

LICENSING

FOR RETAIL

DAY

Sponsorship Brochure

7 MARCH 2024 | LONDON

Licensing for Retail Day returns in 2024

Thursday 7th March

- Organised by Brand Licensing Europe (BLE) in partnership with License Global and Licensing International
- **Build relationships** with UK retailers who are there to learn about the potential of brand licensing
- The **QUALITY** retail names you'd expect from BLE with the **TIME** to talk about their plans for 2024/5
- Don't miss this unique opportunity to present your IP or service to a **qualified and engaged retail audience**



Who attended in 2023

- **240** total attendees
- **140** retailers
- **100** licensing pros – licensees, licensors, agents and service providers
- Cross category representation from **35 retail brands**
- **Job functions included:** Buyer, Assistant Buyer, Brand Manager, Commercial Manager, Designer, Director, Junior Buyer, Licensing Manager, Merchandiser, Brand & Marketing Manager, Brand Marketing, Brand Director



2023 Non-retail Attendee Sample



2023 Retail Attendee Sample

FRASERS
GROUP

moonpig

FATFACE

CHARACTER.COM

dfs

MY
1st years

SELFRIDGES & CO



TESCO

very

NEW LOOK

George.

claire's



LONGLEAT

JOHN LEWIS
& PARTNERS

Iceland



M&S
EST. 1884

VANILLA
UNDERGROUND



Nutmeg
Clothing designed for life

joules

home bargains

Morrisons
Since 1899

Ann Summers

Sainsbury's

PRIMARK®



LICENSING
FOR RETAIL
DAY

Testimonials



"As a complete newcomer to the world of license, I found the conference extremely insightful and inspiring! Seminars being led by industry experts was really helpful and opened my eyes to how far we could push license within my business. Since then, I have met lots of wonderful people and gained much more knowledge! So glad I have had the opportunity to be involved and would highly recommend."

Hannah Robinson, Assistant Buyer, New Look 915

Catrina O'Brien • 1st

Director U.K. Licensing Consumer Products

It was a fantastic day! Can't wait for the next one!

Ruth Golightly • 1st

Senior Director | Buying | Design | licensing | Retail. Ex-George@A...

What a truly incredible day, still buzzing from the whole experience, meeting, talking and learning from everyone. Thankyou so much for inviting me to part of this fantastic industry get together.

"Thank you for hosting a brilliant conference yesterday. I felt the content was really relevant and thought provoking and it was great to hear from so many varied speakers."

Lucy Steer, Head of Category Gifts, Dine, Cook and Seasonal, John Lewis & Partners

"Absolutely loved it – I found it was a great forum to open up conversations we've been having in silo. It was interesting to hear from industry experts about the future of licensing. It also sparked a lot of interesting conversations internally. The event gave us an excuse to collaborate across different departments. I found the most useful part was the Q&A when we heard the issues other retailers were facing. And of course, the networking session at the end is always great to build industry relationships, I'm so glad to hear it will be happening again!"

Ghanika Neranjan, Assistant Buyer - Older Girls, Asda George

Bethan Garton • 1st

Chief Commercial Officer (CCO)

5mo •

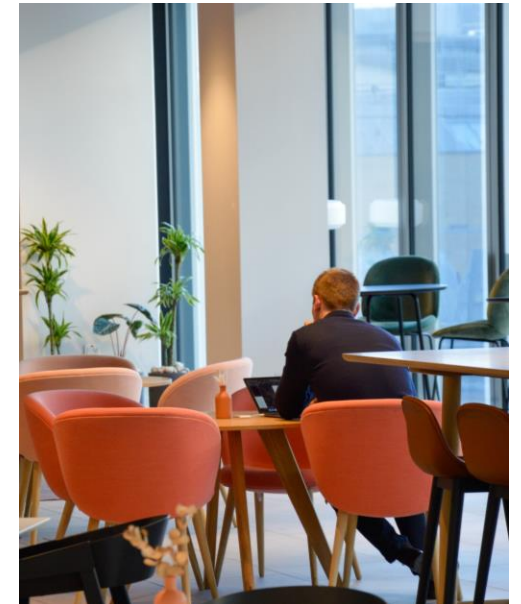
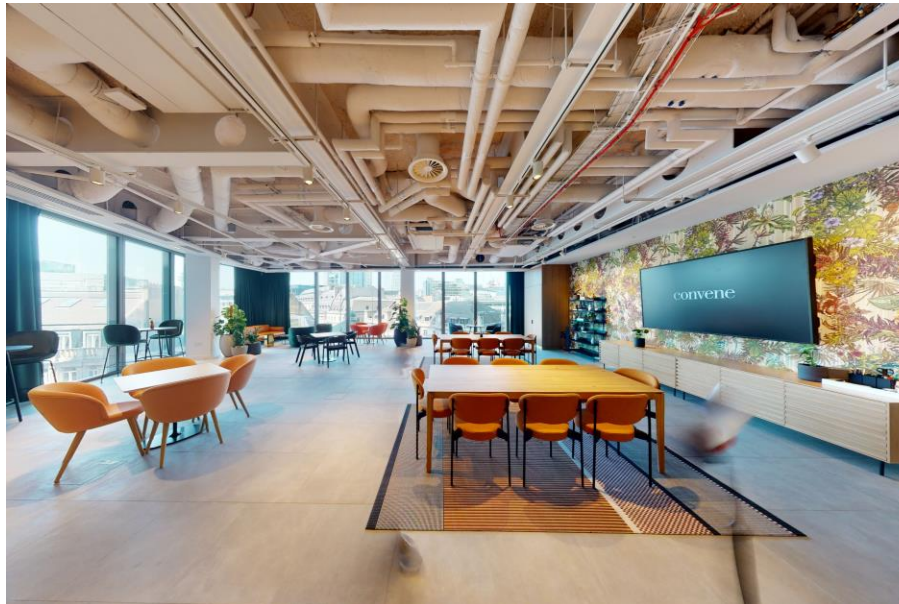
Really brilliant day. So many buyers and attendees who genuinely wanted to immerse themselves in licensing. You need to do another session in the Autumn!! 👍👍👍



**LICENSING
FOR RETAIL
DAY**

The Venue

- Convene at 22 Bishopsgate London
- Natural light
- Large open plan networking spaces
- Excellent catering with snacks and drinks available throughout
- Comfortable stylish seating areas perfect for meetings
- Double the space of the 2023 event
- Eye-catching branding opportunities



Library Takeover bundle

Exclusive product showcase and room theming within the Library networking space

- Flexible display options
- Branding in the corridor leading to the library including space for standalone banners and 2x floor tiles
- Rotating ad on the totem screens in the main networking space
- Library includes:
 - Furniture
 - Large screen
 - Floor to ceiling windows
 - Space for your own display units, mannequins etc (on request)

£2,600



Welcome bundle

Make an impactful first impression.

- Exclusive branding on the registration desk. This is the first thing all attendees will see on arrival (central section - 5m x 1m)
- Exclusive ownership of lower screen to the RH side of the desk (65" screen)



£2,250



Nourish bundle

Your chance to own the catering areas. This exclusive opportunity guarantees exposure to all attendees with easy line of sight to your branding from the networking spaces.

Includes:

- Branding above both self-service stations – in use throughout the event (7m x 1.5m)
- Cupboard fronts (5m x 0.5m)
- Branded coffee cups
- Branded napkins
- Rotating ad on the totem screens in the main networking space

£3,750



Cocktail bundle

Host the post-event networking drinks.

Includes:

- Ownership and naming rights of post event networking drinks
- Welcome speech from the sponsor (5 minutes with AV)
- Name a cocktail
- Your content on all venue screens during cocktail event
- Up to 5x guests

£3,000



Sponsored presentation opportunities

Brand Pitches

15-minute speed pitch

Sold subj to holds

Pitch your IP to the audience in this dedicated presentation spot



£2,000/pitch

Thought Leadership

30-minute presentation

Sold out

Content must be editorially approved by License Global



£2,500



Sponsored Insights Partnership

£2,500

The opportunity to promote exclusive insight, reports or analysis to all delegates pre-event

Includes:

- 1x email pre-conference to all registered delegates
- ½ page editorial or insert in the conference brochure
- Ad on digital screens in the networking space

**Speaking opportunity sold separately and subject to editorial approval*

***Bespoke marketing packages available on request*

Registration sponsor

£1,500

Your branding across the registration form, confirmation emails and delegate badges

Lanyards are an optional addition

Talk to us about using your character brands to gamify the registration process for all delegates!



Gallery activations

The networking areas at Convene offer flexible space for product display or interactive activations. Grab one of only two spots to showcase what you do to our audience

Gift

Provide a gift for all attendees
Distribution by seat drop or handed out by staff at an agreed time

Show bags

Reserved

Sponsor the official show bag handed out on arrival. Insert optional.

**produced by sponsor, please enquire for a quote if you'd like us to produce*

Digital ads

Your ad rotated on 2x digital totem screens



£1,000

£2,500

£1,000

£150/ad

Contact Details

For bespoke options please contact a member of the team:

For UK

Greg McDonald

E: Greg.McDonald@Informa.com

Cassius Anderson

E: Cassius.Anderson@Informa.com

For Europe

Matthieu Battini

E: Matthieu.Battini@informa.com

For US

Christie Ramsey

E: Christie.Ramsey@Informa.com

