



Electronic Retailing Association

Leaders in Direct-to-Consumer Commerce

Conference Sponsorship Menu

Monte Carlo, June 22 – 24, 2008

The European Electronic Retailing Association, the affiliate of ERA, is a not for profit organisation dedicated to promoting standards of excellence in Home Shopping conducted over the television and internet. ERA and ERA Europe are the only organisations providing a professional, specific platform for this segment of retailers and their related products and service providers.

You will find on the following pages, a rich catalogue of conference sponsorship opportunities. Being a sponsor at the 2008 **Electronic Home Shopping Conference & Trade Show**, the annual conference of ERA in Europe will associate you with **excellence**. No matter how you choose to contribute, being a part of this Conference will bring your company's name to a broad spectrum of key contacts in the global world of Electronic Home Shopping.

We would be happy to talk with you about any of the following options or about a combination of sponsorship and exhibition items. Please contact the ERA Europe Conference Director at the address below.

ERA Conference Director

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Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

Gold Level Sponsorship

ONE SPONSOR ONLY PER GOLD OPTION

Cost: € 10'000

Includes 3 free registrations at the 2008 Electronic Home Shopping Conference & Trade Show

Option 1: Conference Business Club

Cost: Euro 10'000

Once again in 2008, the beautiful Fairmont Hotel gallery will become the incredibly sought after "Business Club". Open during the entire conference and 10 yards from the exhibit hall, this convenient and yet very pleasant business space will be **the official meeting point of the Conference**. A bar, comfortable seating and discreet areas for attendees and exhibitors make this the perfect place for delegates to conduct their meetings and meet with colleagues. Companies that reserve a place in the Business Club will be allocated a space for the entire conference.

This business networking feature was extremely popular in 2007 for both exhibitors and attendees and will be even bigger this year, offering more space and more opportunities for conference attendees.

This option includes:

- Signage at the Business Club entrance with your company's name
- Company signage at the Business Club bar station
- Company name and logo on drinks vouchers remitted to the business club users
- Acknowledgement as a sponsor everywhere that the Business Club is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 2: Conference Opening Reception and Dinner

Cost: Euro 10'000

All attendees and VIP guests attend the opening reception and guest speaker presentation. This year promises to be a **magnificent and elegant sponsorship occasion** taking place right in the middle of the exhibit hall.

This option includes:

- Signage at the main entrance to the dinner reception with your company's name
- Company signage at each food station
- Opportunity to work with the conference team to customize this event -i.e. special giveaways, party items
- Opportunity to provide a company banner to display during the opening dinner
- Acknowledgement as a sponsor everywhere the reception is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 3: Conference Badges & Registration Desk

Cost: Euro 10'000

A Conference Classic. **Turn attendees into walking advertisements** for your company by sponsoring the **2008 Electronic Home Shopping Conference & Trade Show** registration attendee badges!

This option includes:

- Company sign/banner at the Registration Desk
- Name and logo of the sponsor on each registered attendee's badge
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 4: Conference Delagates Bags

Cost: Euro 10'000

The most durable sponsorship opportunity. As the sponsor, your company name and logo will travel the world on the shoulders of the hundreds of attendees who will love using it!

This option includes:

- Company logo printed on one side of the bag
- Opportunity to place one 8 1/2" x 11" promotional piece in the bag
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Silver Level Sponsorship

Cost: € 5000

Includes 2 free registrations at the 2008 Electronic Home Shopping Conference & Trade Show

Option 1: Conference Leadership Luncheon

Cost: Euro 5'000

All attendees, VIP guests, and the press are invited to attend the seated Leadership Luncheon to enjoy the marvellous cuisine of the French Riviera, sample some excellent wines and to take the rare opportunity to listen to a great speaker. Not forgetting however that this is a also a wonderful chance to reserve a "corporate" table and to invite your guests to join you for lunch. A perfect opportunity to mix business with pleasure!

This option includes:

- Signage at the luncheon door with your company's name
- Acknowledgement at the welcome address by ERA EUROPE chairman.
- Opportunity to provide a company banner to display in the luncheon room.
- Acknowledgement as a sponsor everywhere the Leadership Luncheon is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 2: Conference Coffee Breaks

Cost: Euro 5'000

Twice a day for the entire conference ensure that your company is promoted effectively. This is an excellent but inexpensive way to reach each and every Conference delegate with your company's message!

This option includes:

- Company signage at each coffee/tea station
- Company flyers and promotional material displayed during the coffee/tea breaks
- Opportunity to provide a company banner to display during the coffee/tea breaks
- Acknowledgement as a sponsor everywhere the conference is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 3: Conference Closing Party

Cost: Euro 5'000

Last year was diamonds and champagne. What will be happening this year at the conference closing party? As a sponsor of this event, you would have the opportunity to work with the conference team to make this event truly spectacular. ERA in Europe is planning a closing party to remember. Shouldn't your company be part of this very special evening?

This option includes:

- Signage at the party door with company's name
- Company signage at each food station
- Opportunity to work with the conference team to customize this event -i.e. special giveaways, party items
- Opportunity to provide a company banner to display during the opening dinner
- Acknowledgement as a sponsor everywhere the reception is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Bronze Level Sponsorship

Cost: €2000

Includes 1 free registration at the 2008 Electronic Home Shopping Conference & Trade Show

Option 1 : Insert in Conference delegates bags

Cost: Euro 2'000

Including your company's promotional material in the delegates bags, especially if you are an exhibitor, is an excellent way to reach each and every Conference attendee with your company's message! Your material must be submitted 30 days in advance to be approved by ERA.

This option includes:

- One piece of the sponsoring company's material inserted in each registration bag
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Option 3: Educational Session

Cost: Euro 2'000

Ensure that your company is associated with a particular group of people or a particular topic by sponsoring the Educational Session that is important to you. Make a difference!

This option includes:

- Company signage at the entrance to the symposium
- Acknowledgment as a sponsor at the start of the symposium
- Acknowledgement as a sponsor everywhere the symposium is publicised
- Acknowledgement anywhere 2008 sponsors are collectively listed.
- Acknowledgment on the ERA EUROPE website home page

Conference Web Banner Ad

Cost: Euro 500/month

Tight budget but still want exposure leading up to the **Electronic Home Shopping Conference & Trade Show of 2008**, then buy a banner ad on the ERA European home page. With nearly 200,000 views daily, this is great way to get noticed! Don't be left out!

Call us today and let's discuss how we can work together to find the right sponsorship opportunity for your company!

ERA Europe Conference Director

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