

Partners



THE 12TH EUROPEAN

Retail Innovation

SUMMIT 2025

Driving Competitive
Retail in Europe

10 April 2025 | Brussels



Sponsorship Brochure

Contact:

Melanie Thomas
retail-innovation@forum-europe.com
+44 (0) 7845 657 722

europeanretail-summit.eu

#RetailInnovation25



10 April 2025 | Brussels

Contents

PAGE	
P3	Intro
P4	Details of past editions
P5	Past speakers page
P6	Conference Sponsorship Packages
P8	Catering Packages
P9	Product Sponsorship

PLEASE NOTE: *The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.*





10 April 2025 | Brussels

Introduction

As the EU enters a new phase of regulatory and economic stewardship under the 2024–2029 von der Leyen Commission, the 12th European Retail Innovation Summit 2025 serves as the premier forum for debating the future of one of the major engines of European economic growth. Against the backdrop of a drive for greater competitiveness, this high-level event brings together policymakers, industry leaders, consumer advocates, and NGOs to explore the critical themes shaping the retail and e-commerce sectors.

The Summit will dive into key priorities such as evolving consumer rules and digital fairness, strengthening enforcement mechanisms to support a thriving and competitive single market, and advancing the sustainability agenda. Participants will gain insights into how innovative policies and practices can drive sustainable growth, protect consumers, and enable businesses to flourish in a rapidly evolving digital landscape.



Why sponsor The 12th European Retail Innovation Summit 2025?

→ Exclusive speaking positions

Your organisation can contribute to the discussion

→ Engaging and Interactive format

Engage in a fully immersive and interactive debate with decision makers, businesses and policymakers.

→ EU and global outreach

Convey your message to a broad and international audience

→ Networking opportunities

Connect with your fellow attendees during coffee and lunch breaks throughout the event

→ Visibility Opportunities

Ensure maximum visibility through branding on the event website and marketing activities

There are various sponsorship packages available for the event, to offer optimum exposure for all budgets available. These range from higher-end sponsorship packages giving an exclusive speaking position and priority branding, down to lower cost branding that still provides high visibility and a great value opportunity to raise your profile among the leading decision makers in this sector.



Contact:

Melanie Thomas

retail-innovation@forum-europe.com / +44 (0) 7845 657 722

europeanretail-summit.eu

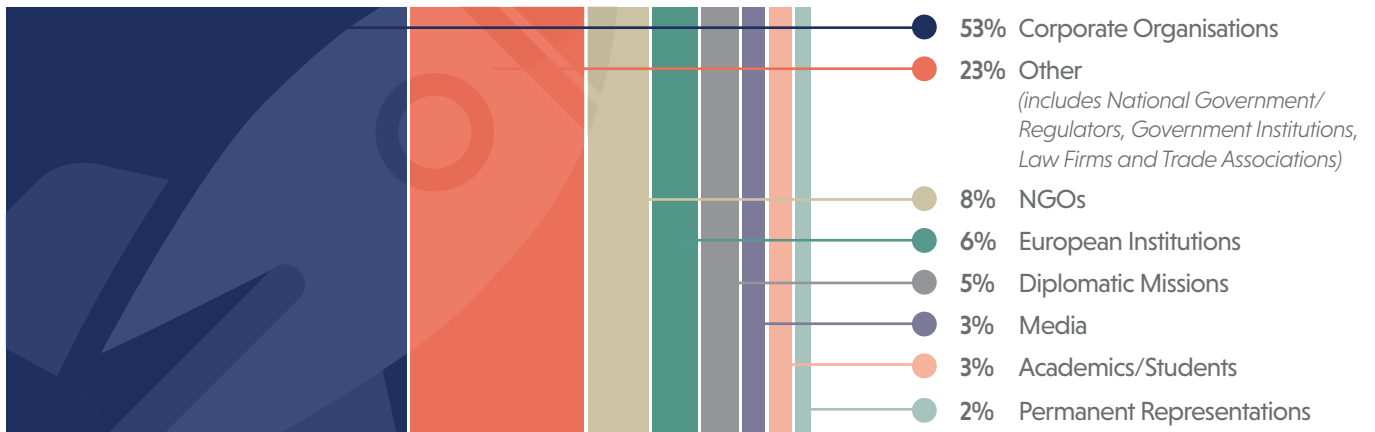
#RetailInnovation25



10 April 2025 | Brussels

Details of past editions

The last edition of our conference, The 11th European E-Commerce Conference, took place in 2023 and saw the following audience breakdown, for those that joined us in-person:



Sponsors and partners over the years have included:





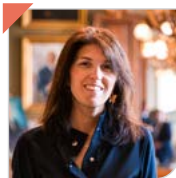
Previous speakers

The last edition of our conference, The 11th European E-Commerce Conference, took place in 2023 and saw the following audience breakdown, for those that joined us in-person:



**Didier
Reynders**

Commissioner
for Justice,
European Commission



**Alexia
Bertrand**

Secretary of State for
Budget and Consumer
Protection,
Ministry of Justice,
Belgium



**Eva
Faict**

Country Manager
Belgium,
Amazon



**Blanca
Rodriguez
Galindo**

Acting Director, Unit
B2.2, DG JUST,
European Commission



**Ursula
Pacht**

Deputy Director
General,
BEUC



**James
Waterworth**

Director, EU Public
Policy,
Amazon



**Kasper
Drazewski**

Senior Legal Officer,
BEUC



**Luca
Cassetti**

Secretary General,
Ecommerce Europe



**Filip Van den
Abeele**

Freelance Journalist
and Moderator



**Amaryllis
Verhoeven**

Head of Unit, Digital
Transformation of
Industry at European
Commission,
DG GROW



**Stefan
Moritz**

Secretary General,
European
Entrepreneurs
CEA-PME



**Stephan
Tromp**

Managing Director of
IFS Management GmbH
(IFS) and Deputy Chief
Executive of the German
Retail Association (HDE)



**Kostas
Rossoglou**

Head of Public Policy
and Government
Affairs, EMEA &
International,
Shopify



**Karen
Ghysels**

Director,
EEC NET Belgium



**Pierre
Hausemer**

Managing Director,
VVA Group



**Leendert Jan
de Olde**

Director Ecodesign
& Sustainability,
Philips



**Juliette
Beaulaton**

Public Affairs Advisor,
Ecommerce Europe



**Dustin
Wisotzky**

Partner,
Oliver Wyman

**Positions and organisations at time of contribution*





10 April 2025 | Brussels

Sponsorship Packages

Platinum Package

€18,000

- Speaking position for a company representative to participate during one of the main plenary sessions;
- 5 guaranteed and complementary delegate places for company representatives or guests to attend the main conference;
- Inclusion of your organisation logo as a 'platinum sponsor' across all pre-event and event day materials, including:
 - Conference website (with link to your website)
 - All marketing emails
 - Event day banners and stage backdrop at the conference venue
 - On all post event materials
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates participating on arrival;
- Opportunity to take a tabletop exhibition stand to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of conference attendees;
- 2 places at the pre-conference VIP and speaker networking dinner (including speaker) – if organised.





10 April 2025 | Brussels

Sponsorship Packages

Gold Package

€12,000

- 3 guaranteed and complementary delegate places for company representatives or guests to attend the main conference (please note: in case of restrictions on the number of attendees who can attend events, you will be in the priority group to receive delegate places, alongside speakers, policymakers / regulators and other sponsor organisations);
- Inclusion of your organisation logo as a 'Gold sponsor' across all pre-event and event day materials, including:
 - ▶ Conference website (with link to your website)
 - ▶ All marketing emails
 - ▶ Event day banners and stage backdrop at the conference venue
 - ▶ On all post event materials
- Inclusion of company materials in delegate e-packs, which are distributed to all delegates prior to arrival;
- Opportunity to take a tabletop exhibition stand to showcase your products and solutions or share a position paper with the audience;
- Advance access (1 week before the event) to the list of attendees;
- 2 places at the pre-conference networking dinner (including speaker) – if organised.

Due to the limited number of sponsorship packages available, please get in touch as soon as possible if you are interested in getting involved.





10 April 2025 | Brussels

Catering sponsorship

Exclusive Sponsorship of VIP & Speaker dinner

€14,000

We are pleased to offer the opportunity for an organisation to sponsor and host a pre-conference networking dinner. All speakers, conference sponsors, high level guests and senior policy makers meet for a 3-course sit-down dinner, which will include time for informal networking and a room-wide discussion on issues relating to the conference topics.

- ▶ Your organisation seen as the exclusive 'host' for the dinner;
- ▶ Three-course dinner for conference speakers and invited guests;
- ▶ The opportunity for a representative from your organisation to introduce the dinner and lead the discussion;
- ▶ Opportunity to provide input in the guest-list and dinner seating plan;
- ▶ Exclusive branding at the dinner venue on banners and menu cards;
- ▶ 3 places at the dinner reserved for your representatives or guests;
- ▶ 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Sponsorship of Cocktail Reception

€8,000

The Networking Reception will be opened to all attendees to join. The setting will be informal and relaxed, providing the opportunity to network and meet over drinks and canapés.

- ▶ Your organisation seen as the exclusive 'host' of the cocktail reception;
- ▶ Exclusive branding at the reception venue on a banner;
- ▶ The opportunity for a representative from your organisation to give welcome address;
- ▶ 3 places at the reception reserved for your representatives and guests;
- ▶ 1 guaranteed and complementary delegate place for an organisation representative to attend the main conference.

Exclusive Sponsorship of conference refreshments

€5,000

Corporate identity displayed in the refreshments area during coffee break;

Opportunity to include branded items such as napkins, chocolates, or biscuits for instance (to be provided by sponsor and subject to venue terms and conditions);

- ▶ 1 complementary delegate place.





10 April 2025 | Brussels

Product sponsorship

As well as the main sponsorship packages, there are also a range of product-based branding and exhibition opportunities available with Forum Europe. If you are interested in exploring these, please contact our marketing team who will be happy to work with you on tailoring your package to the needs of your company.



Pens €1800

- ▶ Company logo in full color printed on pens distributed to all attendees.
Cost of production is included.



Notepads €2000

- ▶ Company logo in full color printed on notepads distributed to all attendees.
Cost of production is included.

Please note: joint sponsorship of both Notepads and Pens is available at the discounted rate of €3,300



Sponsorship of lanyards €4000 + cost of production

- ▶ Company logo printed in full colour on all lanyards.
- ▶ Option of having the lanyard production organised by Forum Europe (production costs to be covered by your organisation) or to provide the lanyards yourself.
- ▶ Lanyards are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.



Sponsorship of conference badges €2000

- ▶ Company logo printed in full colour on all delegate badges.
- ▶ Badges are distributed to all in-person delegates on arrival at the conference and worn at all times, ensuring high visibility of your brand throughout the event.

Please note: joint sponsorship of both Lanyards and Badges is available at the discounted rate of €5,000

PLEASE NOTE: The list of packages described in this brochure are by no means exhaustive and are meant only as a guide to the possible sponsorship and brand building opportunities that are available at this event. If you have any specific requirements that you feel are not covered by the packages available, then please do not hesitate to get in touch. We are always available to help you identify the options that suit your budget while maximising your value and visibility at the conference, and if necessary, our marketing team can work with you to create innovative sponsorship packages tailored to the exact needs of you and your organisation.

