

2019 LTNN ACADEMY



SPONSORSHIP OPPORTUNITIES 2019

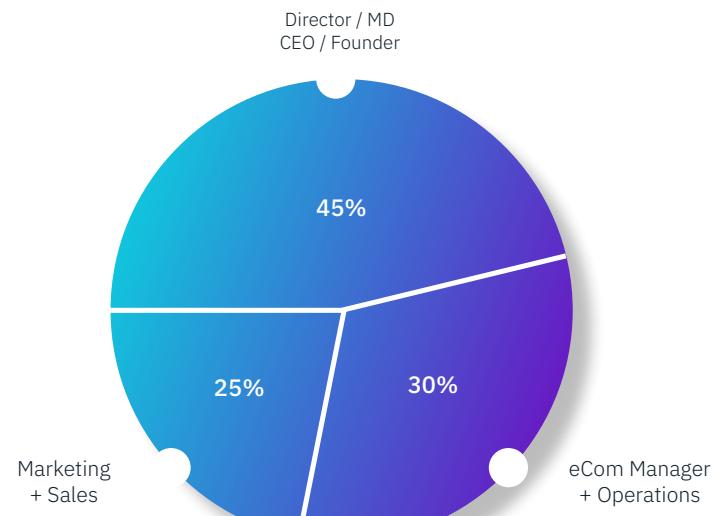
1st October 2019, Birmingham ICC

What is 2019 **LINN ACADEMY?**

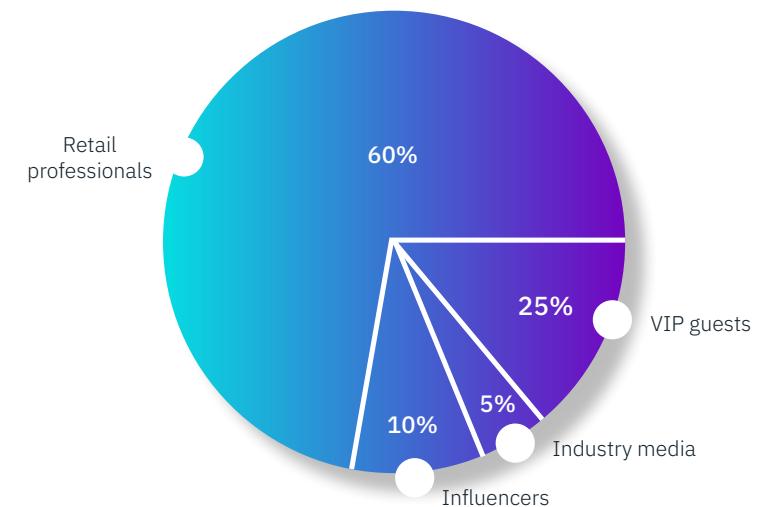
Linn Academy is a one day conference that brings online retail experts and experienced online sellers together, to share tips and advice on the latest eCommerce industry news.

Our mission is to create a conference experience that truly benefits the industry, supporting growth for online retailers and sponsors alike. No one-way conversations or sales pitches, we believe bringing education and conversation together results in better quality, long-term customers.

2018 Attendees Roles



2018 Audience Breakdown

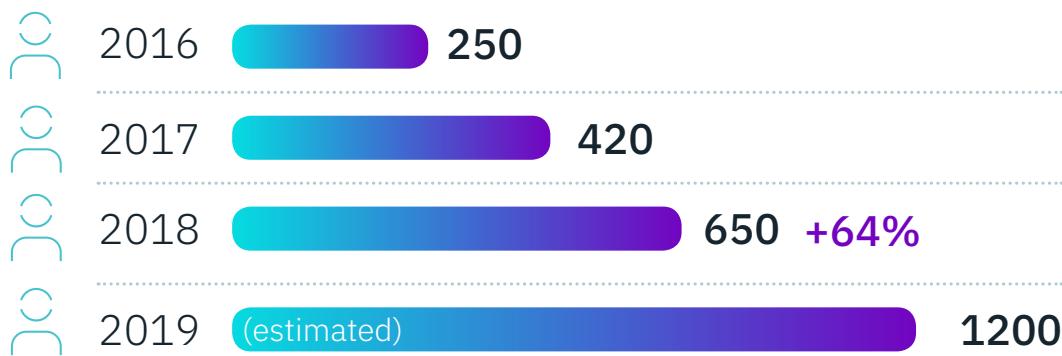


Previous Linn Academy retailers

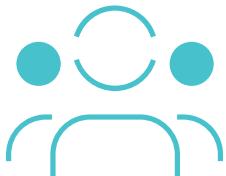
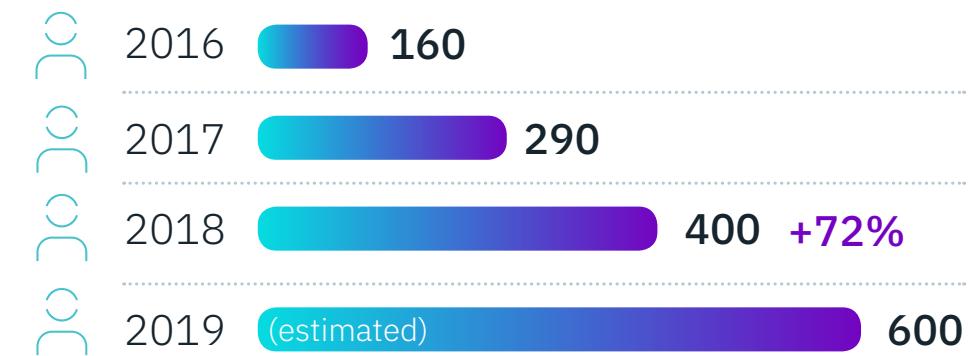


WHAT IS 2019 LINN ACADEMY?

Growth / Total attendees



Retail Companies



Previous
Linn Academy
Speakers



Brian McBride
Chairman
of ASOS



Deborah Meaden
Multi-Business
Entrepreneur



Danny McMillan
International
Amazon Expert



Tamara Lohan
CTO
Mr&Mrs Smith



John Lawson
CEO
ColderICE Media



Kit Glover
Senior Director
Consumer Selling at eBay

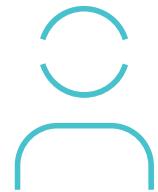


Jeremy Miller
Founder
Sticky Branding

WHY SHOULD YOU SPONSOR 2019 LINN ACADEMY?

The Linn Academy community grew by 64% from 2017 and estimated ticket numbers for 2019 predict a further 50% growth on 2018.

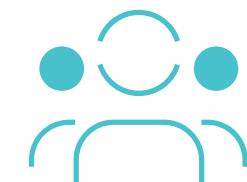
By sponsoring Linn Academy you are making your brand visible to the fastest growing eCommerce community in the UK.



Meet online
retailers



Grow brand
visibility



Share
knowledge

Linn Academy 2018 Sponsor Average



Past exhibitors

ebayforbusiness

PARCEL STATION
POST AND PARCELS

shopifyplus

InterCultural Elements

Royal Mail

Hermes

xsellco

amazon

ShipStation®

PayPal

market

TOPHATTER

SPONSOR PACKAGES

Each sponsor package has a different focus, so selecting the right package depends on your needs. Whether you're looking for new customers or aligning yourself as an industry thought leader, Linn Academy encourages these conversations with a relaxed approach.

Below is a brief guide to the Linn Academy 2019 packages:

What's included?	Silver Customer focus Meet new customers	Gold Content focus Contribute knowledge	Platinum Thought leader Influence the industry
LA2019 Sponsor stand	✓	✓	✓
Logo in LA2019 programme	✓	✓	✓
Badge scanner	✓	✓	✓
Social media announcement		✓	✓
Dedicated LA2019 host		✓	✓
Brand bio in LA2019 programme		✓	✓
Workshop opportunity		✓	✓
Panel speaker opportunity			✓
LA2019 branding package			✓
Private meeting room access			✓
Package Cost	£5,000	£10,000	POA



SILVER

What will you gain as a silver sponsor at Linn Academy?

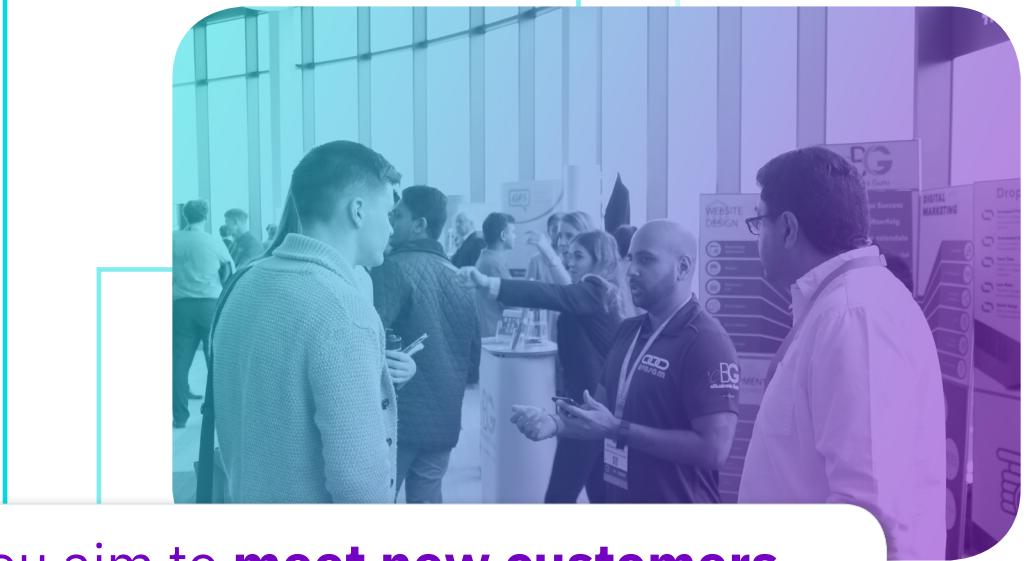
If you're looking to reach out to our 1000+ delegates, the silver package is the best way to get started. Unlike other exhibitions and large conferences, Linn Academy sponsors receive a high number of engaged visitors, focused on actively seeking out new tools to improve their business.

The package includes a 3m x 2m space-only sponsor area, offering you the freedom to design a concept that reflects your brand.

Sponsors will have an allocated badge-scanner app license to download onto a smartphone or tablet to make recording visitor details a whole lot easier.

You'll be visible to all 1000+ guests, VIPs and influencers with a brand logo in the Linn Academy event programme.

In the lead up to the event you will also have opportunities to join our sponsor ticket sales activities and affiliate scheme.



Do you aim to **meet new customers** and grow brand visibility?

GOLD

What will you gain as a gold sponsor at Linn Academy?

Linn Academy has a unique focus on educating and inspiring eCommerce businesses. The gold package offers a platform to share knowledge with our audience as part of an industry leading agenda, while making new contacts.

The gold package offers the opportunity to showcase expertise through a 40 person workshop, held in the LA2019 Expert Sessions space featuring industry leaders such a Marcus Sheridan and Matthew Syed.

You'll be provided with a dedicated host to help you connect with your target guests and ensure you have a smooth and successful day.

Pre-event we'll announce your presence at Linn Academy to all guests on social media. You'll be visible to all 1000+ guests, VIPs and influencers on the day with a brand logo and personalised brand bio in the event programme. Why not take the opportunity to submit a promotional advert too?

The package also includes a 4m x 2m space-only sponsor area and opportunities to join our sponsor ticket sales activities and affiliate scheme.

Are you looking to **grow a reputation** as an eCommerce expert?



PLATINUM

If you're looking to align your brand with the leading industry experts at Linn Academy, the platinum package offers the ultimate brand exposure. You'll be an influencer in the community and focused on positioning your brand as a key player in eCommerce.

The platinum package focuses on building valuable connections. We'll support you with a dedicated sponsor host to make introductions requested by your team and access to private meeting rooms when needed. You'll have the option to provide a panel speaker or expert workshop and a full page promotional ad in the LA2019 programme.

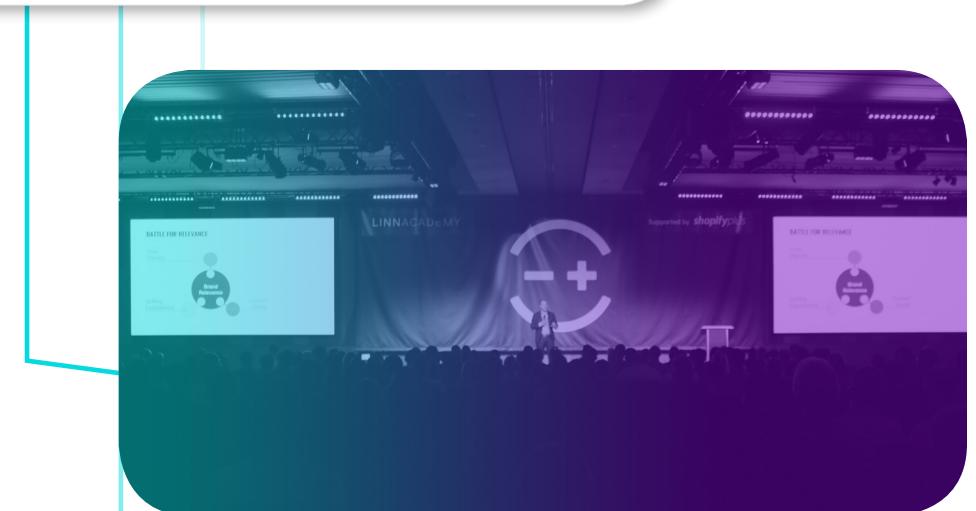
The packages include four brand sponsorship options:

- Linn Academy 2019 hoodies
- Main Stage keynote speakers
- VIP lounge and Q&A sessions
- Linn Academy 2019 after-party
- The Main Hall breakout space

The package also includes a premium 5m x 2m space-only sponsor area, a unique Linn Academy Ticket discount code for you to share with your customers and brand alignment in all marketing activities surrounding the event.



The **leading influencers** in eCommerce are Platinum



WHAT OUR SPONSORS SAID ABOUT LA2018



“ The event proved to be a great value addition to our current initiatives. ”



“ It was very well organised and gave us a great opportunity to build on our partnership. ”



“ Great content; as a sponsor there was good foot traffic at the booth. ”



“ The whole crew enjoyed it, the team were fantastic! ”



“ Linn Academy is a great event for meeting new businesses, discussing their future plans and how we could support that growth. ”



“ We relished the opportunity to participate, the 700 merchants attending gave us a really great insight into what they wanted from an eCommerce platform and the sessions were insightful. ”



For more information contact:

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