

SPONSORSHIP OPPORTUNITIES



Sponsorship Opportunities Content:

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

RETAIL LOSS PREVENTION EUROPE 2008

Understand where your loss is coming from • Invest in preventative technology • Incorporate a zero-tolerance approach to loss in your workforce • Save money on security budgets • Case manage loss and recuperate funds

Dramatically reduce your shrink with cutting edge tools and strategies to prevent theft, fraud and process errors across your retail business

EyeforRetail's Retail Loss Prevention 2008 conference is a unique chance for loss prevention, security and audit personnel and anyone else with responsibility for loss prevention in retail to discuss the huge challenges facing the industry and how to overcome them. You'll learn valuable lessons from your peers and innovative solution providers about how to identify where losses stem from in your retail business, and how to prevent them.

Conquer loss through collaboration

This event will bring together retailers, analysts, technology providers and leading experts in the space to discuss best practice in reducing your retail loss. From the 2 days of the event you are guaranteed to leave with a wealth of knowledge and great ideas about how to improve and implement effective loss prevention strategies to keep your losses low and your profits up.

Keep informed and prevent retail loss

Following the success of our existing market leading Loss Prevention conferences, EyeforRetail's Retail Loss Prevention 2008 event impacts on every retailer and responds directly to the specific needs of the retail loss prevention community. Every stage of a product lifecycle where error or dishonesty is possible will be addressed so that you are readily equipped to minimise the risks across your organisation immediately.

This event brings together top level loss prevention, security and audit personnel in order to explore the best ways to ensure your retail business is protected against shrinkage. This summit explains how staff training in conjunction with innovative technology is the partnership for 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 retail loss.

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Your Business Benefits

Retail Loss Prevention 2008 conference is a market leading event focused on minimizing loss from within retail, in order to maximize company' profits in an ever-competitive 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

Structure of the Conference – Why are we meeting?

Recent estimates suggest that global retailers operating in the FMCG sector are losing over **€55 billion a year** 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**. Those employers who aim to minimise such shrinkage through reduction of external and internal theft, fraud and inefficient processes, and learn how to tackle shrinkage through whole workforce incentives and a holistic approach to reducing loss, stand the best chance of maximising productivity in the fiercely competitive retail marketplace today.

EyeforRetail's Retail Loss Prevention 2008 offers a chance for retail loss prevention and security personnel, auditors and anyone affected by process loss to learn valuable lessons from their peers and the most innovative solution providers about how to identify from where these losses stem, and how to prevent them.

Following the success of our market leading Retail Loss Prevention conferences to date, EyeforRetail's Retail Loss Prevention 2008 responds directly to the specific needs of the market to have information at their fingertips about this perennial issue; the conference will have a broad appeal to retailers in every sector, since it helps prevent theft, fraud and process loss throughout the entire product lifecycle. Every stage where human error or dishonesty is possible will be covered and you'll find out how to minimise the risks across your organisation. Initial research suggests that as technology to combat fraud and process loss improves, so will the capability of the thief and the margin for technological error.

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This conference is built firmly with networking in mind to ensure that retailers are able to really share and compare experiences both during and after the event to get the best ideas and solutions for their company. We know how important this is to the conference experience, so this year we've built in a gala dinner on the first evening of the conference to enable all those in attendance to let their hair down and relax in the company of their peers.

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 retail decision makers, acclaimed analysts and academics and cutting edge technology and service providers to ensure the issues discussed are current, topical and relevant. The event targets the most senior executives in large-scale retail, security organizations, human resources and recruitment teams in order to understand the most critical LP 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:

Delegates will comprise of those with direct budgetary responsibility for loss prevention in retail, including:

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

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Sponsorship Packages

The packages below are guidelines on what we can offer. We are more than happy to tailor a specific sponsorship package to meet your needs and budget.

Major Sponsorship Packages

All the following packages include:

- _ Opportunity to speak on a relevant part of the agenda
- _ Provision of a 3 x 2 metre networking area in exhibition hall
- _ Branded on conference brochures as a sponsor
- _ Branded on the event website as a sponsor
- _ Branded as a sponsor on all signage at the event
- _ Unlimited VIP tickets for only £495 courtesy of the sponsor to named retail clients and prospects

Platinum Sponsorship - £14,995 (1 available)

- _ Opportunity to make a keynote presentation on the main conference agenda
- _ Additional panel speaking opportunities
- _ 3 x banner advertisement on EyeforRetail Loss Prevention Newsletter
- _ Banner advertisement on event landing page (www.eyeforretail.com/lp08) for three months
- _ 2 x mailing to the event attendee list (one pre-event, one post-event)
- _ Full colour double page centre spread in the event Show Guide
- _ 2 x tables for you and your clients at the event gala dinner
- _ 8 event tickets for you or your clients
- _ Exclusive signage displayed prominently in expo hall

Gold Sponsorship £12,995 (2 available)

- _ Opportunity to make a presentation on the main conference agenda
- _ Banner advertisement on event landing page (www.eyeforretail.com/lp08) for two months
- _ 2 x banner advertisement on EyeforRetail Loss Prevention Newsletter
- _ 1 x Mailing to the event attendee list (pre-event or post-event)
- _ 1 x full colour full page spread in the event Show Guide
- _ 1 x table for you and your clients at the event gala dinner
- _ 6 event tickets for you or your clients

Silver Sponsorship £9,995 (2 available)

- _ Opportunity to make a presentation on the main conference agenda
- _ Banner advertisement on event landing page (www.eyeforretail.com/lp08) for one month
- _ 2 x banner advertisement on EyeforRetail Loss Prevention Newsletter
- _ 1 x full colour full page spread in the event Show Guide
- _ 1 x table for you and your clients at the event gala dinner
- _ 4 event tickets for you or your clients

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Track Headline Sponsorship £9,995 (3 available)

- _ Primary logo branding in the track of your choice
- _ Opportunity to make a presentation with a client to open the track of your choice
- _ 2 x banner advertisement on EyeforRetail Loss Prevention Newsletter
- _ 1 x mailing to the event attendee list (pre-event or post-event)
- _ 1 x full colour full page spread in the event Show Guide
- _ 1 x table for you and your clients at the event gala dinner
- _ 4 event tickets for you or your clients

Function and Meal Sponsorship Packages

All the following packages include:

- _ Opportunity to speak on a relevant part of the agenda (subject to availability)
- _ Provision of a 3 x 2 metre networking area in exhibition hall
- _ Branded on conference brochures as a sponsor
- _ Branded on the event website as a sponsor
- _ Branded as a sponsor on all signage at the event
- _ Unlimited VIP tickets for only £495 courtesy of the sponsor to named clients and prospects

Exclusive Pre-Dinner Drinks Party Sponsor - £7,995

- _ Sponsor and host of the official pre-dinner drinks reception
- _ 5 minute welcome speech to be given to participants at reception
- _ Company branding at reception in the form of signage and branded coasters
- _ Acknowledgements (with logo) as "Cocktail Party Sponsor" in the Show Guide
- _ 3 event tickets for you or your clients

Exclusive Conference Luncheon Sponsor - £6,995

- _ Sponsorship of networking luncheon on the main conference day
- _ Opportunity to host a networking table
- _ 2 event tickets for you or your clients

Coffee Sponsor - £6,995 for 2 days

- _ Exclusive sponsorship of coffee areas in the exhibition area. All conference delegates will receive free coffee and tea from these areas throughout the two days.
- _ 2 event tickets for you or your clients

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Merchandising and Branding Sponsorship Packages

All the following packages include:

- _ Opportunity to speak on a relevant part of the agenda (subject to availability)
- _ Branded on conference brochures as a sponsor
- _ Branded on the event website as a sponsor
- _ Branded as a sponsor on all signage at the event
- _ Unlimited VIP tickets for only £495 courtesy of the sponsor to named clients and prospects

Internet Station - £8,995

- _ Branding on 5 internet ready computer terminals located on the expo floor
- _ Exclusive signage above internet station
- _ Your website will be cached as default homepage on all 5 terminals
- _ 3 event tickets for you and your clients

Badge and Lanyard - £7,995

- _ Exclusive logo branding on all badges and lanyards worn by all delegates and speakers
- _ 3 event tickets for you and your clients

Show Guide - £5,995

- _ Branded as Show Guide Sponsor on front of Show Guide
- _ Full colour back cover advertisement
- _ 2 event tickets for you or your clients

Pen & Pad - £5,995

- _ Branded on all pens and notepads handed out to attendees
- _ 2 event tickets for you or your clients

If you have any questions or you would like to reserve a package, contact our Sales Director, Craig Nickeas:

Telephone: +44 (0)20 7375 7151

Email: craig@eyeforretail.com

Exhibition Packages & Advertising Opportunities

If you reserve your exhibition space early you can start selling your product for as little as £3,495. Our Sales Director, Craig Nickeas, will create a package to suit your needs and budget.

All exhibition packages include:

- _ Access to lunch and entrance to pre-dinner drinks party
- _ Discounted rates on tables for the gala dinner
- _ 100 word entry and logo branding in official event Show Guide
- _ Discounted advertising in official event Show Guide
- _ Listing and description on show website
- _ 1 event ticket for you or your clients
- _ 2 free exhibitor passes
- _ Heavily discounted conference passes for staff and clients
- _ Pre-show marketing support
- _ PR opportunities in Retail Loss prevention newsletter

Insert in Delegate Registration Pack

- _ Opportunity to place promotional literature or gift in pack handed to all attendees and speakers at the registration desk - £995

Advertising in Show Guide

- _ 1 Page Full Colour - £995 / 1 Page Black & White - £695
- _ Half Page Full Colour - £695 / Half Page Black & White - £495

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

Platinum Sponsorship Package	£14,995
Gold Sponsorship Package	£12,995
Silver Sponsorship Package	£9,995
Track Headline Sponsorship Package....	£9,995
Internet Station Sponsorship....	£8,995
Pre-Dinner Drinks Party Sponsorship....	£7,995
Badge & Lanyard Sponsorship....	£7,995
Coffee Sponsorship....	£6,995
Lunch Sponsorship....	£5,995
Show Guide Sponsorship....	£5,995
Pen & Pad Sponsorship	£5,995
Standard Exhibition Space....	£3,495
Delegate Gift & Handouts....	£995
Highly Targeted Advertising....	From £495

NB * All prices exclusive of UK VAT charged at 17.5%

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**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	FRAUD JOBS
IDM SOFTWARE	LODGE SERVICE
STANLEY SECURITY SOLUTIONS	BT GLOBAL SERVICES
SYSREPUBLIC	FIRST AUDIT PARTNERS
NEDAP	VOLUMATIC
SCAN COIN	CHOICEPOINT

If you have any questions or you would like more information on the conference or any of the packages, please contact our Sales Director, Craig Nickeas:

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