

# manchester D/GITAL. /EVENTS

[Ecommerce Conference]



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## Sponsorship Packages



# About

Manchester is firmly at the forefront of the UK ecommerce industry having produced numerous homegrown ecommerce unicorns including Boohoo, The Hut Group, AO.com, AutoTrader and On the Beach. Greater Manchester is also home to many more high-growth ecommerce companies such as Fanatics, Pretty Little Thing, Moonpig, MoneySupermarket and Booking.com.

It is an exciting time for ecommerce companies in Manchester. The city's retail tech industry has seen phenomenal growth in the number of online retailers establishing offices in the city and in recent years it has developed the greatest concentration of ecommerce start-ups than anywhere else in the UK.



# Ecommerce Conference

Manchester Digital supports the businesses that make up this exciting sector, offering a range of services, events and initiatives that support the growth of the region's ecommerce businesses, encouraging collaboration and helping to tackle the challenges the sector may face.



Manchester Digital helps both companies looking to relocate or expand in the city region to build their employer brand, connect with regional businesses, raise their profile, network at our events and develop their pipeline of talent.

Our Ecommerce events bring together leading figures from across the sector to discuss the latest technological trends and challenges, whilst providing opportunities for networking and collaboration.

# Our 2024 Event

Following a successful event in 2023, which saw ecommerce experts and enthusiasts gather at No.1 Circle Square for an insightful afternoon packed full of interesting conversations around topics such as AI, personalisation, customer lifecycle and the metaverse, the Ecommerce Conference will return bigger and better in 2024.



## Ecommerce Conference 2024

Thursday 21st March 2024

Full Day Conference

No.1 Circle Square, 3 Symphony Park,  
Manchester M1 7FS





# Marketing Outreach

The Ecommerce Conference will be marketed by Manchester Digital to our wide network of members, businesses, agencies and individuals working across the tech sector in the North West.

All adverts, communications and web listings will feature prominent sponsor branding.

450+  
members

10k  
newsletter  
sign-ups

30k social  
followers

25k  
monthly  
web visitors

# Key Supporter Package

## 4 Available (£3,500 + VAT)

- Contribution to our Industry Insight blog/themed interviews or logo and link on the shared article
- Branding on all promotional pre-event material
- Prominent logo placement and backlink on the standalone ticketing site
- Profile and backlink in the Manchester Digital newsletter Manchester Digital events email
- Promotion/coverage via social media networks pre-event and post-event
- An option to introduce speakers / chair panellist discussions / present a 'scene setter' before a panellist discussion / manage a Q&A or deliver a 20 minute learning session in line with the event theme (one per event).
- Opportunity to provide promotional material and branding at the event networking area
- Logo and links on post-event blog - tagging business and speakers
- Personalised post-event marketing email to all attendees

\* Some involvement with themes/case studies and speakers can be discussed where appropriate and relevant

\*\* Sponsors will be from non-conflicting business types

# Drinks Sponsor

1 Available (£2,500 + VAT)

- Branding on all promotional pre-event material as 'drinks sponsor'.
- Contribution to our Industry Insight blog/themed interviews or logo and link on the shared article
- Prominent logo placement and backlink on the standalone ticketing site
- Profile and backlink in the Manchester Digital newsletter and Manchester Digital events email
- Promotion/coverage via social media networks pre-event and post-event
- Opportunity to provide promotional material and branding at the event networking area
- Logo and links on post-event blog - tagging business and speakers
- Branding at drinks venue
- Content contribution to our email to all attendees post event

# Contact Us

For more information or bespoke packages.

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