recruitment teams in order to understand the most critical issues facing security staff, auditors and others in retail today. This event is therefore a unique opportunity to guarantee exposure to key members of the retail industry:

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## **Staff theft and internal process error – what you can do to minimise the risks in your retail business**

### **Delegates will comprise of:**

- Loss Prevention Heads/Directors/Managers
- Fraud Heads/Directors/Managers
- Profit Protection Heads/Directors/Managers
- Security Heads/Directors/Managers
- Internal Audit Heads/Directors/Managers
- Corporate Audit Heads/Directors/Managers
- Risk Heads/Directors/Managers
- Asset Protection
- Inventory Control
- Internal Control
- Retail Operations
- Finance Directors/Managers
- IT Managers/Directors
- Retail analysts/academics
- Retail Press

EyeforRetail will ensure that this event is a huge success. Using our expert inhouse marketing team we have a concise and robust marketing plan to ensure maximum interest and attendance from your target market. We will work closely with all our sponsors, exhibitors and media partners to ensure a win-win situation for all parties.

Make sure you benefit from the following:

- Brand visibility to your target market at low cost
- Marketing reach and exposure
- Opportunity to build marketing lists and network with potential clients
- Arrange meetings between clients to share best practice and drive business forward
- Face to face interaction with key decision makers
- Showcase your market leading products and services to an attentive audience

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

**Staff theft and internal process error – what you can do to  
minimise the risks in your retail business**

## **Sponsorship packages – Ensure strong brand visibility**

We will help you to make sure that your brand remains with the delegates after the conference. If you want to stand out above our other sponsors, we have some opportunities for exclusive branding.

### **Top level sponsorship packages**

#### **Platinum Sponsor**

**£13,995**

*Platinum sponsorship provides the best level of exposure and brand visibility for your company. The Platinum Sponsorship package includes:*

- The ability to host a workshop or product demonstration at the conference. These sessions will be offered as breakout sessions to attendees over the two conference days and can be designated as “retailer only” or be open to all members of the conference delegation.
- The ability to have a senior level company representative speak on the main conference programme (content screened by EyeforRetail - placement based on availability). The session must be presented alongside a retail case study.
- 5 VIP passes to the main conference and exhibition. These can be distributed to company employees or retail clients.
- 1 standard tabletop exhibition space
- Your logo to appear prominently on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Your logo to appear prominently on conference website as Platinum Conference Sponsor.
- Your logo to appear prominently on front cover and within show guide.
- Your logo to appear prominently on primary general conference and exhibition signage.
- Insertion of one promotional item in conference registration pack.
- All press releases related to the event will include your company name.
- One full page / full-colour advertisement in show guide with premium positioning.
- Ability to provide a 150-word company description next to company logo in event show guide sponsor section.
- Opportunity to receive 3 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

### **Gold Sponsor**

**£11,995**

*Gold sponsorship provides a great level of exposure and brand visibility for your company. The Gold Sponsorship package includes:*

- The ability to have a senior level company representative speak on the main conference programme (content screened by EyeforRetail - placement based on availability). The session must be presented alongside a retail case study.
- 5 VIP passes to the main conference and exhibition. These can be distributed to company employees or retail clients.
- 1 standard tabletop exhibition space
- Your logo to appear prominently on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Your logo to appear prominently on conference website as Gold Conference Sponsor.
- Your logo to appear prominently on front cover and within show guide.
- Your logo to appear prominently on primary general conference and exhibition signage.
- Insertion of one promotional item in conference registration pack.
- All press releases related to the event will include your company name.
- One full page / full-colour advertisement in show guide with premium positioning.
- Ability to provide a 150-word company description next to company logo in event show guide sponsor section.
- Opportunity to receive 3 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Silver Sponsorship package**

**£9,995**

*Superb exposure to key clients through speaking, exhibiting and branding opportunities. The Silver Sponsorship package includes:*

- The ability to have a senior level company representative speak on the main conference programme (content screened by EyeforRetail - placement based on availability). The session must be presented alongside a retail case study.
- 4 VIP passes to the main conference and exhibition. These can be distributed to company employees or retail clients.
- 1 standard tabletop exhibition space
- Insertion of one promotional item in conference pack OR one full page / full-colour advertisement in show guide.
- Your logo to appear on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Your logo to appear on event website as Silver Sponsor.
- Your logo to appear on front cover and within show guide.
- Your logo to appear on primary general conference and exhibition signage.

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Opportunity to receive 2 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Bronze Sponsorship package**

**£8,995**

*A great way to demonstrate your commitment to existing clients, and generate leads for many more! The Bronze Sponsorship package includes:*

- Opportunity for a senior level representative or a client to participate in a panel discussion on the main conference agenda.
- 3 VIP passes to the main conference and exhibition. These can be distributed to company employees or retail clients.
- 1 standard tabletop exhibition space
- One full page / full-colour advertisement in show guide.
- Your logo to appear on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Your logo to appear on event website as Bronze Sponsor.
- Your logo to appear on front cover and within show guide.
- Your logo to appear on primary general conference and exhibition signage.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Social event sponsorships**

Be the exclusive sponsor of one of the event's lunches, the coffee breaks over the two days or networking drinks party. Get off on the right foot by buying all the delegates their lunch, coffee or something a little stronger, and you'll sure they're be in a relaxed and open mood for your 10 minute message that comes as part of the lunch and drinks packages.

### **Networking Drinks Party Sponsor**

**£7,995**

- Official sponsor of the conference networking drinks party on the evening of day one.
- Opportunity for a senior level representative or a client to participate in a panel discussion on the main conference agenda.
- Ability to have one senior level representative of sponsoring company provide a 10-minute welcome address to the delegates at the networking drinks party.
- 1 standard tabletop exhibition space
- Logo to appear on the event website sponsor page and in show guide as the official conference networking drinks party sponsor.

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

- 3 VIP passes to the conference and exhibition. These can be distributed to company employees or retail clients.
- Designated table dedicated for distribution of marketing materials in the drinks party venue.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Opportunity to receive 4 passes to all conference social events for customers, clients or staff who are not registered as conference attendees. Please note this does not include access to the main conference room.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Coffee Break Sponsor**

**£6,995**

- Logo to appear on coffee break signage throughout the two conference days (signage produced by EyeforRetail).
- Opportunity for a senior level representative or a client to participate in a panel discussion on the main conference agenda.
- 1 tabletop exhibition space nearest to the coffee station in the exhibition area (position subject to availability).
- 2 VIP passes for the main conference and exhibition. These can be distributed to company employees or retail clients.
- Logo to appear on event website and on the agenda in direct mail marketing pieces sent out by EyeforRetail. as the conference coffee break sponsor.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Lunch Sponsor**

**£5,995 for day one, £4,995 for day two**

- Exclusive sponsor of conference lunch on one day of the conference.
- Ability to have a senior level representative of sponsoring company provide a 10-minute welcome address to the delegates at the end of the morning's conference presentations in the main conference room.
- Exclusive table reserved for sponsor to invite contacts and clients to sit at.
- Logo to appear on signage for lunch with a designated table dedicated for distribution of marketing materials (signage produced by EyeforRetail).
- 2 VIP passes to the conference and exhibition. These can be distributed to company employees or retail clients.
- Your logo to appear on event website as a conference lunch sponsor.
- Your logo to appear on the agenda as lunch sponsor in direct mail marketing pieces sent out by EyeforRetail.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

### **Exclusive product sponsorships**

#### **Conference USB Pens Sponsor**

*Be the exclusive USB pens sponsor, and every speaker and attendee will take your brand home and have it in their computer or back pocket at all times!*

**£8,995**

- Official exclusive sponsor of the conference USB pens. Production and design of pens provided by EyeforRetail.
- Logo co-branded with EyeforRetail on USB pens and distributed to all conference and exhibition attendees. Sponsor able to add files to the USB pens to promote their company products and services.
- Opportunity for a senior level representative or a client to participate in a panel discussion on the main conference agenda.
- 3 VIP passes to the conference and exhibition. These can be distributed to company employees or retail clients.
- Your logo to appear prominently on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Logo to appear on event website and in show guide as the official conference USB pens sponsor.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

#### **Conference Badge Sponsor**

**£7,995**

*Let us put your brand identity on the conference badges and every attendee will carry your logo throughout the 2 day conference!*

- Official exclusive sponsor of the conference and exhibition badges. Production and design of badges provided by EyeforRetail.
- Logo co-branded with EyeforRetail on badge and distributed to all conference and exhibition attendees.
- Opportunity for a senior level representative or a client to participate in a panel discussion on the main conference agenda.
- 3 VIP passes to the conference and exhibition. These can be distributed to company employees or retail clients.
- Your logo to appear prominently on display advertising and direct mail marketing pieces sent out by EyeforRetail.
- Logo to appear on event website and in show guide as the official conference and exhibition badge holder sponsor.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

## Staff theft and internal process error – what you can do to minimise the risks in your retail business

- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Conference Bags Sponsor**

**£4,495**

- Official sponsor of the conference bags distributed to all conference attendees on arrival at the conference. The plastic bags contain attendee show guides and all registration materials. Production and design of bags provided by EyeforRetail and will be co-branded with your logo and the conference logo.
- 2 VIP passes to the conference/exhibition. These can be distributed to company employees or retail clients.
- Logo to appear on event website and in show guide as the official conference bags sponsor.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database

### **Exclusive Show Guide Sponsor**

**£3,995**

- Exclusive opportunity to sponsor the conference show guide distributed to all conference attendees at the registration desk.
- 2 VIP passes to the conference/exhibition. These can be distributed to company employees or retail clients.
- Logo branded on show guide in premium position alongside EyeforRetail and the Platinum and Gold Sponsor logos
- One full page / full-colour advertisement in show guide with premium positioning (after Platinum and Gold Sponsor choices).
- Logo to appear on event website as the official conference show guide sponsor.
- Ability to provide a 100-word company description next to company logo in event show guide sponsor section.
- Ability to offer a 20% discount off full conference registration price to retail clients via a promotional mailing to your customer/clients database.

### **Exhibition & Advertising Opportunities**

#### **Standard Exhibition Package**

**£2,995**

*Create a base for your company at the conference to showcase your products and solutions. Our basic exhibition package includes:*

- Booth space (3m by 2m) consisting of: 1 x 6ft Table, 2 Chairs, 1 x power socket (please bring own adaptors or power strips)
- 1 VIP pass to the conference/exhibition. This can be distributed to a company employee or a retail client.
- 2 Exhibitor staff passes (access to exhibition area only)
- Company Overview (100 words), Logo & URL inclusion in show guide
- Company Overview (100 words), Logo & URL inclusion on event website

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!

Staff theft and internal process error – what you can do to  
minimise the risks in your retail business

**Delegate gifts and handouts** **£995**

Put your product or service into the delegates' hands. We can insert a small gift or document from you to the speakers and delegates into the delegate pack or place it on delegate seating in the main conference room.

**Highly targeted advertising** **£795**

We can publish a full page colour advert in our show guide to help you reach a 100% focused retail loss prevention audience.

**Sponsorship and Expo Packages & Prices at a Glance...**

<b>Platinum Sponsorship Package</b>	<b>£13,995</b>
<b>Gold Sponsorship Package</b>	<b>£11,995</b>
<b>Silver Sponsorship Package</b>	<b>£9,995</b>
<b>Bronze Sponsorship Package....</b>	<b>£8,995</b>
<b>Conference USB Pen Sponsorship....</b>	<b>£8,995</b>
<b>Networking Drinks Party Sponsorship....</b>	<b>£7,995</b>
<b>Conference Badge Sponsorship....</b>	<b>£7,995</b>
<b>Coffee Break Sponsorship....</b>	<b>£6,995</b>
<b>Day 1 Lunch Sponsorship....</b>	<b>£5,995</b>
<b>Day 2 Lunch Sponsorship....</b>	<b>£4,995</b>
<b>Conference Bags Sponsorship....</b>	<b>£4,495</b>
<b>Exclusive Show guide Sponsorship....</b>	<b>£3,995</b>
<b>Standard Exhibition Space....</b>	<b>£2,995</b>
<b>Delegate Gift &amp; Handouts....</b>	<b>£995</b>
<b>Highly Targeted Advertising....</b>	<b>£795</b>

\*\*all prices listed are exclusive of UK VAT, charged at 17.5%

**SPONSORS AND EXHIBITORS AT EYEFORRETAIL'S PREVIOUS LOSS  
PREVENTION & SECURITY FOCUSED EVENTS INCLUDE:**

ORIS GROUP	CAP INDEX
TAG COMPANY	MICROS
PCMS GROUP	THE COURTENAY GROUP (VENDORMARK)
INTELLIQ	IOS INTERNATIONAL
INTREPID SECURITY SOLUTIONS	MARCH NETWORKS
CHECKPOINT SYSTEMS	PALMER, REIFLER & ASSOCIATES
RTO (RETAIL TAGGING ORGANISATION)	CASH BASES
BLUE ROCK SECURITY	LODGE SERVICE
STANLEY SECURITY SOLUTIONS	BT GLOBAL SERVICES
NEDAP	VOLUMATIC
SCAN COIN	CHOICEPOINT

Call Craig Nickeas today on +44 (0)20 7375 7151  
or email [craig@eyeforretail.com](mailto:craig@eyeforretail.com) now!