

Merchandise Management for Retail 2008

21st -22nd October, 2008 * Regents Park Marriott Hotel – London

INTEGRATE AND EXECUTE A SUCCESSFUL MERCHANDISE STRATEGY TO MEET CUSTOMER DEMAND AND INCREASE YOUR SALES AND MARGIN

Sponsorship and Exhibition Opportunities



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Key facts about this event:

#1) Most senior level speakers

#2) An agenda focused purely on merchandise planning and execution

#3) 100+ attendees

#4) 12+ hours of networking time

#5) It's an independent event for the industry by the industry!!!

#6) Exclusive supplier exhibition

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*** MERCHANDISE PLANNING * DEMAND FORECASTING *
* ALLOCATION & REPLENISHMENT * CATEGORY MANAGEMENT *
PROMOTION PLANNING AND EFFECTIVENESS * PRICE MANAGEMENT**

Conference overview

Retailers are under no illusion that times are hard... and that things are set to get worse before they get better. Which means that in today's challenging economic climate, responding to consumer needs is ever more crucial. So how do you effectively plan and manage your merchandise to make sure you get the right products in the right place at the right time to fulfil customer demand?

There's no doubt that merchandise planning is a complex process but if you get it right, you'll increase both your bottom line profits and customer satisfaction. So it's no small wonder that merchandise management and branch-specific planning and control systems remain the main investment priority for market leading retailers. (*IDC market research 2008*)

Responding to the challenges facing the industry

The Merchandise Management for Retail conference is a unique chance for senior merchandising professionals and their teams to discuss and find solutions to the current and relevant merchandising challenges facing all sectors of the retail industry.

Find out where to prioritise your spend to achieve amazing ROI

This market leading event will focus on the planning and execution of merchandising strategies in large-scale retail. Across two days the event will focus on demand planning and forecasting to get the right goods in the right stores at the right time to meet planned targets and customer demand. In addition to this, we'll have expert sessions specifically chosen to help you improve the sales of your goods once they're in store and how to guarantee the best margin on all transactions without losing sales. In short, this will be the only event you need to attend in 2008 to maximize the ROI on your merchandising systems and processes. We'll be addressing all the main challenges and talking you through exactly how you can take advantage of the opportunities in category management, space and range planning, allocation and replenishment, pricing, promotions planning and effectiveness, clearance and the whole realm of merchandise management in European retail.

Take away the very latest knowledge and tools to deliver a competitive edge for your business

We have conducted months of research into the issues that are right at the cutting-edge of retail merchandising. Through months of discussion with retailers, suppliers, consultants, analysts and technology specialists we guarantee that the topics discussed will help you streamline and refine your merchandising processes and add real value to your business. Read on to find out more details of the specific areas we'll be covering and exactly how you can get involved.

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Who's attending the Merchandise Management for Retail 2008 Conference?

The Merchandise Management for Retail conference is the meeting place for the Retail Merchandising industry. At the conference you will hear from, meet and network with experts from the entire Merchandising value chain including;

- Merchandising
- Category Management
- Supply Chain
- Demand Planning & Forecasting
- Range / Assortment Planning
- Space Planning
- Display / Visual Merchandising
- Allocation and Replenishment
- Pricing
- Revenue Management
- Ordering
- Trade
- Buying
- IT
- Commercial

Plus –

Suppliers, leading solution providers, consultants, analysts, academics and high-level retail press.

Senior Level Executives from these market leading companies have attended our merchandise events in the past:

Here is a sample of companies who have attended our previous merchandise conferences and received market intelligence that they simply can't get anywhere else. Make sure you get the chance to meet the following;

Adrem Recruitment	CAEM	Gartner	Metro Group	Retail Week	Superdrug
Alberto Culver	Capper & Co	Harrods	Modern Home	RGIS	Tesco
Apple Retail	Comet Group	Homebase	Musgrave Group	RMS Instore	The Co- operative Group
ARC Retail	Compass Group	Imperial Tobacco	Nestle UK	Sainsbury's	The Nielsen Company
ASDA	Cosmic Solutions	IRI	New Look	SAP	Thresher Group
AVT	Daymen International	Javelin Group	Palmer and Harvey	SAS Institute	Unilever
Azadea Group	DSGi plc	JDA Software UK	Pets at Home	Schuitema	Warburtons
B&Q	Entertainment UK	JDH Solutions	Plan-It Architectural Design Consultants	Scurr + Partners Architects	Wickes
Best Buy	Epicor Retail	John Lewis	Realisis	Somerfield	Wilkinson Stores
Boots	Fifth Dimension	Martec International	Retail Image	Sound Invention	Woolworths
Brand Villages	Galleria RTS	Mercator	Retail Systems	StatoilHydro ASA	World Duty Free

Contact Craig Nickeas on craig@eyeforretail.com or +44(0)20 7375 7151

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What are you trying to achieve?

Do you want to secure a number of big sales leads? Are you looking to make contact with previously untapped contacts? Do you want to put your services in front of your specific target market at low cost?

If the answer is YES! then you should be sponsoring or exhibiting at the Merchandise Management for Retail 2008. Our packages are **tailor-made** to your requirements – you can mix and match your package to include as much – or as little as you want – and **achieve as much as you can within your budget**.

Big Budget	Maximum exposure!	Want to be the highest ranking sponsors at the event and achieve premium exposure? Our Platinum packages give you everything you'll need to guarantee maximum visibility, deliver presentations, exhibit products and benefit from prime marketing.
↑	The chance to speak!	Do have a case study to share or wish to talk about how your services can benefit the industry? A select number of speaking opportunities are available and are released on a first come, first served basis.
	To show off my product or service!	Want to show off your products and services in front of a targeted audience? The exhibition hall will allow you to promote your company and engage in face to face meetings.
	Optimum exposure for my brand!	Do you want to ensure your brand is at the forefront of your potential clients minds when they make their decision? Take advantage of branding packages such as conference stationary, adverts, signage, coffee and lunch breaks...and of course the ever popular networking party!
	1 to 1 meetings with clients	Ever wanted to have your own space to discuss your products and services with potential clients. Book yourself meeting space and you'll have the perfect space in which to talk – in private – and secure big contracts...away from competitors!
	To build my own package	Would you like to merge packages together? No problem, we can tailor make any package to requirements and your budget. Contact us to find out how.
Small Budget	Low-cost, high visibility	Not much budget? No problem, we have a range of advertising opportunities that will get your product into the hands of potential clients at low cost.

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Who we are

EyeforRetail is part of First Conferences Ltd, a global business intelligence and conference company. We have been operating for 19 years and have experience in many sectors including Pharmaceutical, Travel, Transport, Ethical business, Climate Change, Telematics, Gambling and Renewable Energy.

We are very good at organising conferences and expos. We've organised hundreds over the years. More than that though we have developed entire businesses around the industries we work in so you know we aren't in this for the quick win.

We are meticulous when researching and designing our conferences ensuring **every single event is relevant and important to senior level executives.** Our formula is great agenda, great speakers = great show.

We have dedicated teams set up to ensure every element of the event is seamless. We pride ourselves on **attention to detail and quality of service.**

We are investing our time, money and effort in this industry because **we believe in it...we hope you'll join us.**

Brand awareness and exposure over 14+ weeks!

We want the event to be as successful as possible. Because of that we'll be marketing before, during and after the event. That means that your brand will be industry wide for over 4 months...even more the earlier you sign up.

We have 14+ marketing channels to reach your target market. Over a 14 week campaign we'll make absolutely sure your target clients know about the event and the fact you're involved. Check out how we're spreading your message with the mix on the next page...

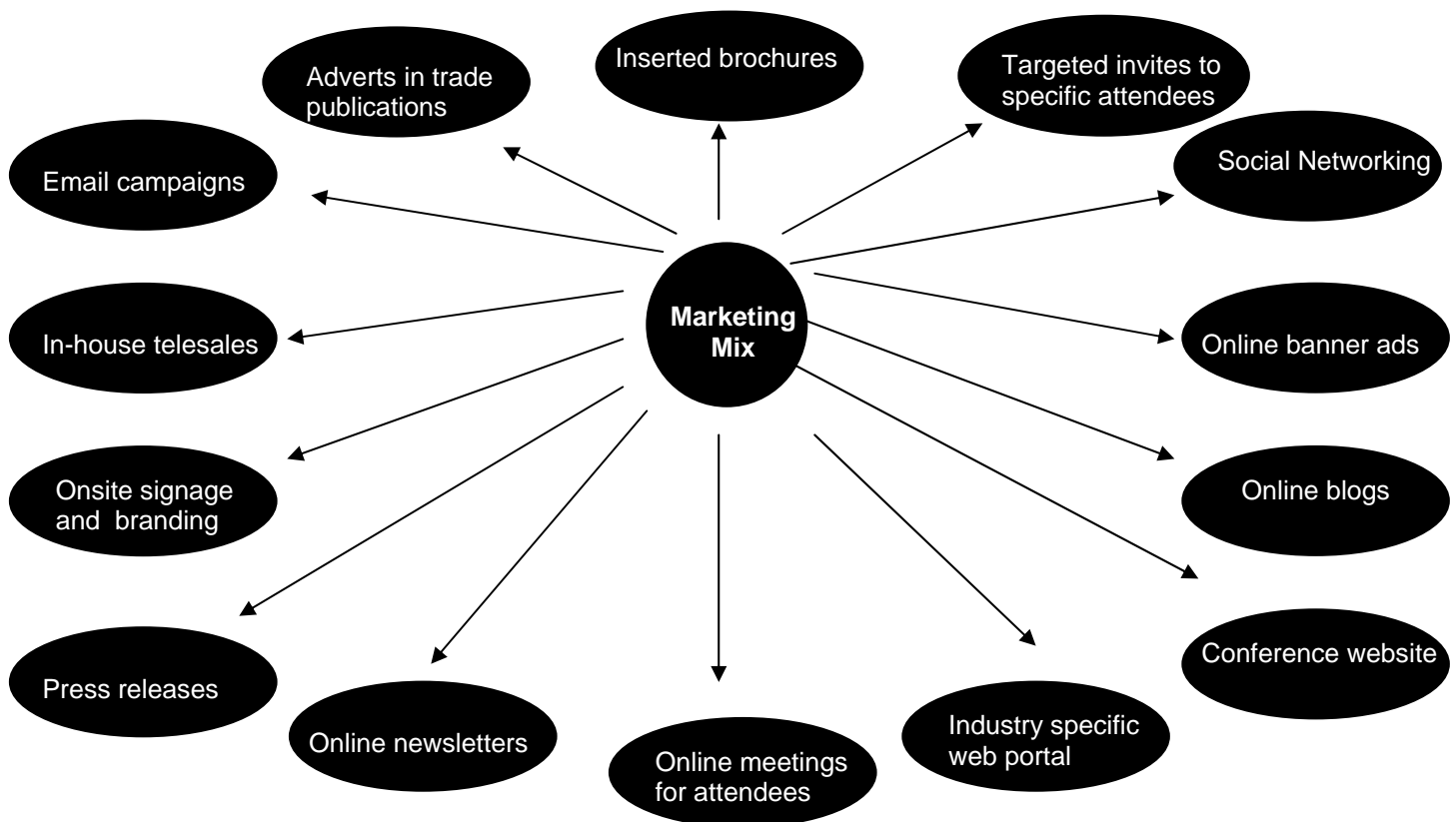


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How will we ensure that you meet the right people at the event?



I want to get involved – what do I do next!

Questions to ask yourself:

- How much budget do I have?
- What am I trying to achieve?
- Do I want to speak? (remember speaking opportunities are in our premium packages only)
- If I had the perfect package what would be included?

Once you have this information look at the packages over the page and consider how you want to get involved and then give us a call on the details below;

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Tailor your own package to your requirements – options to select are;

Platinum (1 available)	£13,995	Gold (2 available)	£11,995
<p>The highest level of exposure for your market leading products or services. The Platinum Sponsorship Package includes:</p> <ul style="list-style-type: none"> • Exclusivity and top level branding- only 1 will be sold • Ability to host a workshop • 30 minute speaking slot on the plenary agenda • 6 VIP passes for staff or clients • Opportunity to host 1 2 1 meetings with key targets • 1 Exhibition Booth • Postal and email contact with delegates post conference • All press releases related to the event will include your company name. • Prime branding as primary sponsor on all web, e-mail and postal marketing • Prime on-site signage and other branding opportunities • One full page / full-colour advertisement in showguide in premium position <p>PLUS! 50% off price of any High Level Branding Package</p>		<p>Superb exposure to your key target market. The Gold Sponsorship Package includes:</p> <ul style="list-style-type: none"> • 30 minute speaking slot on the plenary agenda • 5 VIP passes for staff or clients • 1 Exhibition Booth • Opportunity to write online newsletter • Highly visible Gold Sponsor branding on all web, e-mail and postal marketing • Highly visible Gold Sponsor on-site signage and other branding opportunities • All press releases related to the event will include your company name. • One full page / full-colour advertisement in showguide <p>PLUS! 30% off price of any High Level Branding Package</p>	
Silver (2 available)	£9,995	Bronze	£8,995
<p>Superb exposure to your key target market. The Silver Sponsorship Package includes:</p> <ul style="list-style-type: none"> • 20 minute speaking slot to the entire audience • 4 VIP passes for staff or clients • 1 Exhibition Booth • Highly visible Silver Sponsor branding on all web, e-mail and postal marketing • Highly visible Silver Sponsor on-site signage and other branding opportunities • One full page advertisement in showguide <p>PLUS! 20% off price of any High Level Branding Package</p>		<p>Superb exposure to your key target market. The Bronze Sponsorship Package includes:</p> <ul style="list-style-type: none"> • Position on panel session • 4 VIP passes for staff or clients • 1 Exhibition Booth • Highly visible Bronze Sponsor branding on all web, e-mail and postal marketing • Highly visible Bronze Sponsor on-site signage and other branding opportunities • One full page advertisement in showguide <p>PLUS! 10% off price of any High Level Branding Package</p>	
High Level Branding Packages	individual pricing see over	Exhibition Booths*	£2,995
<p>A variety of packages are available that increase exposure at the event through signage, branding and marketing handouts.</p> <ul style="list-style-type: none"> • Networking lunch sponsor • Coffee station sponsor • Networking party sponsor • Welcome reception drinks sponsor • Showguide sponsor • Conference stationary (pens and notepads) • Badge and lanyards sponsor • Internet Connection and USB sponsor • Attendee list sponsor • Delegate bag 		<p>One standard exhibition booth. Dimensions of 3m x 2m are guaranteed but larger spaces may be available on request. Includes:</p> <ul style="list-style-type: none"> • 1 x 2m table, 2 chairs, 1 power socket (please bring own adaptors or power strips) • 1 VIP pass for staff or clients • 2 expo staff passes (no access to main conference room) • Company overview in show guide and on website • Opportunity to upgrade to 2 booths at additional 50% of price 	
All packages include the following (*apart from exhibition booth)			Extra's...
<ul style="list-style-type: none"> • Logo on display on marketing pieces for conference • Logo on event signage whilst at conference • 150 word company description with company logo in showguide. • Opportunity to purchase unlimited delegate tickets for retailers for \$995 			<ul style="list-style-type: none"> • Extra delegate tickets at £100 off • Adverts in show guide • Inserts and table drops • Web banners • Sponsor newsletters • And more...

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High Level Branding Packages <i>(Plus get 30% off an Exhibition Booth)</i>	Price
<p>Networking drinks party sponsor</p> <p>65% of our delegates attend conferences for the networking opportunities. What better way to ensure brand visibility and get your sales team talking with many contacts than sponsoring the drinks reception that the whole conference attends. You'll get an opportunity to address all delegates, benefit from high level branding exposure and be responsible for a night to remember!</p>	<p>£7,995</p>
<p>Networking lunch sponsor</p> <p>Want to ensure your team gets face time with important clients. Sponsor meals and you'll get the opportunity to have a dedicated dining table in prime position in the restaurant to ensure your company gets the chance to eat, relax, swap cards and talk business with the people that matter. You can even pre-select and invite specific attendees to your table!</p>	<p>£5,995</p>
<p>Coffee station sponsor</p> <p>Over the course of the 2 days our delegates will descend on the refreshment booths. Your branding will be all over the drinks and snacks stations ensuring you connect with every delegate time and again.</p>	<p>£6,995</p>
<p>Welcome reception drinks</p> <p>Want to establish relationships before the conference has even started? We'll invite delegates to join you for pre-event drinks the evening before the conference and during pre – registration ensuring your business is front of mind from the start and your sales team form relationships that can be developed over the next 2 days.</p>	<p>£7,995</p>
<p>Show guide sponsor</p> <p>Sponsoring the event show guide gives you prime positioning on a marketing piece that delegates retain throughout the conference and beyond. Throughout the conference you'll be front of mind for each attendee.</p>	<p>£4,995</p>
<p>Conference stationary (pens and notepads)</p> <p>Every conference we run people want more pens and notepads to write down the important information they hear. Your stationary will be used throughout the 2 days, retained afterwards and will offer prime opportunities to re-enforce your brand. You can even insert a marketing piece into the notepad!</p>	<p>£5,995</p>
<p>Badge and lanyards</p> <p>Think about it...how much time do you spend looking at delegate badges when you're meeting someone for the first time. Sponsor the badge and lanyards and you'll have unforgettable coverage at eye level from all conference attendees.</p>	<p>£7,995</p>
<p>Internet Connection and USB sponsor</p> <p>More and more attendees want to take away information and connect with their office while at the conference. Sponsor the Internet Connection and USB sticks and you'll be able to supply a marketing piece each time a delegate requests internet connection and place your company overview and service offering on USB stick so each delegate has a copy.</p>	<p>£8,995</p>
<p>Delegate bag</p> <p>Every delegate needs a place to put the mountain of paper, marketing material and business cards acquired at a conference. Sponsor the delegate bags and you can be sure that you'll be the one thing that delegates retain throughout the event. Plus, you'll be a walking marketing piece carried by all for the ultimate branding experience!</p>	<p>£6,995</p>
<p>Attendee list sponsor</p> <p>Probably the most looked at document at the event – you'll be co-branded (with us) on the delegate list and also get the opportunity to feature a black and white advert at the back of the delegate list. A marketing opportunity not to be missed!</p>	<p>£3,995</p>

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Additional opportunities for branding and exposure at this Conference

Insert in Delegate Registration Pack

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

£795

Advertising in Show Guide

1 Page Full Colour - **£795**

1 Page Black & White - **£595**

Half Page Black & White - **£395**

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

Platinum Sponsorship Package...	£13,995
Gold Sponsorship Package...	£11,995
Silver Sponsorship Package...	£9,995
Bronze Sponsorship Package...	£8,995
Internet Station Sponsorship...	£8,995
Networking Drinks Party Sponsorship....	£7,995
Pre-Conference Welcome Reception Sponsorship...	£7,995
Badge & Lanyard Sponsorship...	£7,995
Coffee Station Sponsorship...	£6,995
Delegate Bag Sponsorship...	£6,995
Networking Lunch Sponsorship...	£5,995
Pen & Pad Sponsorship...	£5,995
Show Guide Sponsorship...	£4,995
Attendee List Sponsor...	£3,995
Standard Exhibition Space...	£2,995
Delegate Gift & Handouts...	£795
Highly Targeted Advertising...	From £395

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

I want to get involved – what do I do next?

Once you have had a chance to look over the packages and consider how you want to get involved, contact Craig Nickeas on the co-ordinates below and he'll organise everything for you:

Craig Nickeas

Business Development Manager

T. +44 (0) 20 7375 7151

E. craig@eyeforretail.com