



ONLINE RETAILER

Exhibitor & Sponsor Information Pack

An incredible event that brings together the wider network, for expanded learnings and lessons in this important and innovative industry.

- Founder & Director, World's Biggest Garage Sale

01. OUR COMMUNITY

Welcome...

Our community is **made up of thousands of ecommerce, digital, marketing and retail leaders** who connect with the:

- Best business solutions
- Latest tech and insights
- Contacts that matter

The #1 meeting place for Australian Ecommerce Professionals.

For over 15 years and counting, exhibitors and sponsors trust Online Retailer to:

- Raise their brand profile
- Foster enduring industry relationships
- Cement current and future business success
- Reach new audiences and support product launches



What's Inside?

- 01 Our Community
- 02 Why Online Retailer
- 03 Stand Options and Furniture Packages
- 04 Sponsorship Options
- 05 Marketing Options
- 06 Onsite Exposure
- 07 ORIAS
- 08 Contact us



Online Retailer is Everybody's
Opportunity – take a peek at the
experience on offer...

As a first time visitor, we loved learning and connecting with the various businesses on the Expo floor.

- Brand & Marketing Manager, 4 Ingredients





Online Retailer was easily our favourite show for the year. The energy and effort RX brings to the events is unparalleled.

- MI Academy



Our Community

Each year, we attract 2500+ attendees to Online Retailer – here's a taste of who you can expect to meet



Our partnerships team feels that Online Retailer is an essential industry event to be at.

- PayPal Australia



ADOREBEAUTY

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booktopia
Australia's local bookstore

Camilla



COTTON:ON

COUNTRY ROAD

CUE[®]



FREEDOM



JULY

kogan.com



L'ORÉAL

MITRE 10



OPTUS



Pillow Talk



R. M. WILLIAMS
EST. 1932. AUSTRALIA



THE ICONIC



Uber



Key Results*

2,292

Total Visitation

136

Exhibitors

83%

Exhibitor satisfaction rate
(+23pp from 2019)

28

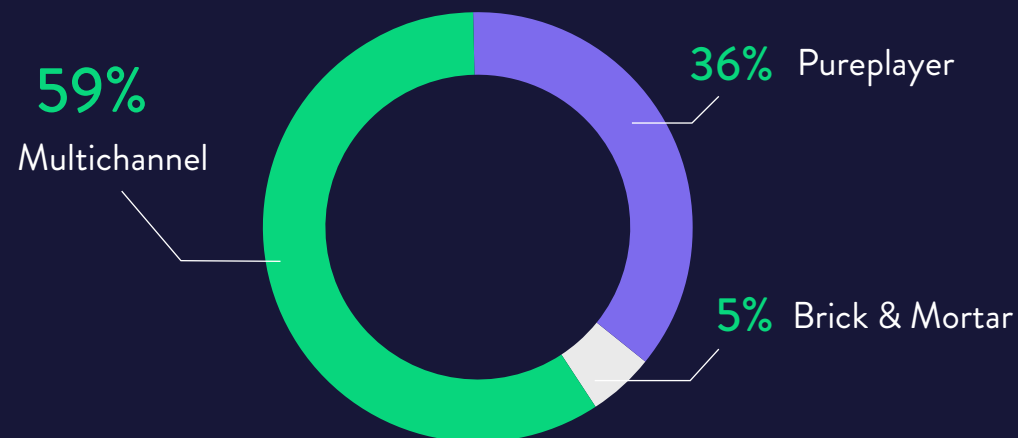
Net Promoter Score
(+44 points from 2019)

81%

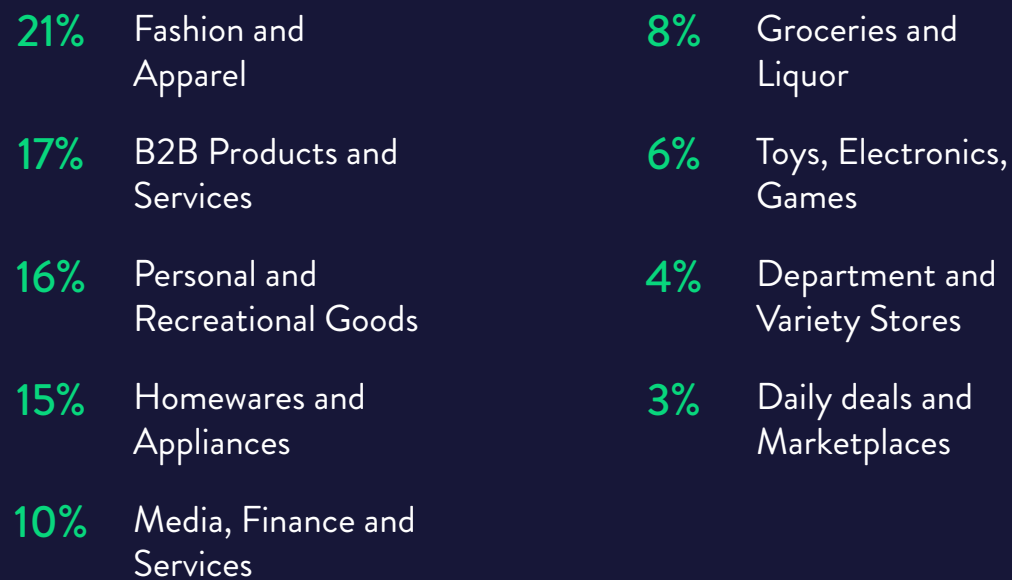
Exhibitors likely to
exhibit again in 2023
(+16pp from 2019)

*Online Retailer Conference & Expo is audited by the Audited Media Association of Australia.

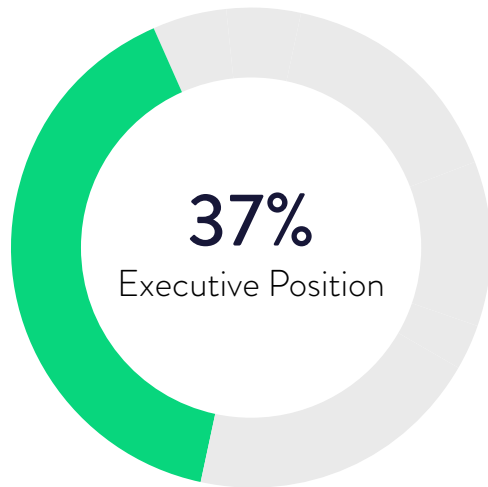
RETAILERS THAT ATTEND ARE MADE UP OF:



Our retailers represent a broadcross-section of the industry

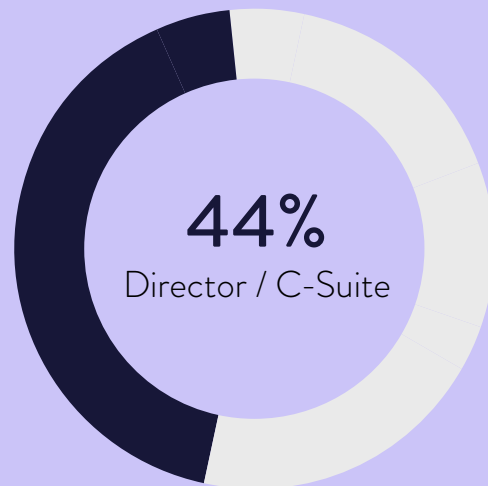


JOB FUNCTIONS



- 20% Digital/ Ecommerce
- 15% Marketing
- 11% Sales
- 6% Logistics /Operations
- 4% IT /Information Systems
- 2% Customer Experience

SENIORITY LEVEL



- 30% Head of/ Lead/ Manager
- 12% Strategist/ Analyst/ Specialist
- 6% Exec/ Coordinator/ Associate
- 7% Consultant

RETAILERS TOP 10 AREAS OF INTEREST

- Ecommerce Platform & Solutions
- Email Marketing
- Website Design & Performance
- Marketplaces
- Conversion Analysis & Optimisation
- Fulfillment, Supply Chain & Logistics
- Loyalty & Rewards
- SEO Testing & Monitoring
- Mobile & Social Commerce
- Personalisation

Great mix of brands and retailers, and a great opportunity to see everyone face-to-face in one place.

- Convert Digital

02. WHY ONLINE RETAILER?

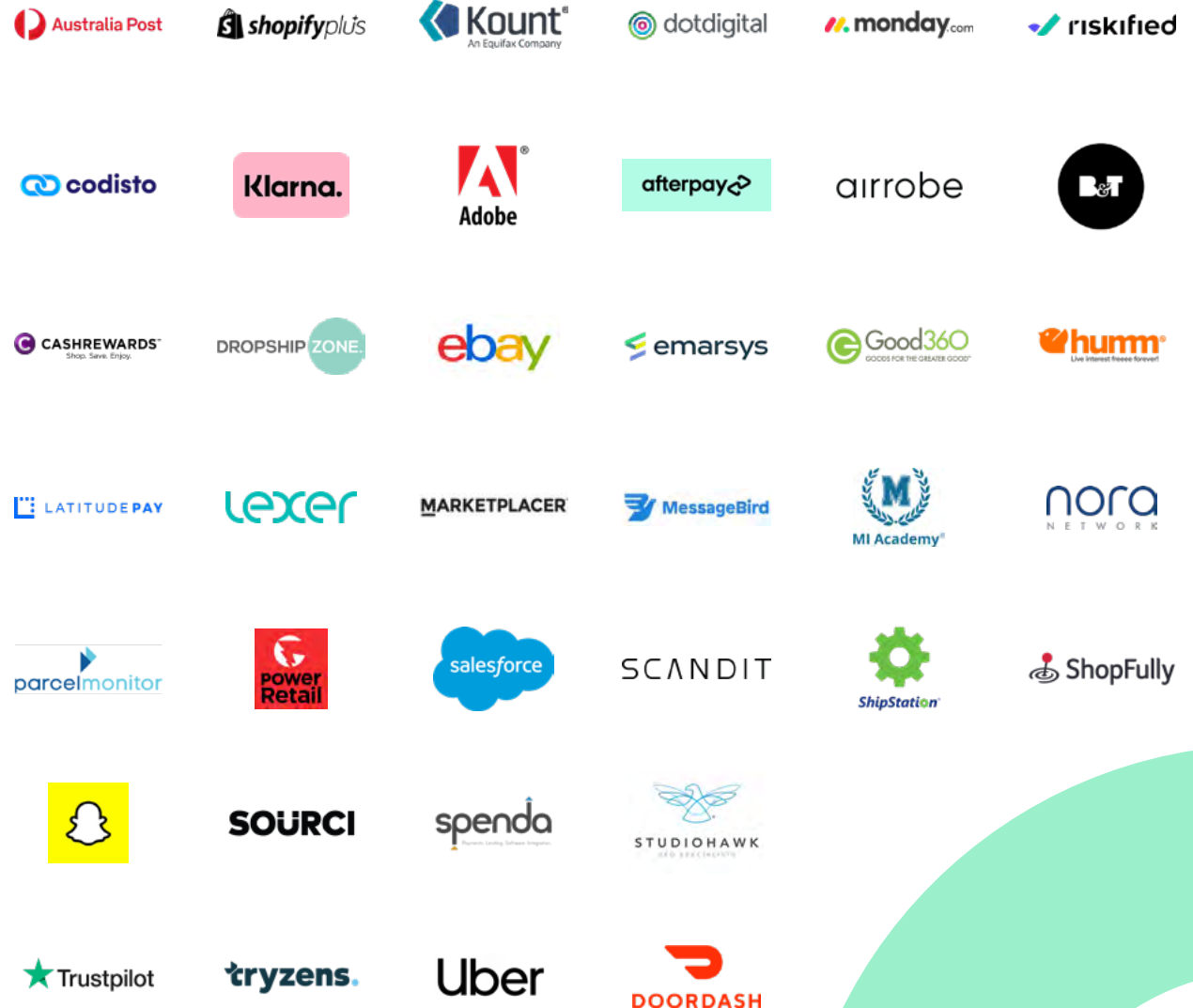
WHY ONLINE RETAILER?

Without a doubt, Online Retailer is the biggest event in the calendar year for the ecommerce industry. If you want to gain insights and strategise directly with your customers – current and potential – then leveraging the established reputation of an event like Online Retailer is a must.



Becoming an exhibitor or sponsor at Online Retailer provides a level of brand exposure you can't get through any other channel.

THANK YOU TO ALL 2022 SPONSORS & PARTNERS





2022 ATTENDEE EXPERIENCE

91%

Satisfaction rate
(+16pp from 2019)

93%

likely to attend in 2023
(+15pp from 2019)

28

Net Promoter Score
(+31pp from 2019)

It's the #1 industry event
for an industry who love what they do!



28,180
Web Visits Annually



160,103
Unique Page Views



12,574
Email Subscribers



03:10
Average time on page



5,926
OR Australasia
Linkedin Members



6,164
Facebook
Page likes



2,316
Instagram
Followers

Our Partnerships team feels
that this is an essential industry
event for them to be at.

- PayPal Australia

First – select a stand option that works best for your exhibiting needs, we'll get you started

03. STAND OPTIONS & FURNITURE PACKAGES

Option 1 - Shell Scheme

SPACE

The m² of your stand

CANVAS

White panel walls and carpeted floor

LIGHTS

2 x 150 watt adjustable spotlights

ONLINE DIRECTORY LISTING

Contact details, 50 word description and logo

CONFERENCE ACCESS

1 x ticket to attend the full two day conference

POWER

4amp connection and usage

SIGNAGE

Fascia board with company name (standard text)

LEAD TRACKER APP – EMPERIA

Free to use mobile app scanner to record lead data on the visitor badges.

EXHIBITOR DASHBOARD

Access the Exhibitor Dashboard giving you insights into your leads, website views and number of recommendations in real time as the show progresses

Well attended Industry event, showcasing current technology, services and future trends.

- **ABBE Pty Ltd**



Option 2 - Space Only

SPACE

The m² of your stand

ONLINE DIRECTORY LISTING

Contact details, 50 word description and logo

CONFERENCE ACCESS

1 x ticket to attend the full two day conference

LEAD TRACKER APP – EMPERIA

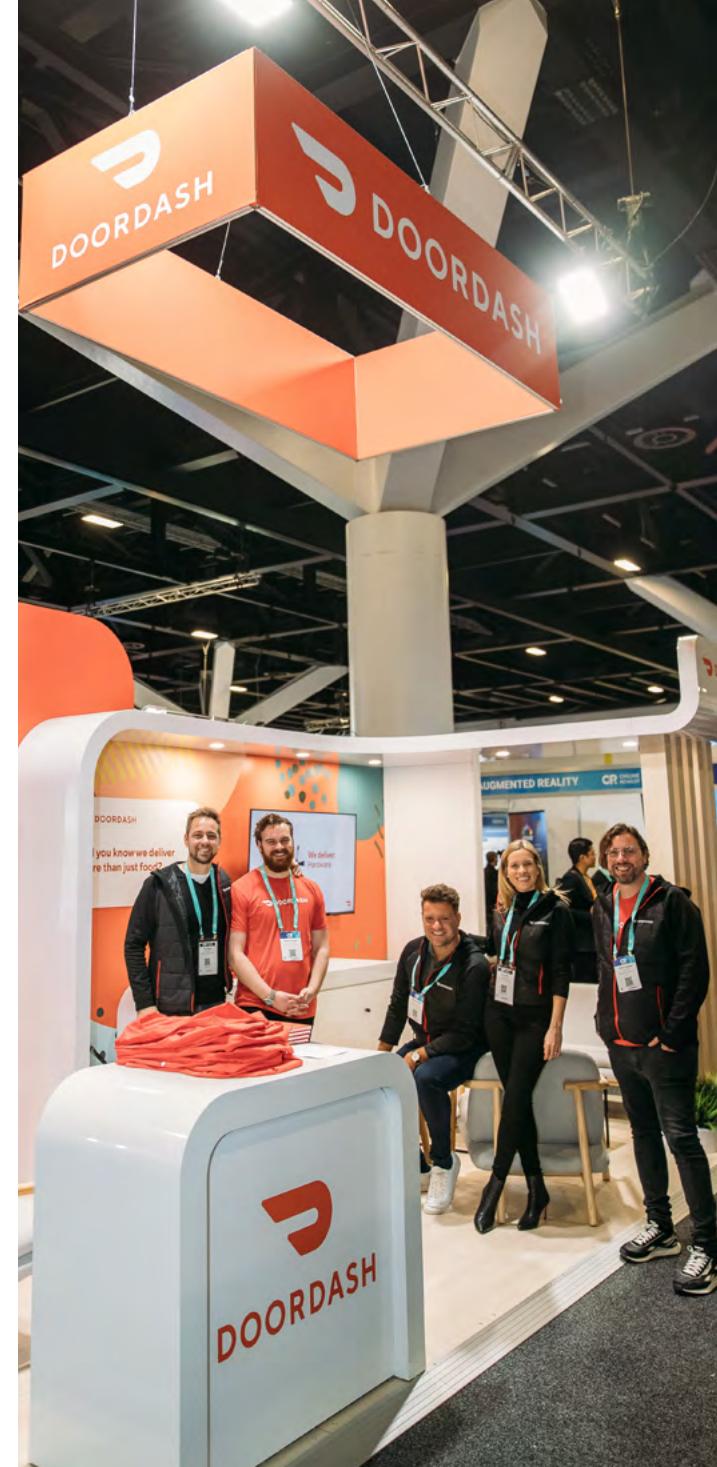
Free to use mobile app scanner to record lead data on the visitor badges.

EXHIBITOR DASHBOARD

Access the Exhibitor Dashboard giving you insights into your leads, website views and number of recommendations in real time as the show progresses

STAND PRICING STRUCTURE

Stand Size	Space Only	Shell Scheme
3 x 2 (6m ²)	\$6,268 + GST	\$6,688 + GST
3 x 3 (9m ²)	\$8,851 + GST	\$9,481 + GST
3 x 6 (18m ²)	\$16,600 + GST	\$17,860 + GST
6 x 6 (36m ²)	\$32,098 + GST	\$34,618 + GST



STAND UPGRADE

SEAMLESS FAB FRAME WALL UPGRADES

\$ 412 + GST per linear metre

All you need to do is supply the artwork and we will print and set-up, you will also get to keep the fabric which you can use at future internal and external events.

UPGRADE OPTION 1



- 3m x 3m (9sqm)
- Corner (fascia up)

UPGRADE OPTION 2



- 6m x 3m (18sqm)
- Corner (fascia down)

FURNITURE PACKAGE



WALK-ON-PACKAGE A

\$621 +GST

- Cafe Table and Chairs
- Magazine Rack
- Small Lockable Cabinet



WALK-ON-PACKAGE B

\$734 +GST

- Bar Table and Chairs
- Magazine Rack
- Small Lockable Cabinet



The quality of content shared and participating companies in attendance. Great quality exhibitors and central location made it easy to attend.

- The Coca-Cola Company

04. SPONSORSHIP OPTIONS

Sponsorship Package

Go one step further and take up any of our Sponsorship options to really increase your brand awareness at Online Retailer* – these sell out quick so speak to your Account Manager for the most up to date availabilities.

Sponsorship Packages	DIAMOND (Exclusive Event Partner)	PLATINUM (4 available)	GOLD (4 available)	SILVER (3 available)	KEYNOTE (3 available)	CONFERENCE TRACK (8 available)
Speaking Opportunity	1 x Main Conference	.	.	.	1 x Main Conference	1 x Sponsored Track
Panel Discussion	1 x Main Conference	1 x Main Conference	1 x Main Conference	.	.	.
Conference Passes	6 Passes excl Speakers	4 Passes excl Speakers	3 Passes excl Speakers	2 Passes excl Speakers	3 Passes excl Speakers	2 Passes excl Speakers
Discount On Additional Tickets	30%	\$300	\$100	\$100	\$100	\$100
Speaking Opportunity In Tech Talks - Expo Floor	1 x 30 minutes	.	.	.	.	.
Digital Showbag Incentive	1	1	1	.	1	.
Pre-Event Email To Pre-Registered Attendees	1	.	.	.	.	.
1 x Sponsor Question In Post Event Attendee Survey	1	.	.	.	.	.
Logo Included On Event Website With Hyperlink	✓	✓	✓	✓	✓	✓
Logo Included In All Pre And Post Event Marketing	✓	✓	✓	✓	✓	.
Sponsor Promotion Via Social Media Network	✓	✓	✓	.	✓	.
INVESTMENT	\$53,810 + GST	\$28,573 + GST	\$20,882 + GST	\$8,702 + GST	\$26,505 + GST	\$14,035 + GST

* All sponsors are required to also exhibit at Online Retailer. Prices listed exclude stand space costs. **Subject to 3rd party opt outs.

Tech Talk Workshops

Tech Talk Workshops are held on the free-to-attend Retail Technology stage, situated right on the buzzing expo floor. Retail Leaders drop by these sessions to stay abreast of the latest developments from experts at the forefront of tech innovation.

ONSITE EXPOSURE	BRANDING PACKAGE (Exclusive)	PRESENTATION PACKAGE (10 Available)
Tech Talk speaking slot (30 minutes)*	2 opportunities	1 opportunity
Logo prominently displayed on Tech Talk Retail Technology Stage	✓	•
Logo on holding slides between presentations	✓	•
Logo on Tech Talks timetable signage on the expo floor	✓	✓
BONUS INCLUSIONS		
Conference pass	1	•
Discount on additional conference passes	\$100	•
Logo with link on webpage promoting Tech Talks	✓	✓
Access to list of attendees scanned into your session (limited to third party opt-ins)	✓	✓
INVESTMENT	\$11,976 + GST	\$2,202 + GST

*The Organiser reserves the right to review and/or decline presentations if they are not in line with the theme of the event.



B2B Sponsorship

Online Retailer Conference & Expo now includes a conference track dedicated to the unique challenges being faced by B2B online retailers when transforming their business to embrace digital technology and open up new online channels for growth.

It is no exaggeration that the B2B ecommerce market is lagging behind its B2C cousin when it comes to the digital experience offered to customers. Whether it is personalisation, the mobile experience, email marketing, web analytics or just the ecommerce platform itself, B2B retailers and wholesalers are simply not meeting the digital expectations of their customers and partners.

Join us as a dedicated sponsor for our B2B track and access an audience of decision makers eager to learn how to transform their digital results.

CONFERENCE STREAM PANEL SPONSOR

\$10,368 +GST

- Participate in a 30 minute panel discussion to showcase your business as a thought leader in this market together with other B2B retailer companies
- Access contact details for all attendees to your panel, subject to opt-ins via our Emperia app
- Strengthen your brand via dedicated signage during the track
- Increase your brand exposure with your web logo on our website, our dedicated B2B programme and in our targeted email marketing
- Reward clients with 2 complimentary passes for the full Online Retailer conference programme

CONFERENCE STREAM GOLD SPONSOR

\$7,769 +GST

- All of the benefits of the Panel Sponsor PLUS:
- B2B conference track introducing all speakers and providing you with strong brand resonance
- Deliver a 30 minute presentation to reinforce your business as a thought leader in this market or have a B2B Retail client present on your behalf

* All sponsors are required to also exhibit at Online Retailer – the above investment excludes space cost



Online Retailer is important for engagement with colleagues, continuous learning, and increasing your curiosity in an enjoyable environment.

- Peter Knock

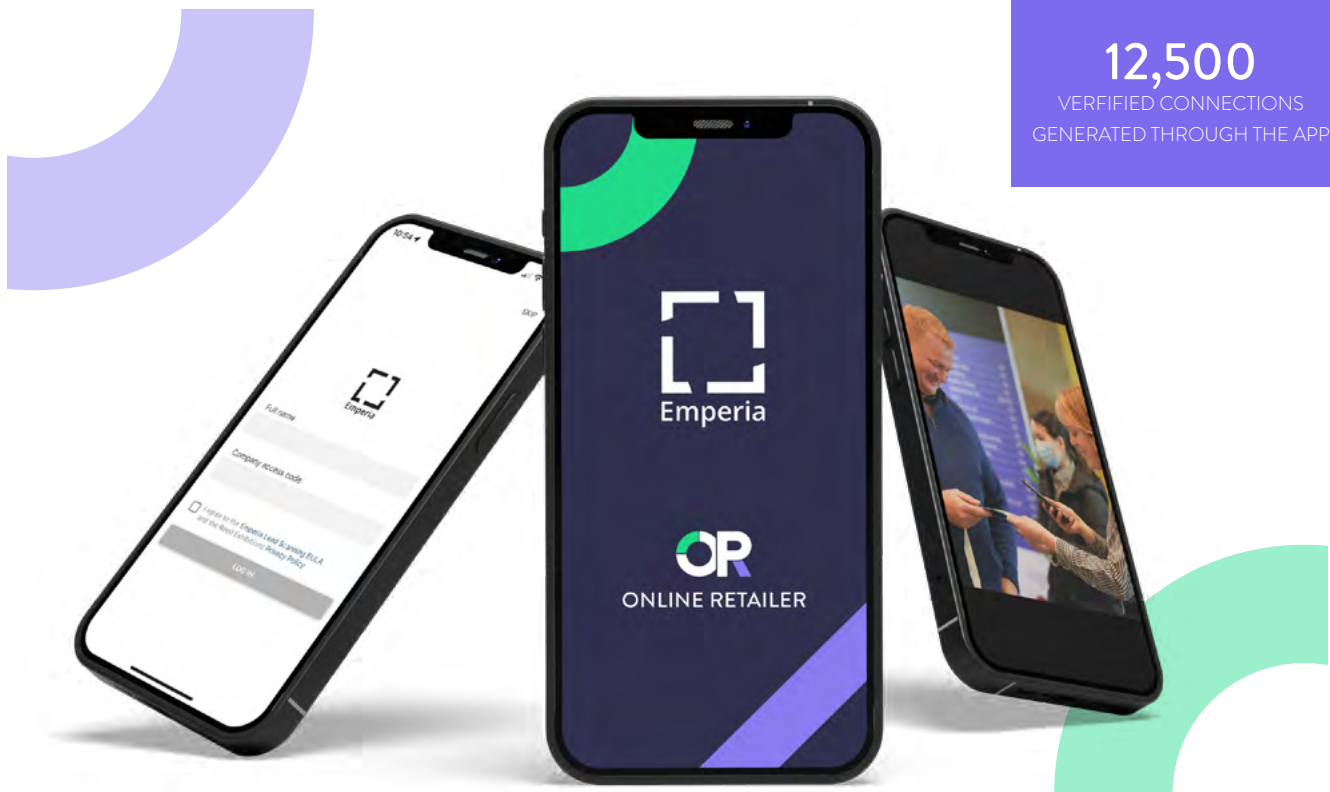
05. MARKETING OPTIONS

Emperia

Collect the contact details of every customer your meet.

Forget business cards, Emperia is our very own scanning tool which gives you the ability to scan every one of your sales leads over the show.

Unlike any other lead scan tool, this app also emails your leads with a personalised copy of your business listing.



FEATURES

SIMPLE & LIGHT

Emperia is a lightweight app that doesn't drain your smart device.

MULTIPLE USERS

Request as many logins as necessary – or share the same one.

RATE YOUR LEAD

Add extra information to each lead after scanning to prioritise your follow ups.

WORKS OFFLINE

No connectivity? All scans are saved on your device to be synced later.

EXPORT ANYTIME

Download your leads at your convenience – during or after the show.

ONSITE SUPPORT

Our team will be onsite at the event to provide any support you may need.

Exhibitor Dashboard

Introducing a brand new tool for you to keep track of your success with Online Retailer Conference & Expo.

WHAT CAN YOU TRACK IN THE EXHIBITOR DASHBOARD?

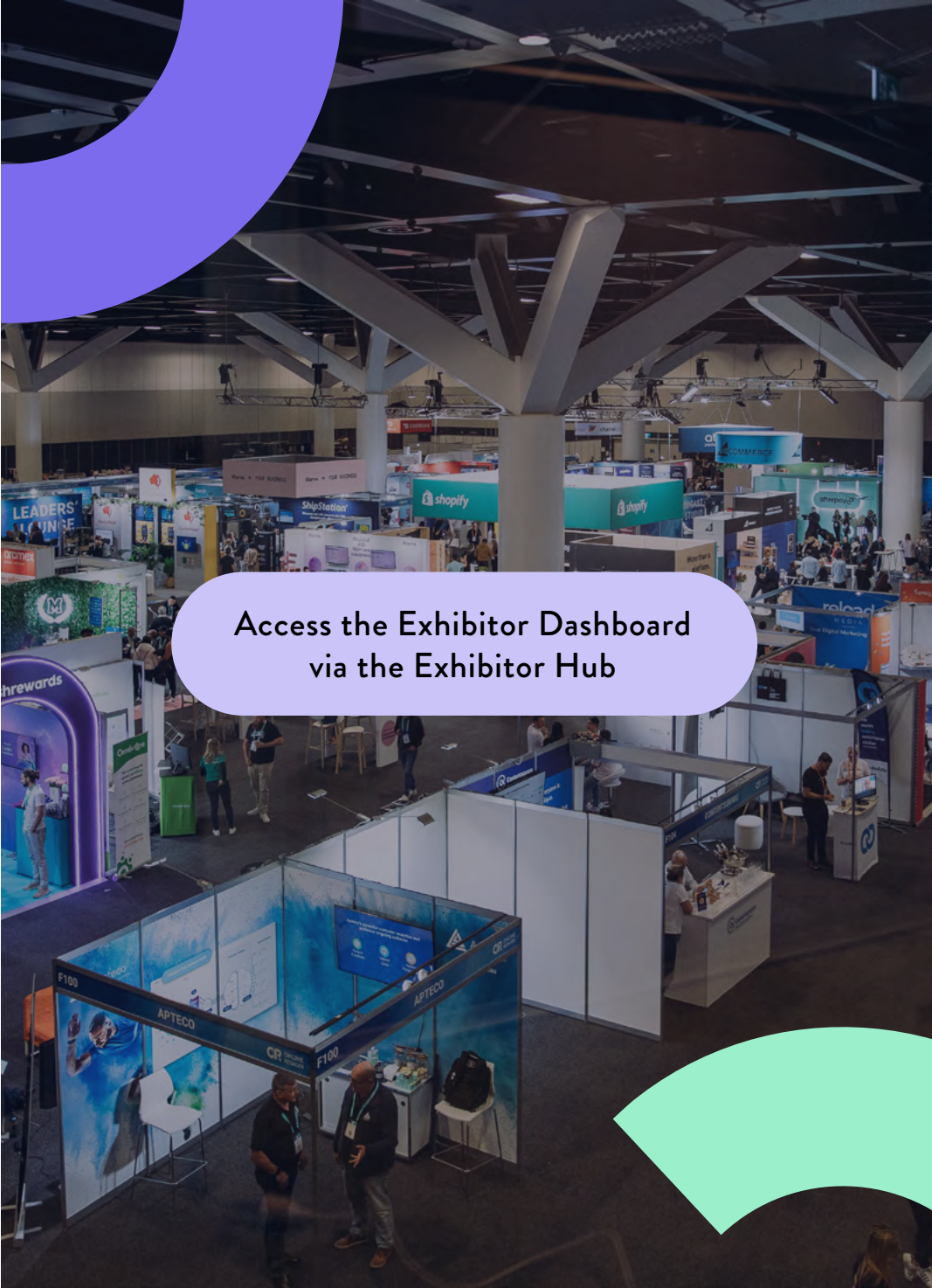
DIGITAL ENGAGEMENT: You can see the number of times website visitors viewed your exhibitor profile & product listing, added your company to their Show Plan, and visited your website through your listing.

PROFILE COMPLETION STATUS: This represents the completeness of your profile. Make sure you bring this to 100% so that visitors will know all about your brand and products.

MATCHMAKING: Matchmaking is our program where visitors are provided with a personalised list of exhibitor recommendations that match the product interests they indicated during registration. You can see how many times your company was recommended to visitors via email, our registration page and website.

LEADS: On the day of the event, you'll be able to track the number of leads collected using Emperia, our lead scan app.

If you have any questions about using the Exhibitor Dashboard, contact us at info@onlinetailer.com



Access the Exhibitor Dashboard
via the Exhibitor Hub

Digital Showbag

The **NEW Online Retailer Digital Showbag** is the ultimate tool to promote your event deals and drive targeted traffic to your stand or session.

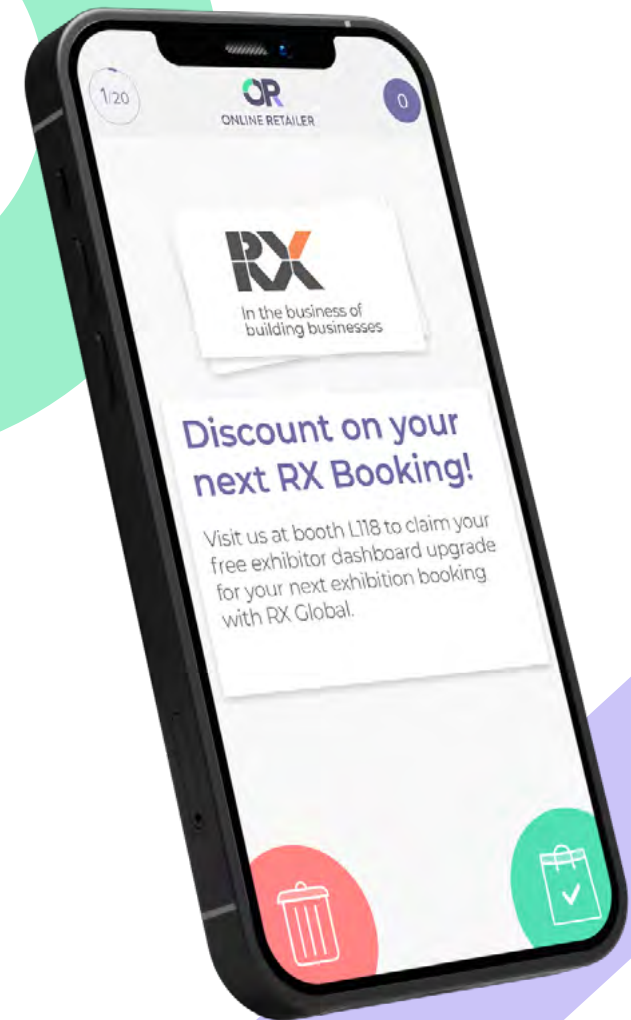
Upon viewing the digital showbag, buyers convert to qualified leads by giving their email address to exhibitors, once they choose the offers they find most compelling.

- Promote an offer, a competition or a gift or sample.
- Drive foot traffic to see you at your stand.
- Increase your engagement and reach buyers beyond your stand.
- Launch a new product.
- Collect more high quality leads.

**TYPICAL LEAD GEN
EXPECTED APPROX
100 LEADS ON AVG+
EXAMPLES OF OFFERS**

Showbag Examples:

- Free product
- Free monogrammed product
- Win a \$500 voucher
- Free Future of Commerce Report 2022

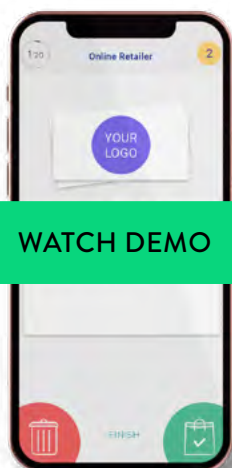


Digital Showbag Pricing

DIGITAL SHOWBAG SPONSOR (EXCLUSIVE)

\$7,650 + GST

- Logo on the home page of the app
- The Digital Showbag will be referred to as the Online Retailer Digital Showbag, presented by “YOUR BRAND”
- 1 x Offer in the Online Retailer Digital Showbag, presented by “YOUR BRAND”
- Qualified lead list with contact information for the buyers that accept your offer
- In desktop view, your branding will fill the background of the screen
- Breakdown analysis on your offer provided at the end of the campaign



DIGITAL SHOWBAG INCENTIVE OFFERS

\$1,015 + GST

LIMITED AVAILABILITY

- Offer in the Online Retailer Digital Showbag
- Qualified lead list with contact information for the buyers that accept your offer
- Breakdown analysis on your offer provided at the end of the campaign



Good networking, stimulation of ideas, gets you out of your own company bubble.

- Booktopia

06. ONSITE EXPOSURE

Branded Promotion

Finally, consider the additional Onsite Exposure opportunities to really drive home your brand experience at the event.

ONSITE REGISTRATION SPONSOR (EXCLUSIVE)

SOLD

- Logo printed on front of registration counters
- Logo printed on the back wall of registration area
- 2x Pop-up banners placed in registration area (provided by Sponsor)

BONUS INCLUSIONS

- 1x Conference pass
- \$100 Discount on additional conference passes
- Logo on Online Retailer website

REFILLABLE WATER BOTTLE SPONSOR (EXCLUSIVE)

\$9,622 + GST

- Logo printed on the reusable water bottle provided to conference delegates in the visitor tote bag
- Sales message and stand number printed on signs at water stations located throughout the venue

BONUS INCLUSIONS

- Water bottles supplied by Organiser for the event
- Logo on Online Retailer website



LANYARD AND BADGE SPONSORSHIP (EXCLUSIVE)

\$12,168 + GST

- Exclusive sponsor logo on lanyards and name badges distributed to all attendees, exhibitors, sponsors and media. (provided by Organiser)
- Logo on Online Retailer website

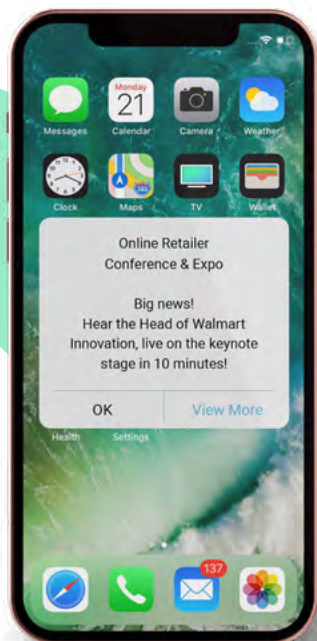


Mobile App

Land your brand right in the palm of their hands – sponsor the Online Retailer event planner app and reach key retailers as they schedule and interact during the event.

EXCLUSIVE MOBILE APP
BRANDED SPONSORSHIP

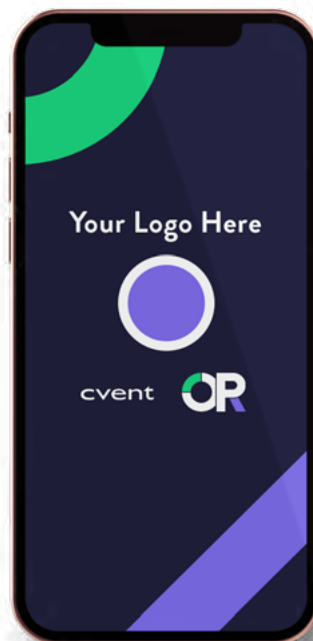
\$5,439 + GST



PUSH NOTIFICATIONS (3 PER DAY)

Notify attendees about what's happening on your stand with a well-timed push notification. Whether it be a show-floor activation, activation, demonstration, offer, giveaway... it's time to get creative with your messaging to incentivise visitors to visit your stand.

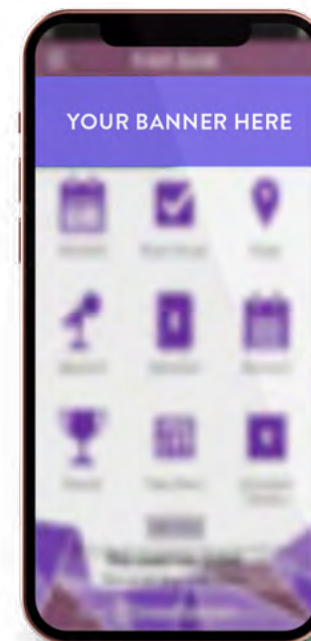
\$824 + GST



SPLASH SCREEN (CO-BRANDED WITH ONLINE RETAILER + MOBILE APP PROVIDER)

Logos featured on this screen have ultimate exposure as the splash screen appears every time a visitor or delegate opens the app.

\$2,746 + GST



BANNER ADS (4 AVAILABLE)

A fantastic branding opportunity, take advantage of an in-app banner that can take attendees to your exhibitor listing, or your website.

\$3,295 + GST

Live Podcast Series

TAKING PLACE AT ONLINE RETAILER CONFERENCE & EXPO 2023!

For the fourth year in a row, the Live Podcast Series with NORA Network making a triumphant return to the Online Retailer Conference & Expo 2023 - featuring a selection of prominent retailers in lively discussion around the latest trends, challenges and solutions in our everchanging industry.



LEAD AND SERIES NAMING RIGHTS SPONSOR - 1 AVAILABLE

\$30,250 + GST

- Naming Rights for the Podcast Series to be included in all stand branding, podcast content, podcast reproduction collateral (EDMs, website, social media etc).
- Podcast Series hosted across Online Retailer & NORA Network, post-event.
- Pre-Event EDM promoting Podcast series programme
- 4 x Post Event EDMs feature from Online Retailer 10 months of ongoing promotion
- Lead Sponsor of Day 1 Headline Panel Podcast
- 1 x Participant in Day 1 Headline Panel Podcast
- 1 x Prospect Interview – podcast featuring facilitated discussion between sponsor representative and prospective client
- 3 x Conference Passes

HEADLINE PANEL ASSOCIATE SPONSOR (DAY TWO) - 1 AVAILABLE

\$8,427 + GST

- Associate Sponsor of Day 2 Headline Panel Podcast – branding in podcast content, podcast reproduction collateral (EDM, Website), Podcast Guide
- Podcast Series hosted across Online Retailer & NORA Network, post-event.
- Branding in pre-event EDM broadcast
- 1 x Post Event EDM from Online Retailer
- 1 x Conference pass
- Podcast Panel Participant – Company Representative or Nominated Client

LISTEN TO SOME OF OUR BEST WORK

Click the headings Below to Listen to each podcast.



Zoltan Csaki, Citizen Wolf



Kim Zorn, Princess Polly



Paula Mitchell, Freedom Australia



Jack Cahill, Wayflyer AU/NZ
Mal Chia, Mal Chia & Associates



Jacinda Delaney, Searchspring
Abhishek Vohra, Okkular



Matt Neale, EstarOnline
Nick Blatt, Chemist Warehouse



Yasmin Grigaliunas, The Worlds
Biggest Garage Sale
Kirsten Kore, DesignerEx

SPONSORED PROSPECT INTERVIEW PODCAST - 1 AVAILABLE

\$8,427 + GST

- Moderated Podcast interview between nominated company representative and customer prospect in order to illustrate thought leadership
- Podcast Series hosted across Online Retailer & NORA
- Network, post-event.
- Branding in pre-event EDM broadcast
- 1 x Post Event EDM from Online Retailer
- 1x Conference Pass

PODCAST ASSOCIATE SPONSOR - 4 AVAILABLE

\$4,234 + GST

- Association Sponsorship of Podcast interview
- Podcast Series hosted across Online Retailer & NORA
- Network, post-event.
- Branding in pre-event EDM broadcast
- 1 x Post Event EDM from Online Retailer
- 1 x Conference pass



It was amazing connecting with the Industry experts at the event.

- Netcore Cloud Pvt. Ltd.

07. ORIAS



ORIAS Sponsorship

\$10,430 + GST

AWARDS PARTICIPATION

- Company representative to present the Award on the night
- Photo opportunity with Award winner
- Company logo on holding slides and recognition as the Award Sponsor on the night
- 1 x awards table (10 x tickets)

ONLINE RETAILER CONFERENCE PARTICIPATION

- 2x Conference Tickets to Online
- Retailer Conference

PRE-EVENT EXPOSURE

- Logo branding on your Sponsor category related marketing collateral
- Logo on web page promoting your Award category
- Logo on web page announcing Award shortlist nominees

ONSITE EXPOSURE

- Promotional video to run before your category (max 1 min)
- Full-page Advertisement in the Award Program
- Sponsorship Recognition in the Award Program

POST-EVENT EXPOSURE

- Your Company logo included in the EDM announcing the ORIAS winners

Table Sponsorship

\$6,000 + GST

Exclusive to Solution Providers, the ORIAS Table Sponsor provides the opportunity for you to entertain your clients in style, while giving your brand exposure at the most prestigious awards night of the year.

AWARDS PARTICIPATION

- 10 x Gala Tickets (1 x table)

ONSITE EXPOSURE

- Branded Table Signage
- Brand recognition in the ORIAS event programme
- Brand recognition on the event slides/presentations



Photobooth Sponsorship

SOLD

AWARDS PARTICIPATION

- Company logo on holding slides and recognition as the Photo Booth sponsor on the night
- 10 x Gala Tickets (1 x table)

ONLINE RETAILER CONFERENCE PARTICIPATION

- 2x Conference Tickets to Online Retailer Conference

PRE-EVENT EXPOSURE

- Logo branding on your Sponsor category related marketing collateral
- Logo on web page promoting your Award category

- Logo on web page announcing Award shortlist nominees

ONSITE EXPOSURE

- Branding on Photo Booth build
- Branding on photo print

POST-EVENT EXPOSURE

- Your Company logo included in the EDM announcing the ORIAS winners

After Party Sponsorship

\$26,918 + GST

The after party will take place at a venue in close proximity to the ORIAS, especially open for us and will be a very exclusive event.

AWARDS PARTICIPATION

- Logo on the website as after party sponsor
- Logo on pre-event ORIAS EDM as after party sponsor
- 2 x social media posts

ONSITE AT ORIAS

- 2x Conference Tickets to Online Retailer Conference
- 2 x tables of 10 at the ORIAS (worth \$3,239 each)
- Sponsorship recognition as after party sponsor in the event guide
- Special mention by the MC
- Mention on our final event slide on the night
- Opportunity to have a 2 min speech at the end of the award's night
- First drink offered to all attendees sponsored by you

POST-EVENT EXPOSURE

- Your Company logo included in the EDM announcing the ORIAS winners

ADDITIONAL INCLUSIONS: ONSITE AT ONLINE RETAILER

- 2 x invites to attend our invite-only Leader Summit Breakfast
- 2 x main conference tickets





ONLINE RETAILER

Australia's largest ecommerce conference.

110+ SPEAKERS | 12 UNIQUE CONFERENCE TRACKS | 2 MAMMOTH DAYS

19 - 20 JULY 2023 **ICC SYDNEY**

CONTACT US

LET'S WORK TOGETHER!

Online Retailer is Everybody's Opportunity and with so much on offer, our team are on hand to deliver a bespoke promotional package perfect for your business needs.



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