

# Checkout Conference 2017

## Survive... Or Thrive?

**The Round Room, The Mansion House, Dublin 2**

**Tuesday 31 January 2017**

**Sponsorship Opportunities**



*"Rabobank was the title sponsor for the Checkout Conference for five years, and we believe our brand benefited hugely from the association with this well-organised, targeted business event. The Checkout Conference is rightly considered the premier event of the year for the retail and FMCG industries, and we were privileged to be associated with it."*

*Fiona Egan, Head of Corporate Banking, Rabobank Ireland*

# Checkout Conference 2017



## About The Event

The 2017 Checkout Conference takes place in The Round Room of Dublin's Mansion House on Tuesday 31st January 2017, from 9am until approximately 4pm. The Checkout Conference, organised by market leading trade publication Checkout, is the longest-running dedicated conference for the grocery retail and FMCG industries in Ireland, and is considered a must-attend event for the sector.

## Confirmed Speakers (to date)



**Tobias Wasmuht**  
Managing Director  
SPAR International



**Frank Gleeson**  
Region Managing Director and COO  
Aramark Northern Europe



**Michael Carey**  
Chairman, Bord Bia &  
MD, East Coast Bakehouse



**Joe Barrett**  
Owner/COO, Applegreen plc



**Mike Watkins**  
Head of Retailer &  
Business Insight, Nielsen



**Empathy Research**  
At the Checkout Conference, Empathy Research will deliver the findings of a study on 'Healthy Convenience'

## About The Theme

The theme of the 2017 Checkout Conference is 'Survive... Or Thrive?'

While the macroeconomic picture seems brighter for Ireland, many businesses are still unsure whether the current financial stability will be long lasting. Sudden shocks like the Brexit vote, coupled with a general public that isn't yet feeling the effects of the recovery, has left Ireland in something of a state of flux.

The 2017 Checkout Conference will examine how brands and retailers can break out of what has been a long period of 'survival' and embrace the challenges and opportunities that the market presents.

Where is the added value going to come from, and how can brand owners position themselves for the consumer need states of the future? The 2017 Checkout Conference will examine the opportunities open to businesses as they look ahead to the challenges of a new financial year, and ask whether they are seeking to either 'Survive... or Thrive?'

## About The Checkout Conference

The Checkout Conference is considered a 'must-attend' event for top-level executives in the trade, both due to the high calibre of speakers and its status as a premium networking opportunity. Prominent speakers that have addressed the Checkout Conference in recent years include Andrew Yaxley, Chief Executive, Tesco Ireland; Maggie Timoney, Chief Executive, Heineken Ireland; Fiona Dawson, President, Mars Chocolate UK; Caroline Keeling, Chief Executive, Keelings; Dieter Brandes, Former MD, Aldi Nord; Bruce Langlands, Director Of Food, Harrods; Chris Martin, CEO, Musgrave Group; Gordon Campbell, Managing Director, Spar International; Joanne Denney-Finch, Chief Executive, IGD; Anna Malmhake, Chief Executive, Irish Distillers Pernod Ricard and many other leading representatives from retail and FMCG.

For further information, contact [editor@checkout.ie](mailto:editor@checkout.ie)

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## Sponsorship Opportunities

### Title Sponsorship

**€20,000 (+ VAT)**

Title sponsorship is available for the 2017 Checkout Conference, offering a business the opportunity to gain maximum exposure from what is considered one of the country's top business events. First hosted in 1979, the Checkout Conference is considered a 'must-attend' event for top-level executives in the grocery retail and FMCG industries, both due to the high calibre of speakers and its status as a premium networking opportunity. Previous sponsors have included Rabobank, Deloitte, PricewaterhouseCoopers and Bank of Ireland.

### Title Sponsors Will Receive:

- \* All documentation/publicity material both pre-, during, and post-event to be branded in association with title sponsor: 'Checkout Conference 2017, in association with Sponsor'.
- \* All Conference materials, advertising and associated signage and other paraphernalia to be fully branded with Sponsor emblem, in keeping with brand guidelines.
- \* Sponsor to receive one speaker slot at the time of their choosing. Speaker to talk on theme specific to retail/FMCG market and/or theme of the Conference. Speaker to be allocated 20-25 minutes.
- \* Checkout undertakes to include Sponsor in all pre and post Conference media opportunities, and to liaise with Sponsor on any opportunities that may be presented either before or after the event (launch photoshoots, pictures issued to press on the day itself etc).
- \* Checkout to provide Sponsor with four full pages of advertising in the calendar year from the signing of the contract.
- \* Checkout to provide 10 complimentary passes to Sponsor representatives at Checkout Conference 2017.
- \* Sponsor to be allocated space for a display stand at the Conference. Other Sponsor materials (logo projector units, pull-up stands) to be facilitated where possible and appropriate.
- \* Sponsor granted licence to distribute promotional materials both via display stand and through any Conference packs.
- \* Checkout undertakes not to book any speakers from any direct competitor organization of Sponsor.
- \* Checkout will grant Sponsor the right of first refusal to headline sponsor the Checkout Conference 2018.

### Lunch Break Sponsorship: €5,000 (+VAT)

- \* Sponsorship of the Lunch at the Conference, with advertising and associated signage to be fully branded with sponsor emblem.
- \* Checkout to provide two complimentary passes to event.
- \* Checkout to provide sponsor with one full page of advertising in the calendar year from the signing of the contract.

### Coffee Break Sponsorship: €4,500 (+VAT)

- \* Sponsorship of the Coffee Break at the Conference, with advertising and associated signage to be fully branded with sponsor emblem.
- \* Checkout to provide two complimentary passes to event.
- \* Checkout to provide sponsor with one full page of advertising in the calendar year from the signing of the contract.



### Stand Package: €4,000 (+VAT)

- \* Sponsor to have a stand at the event and access to delegates both pre-event, during coffee break and post event.
- \* Checkout to provide two complimentary passes to event.
- \* Checkout to provide sponsor with one full page of advertising or editorial in the February 2017 edition of Checkout.

For further information, contact the **Checkout sales team**

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