



Lyon

THE E-RETAIL MEETINGS #3



APRIL, 9TH & 10TH 2025

By

ratecard

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[RETAIL 4 BRANDS]



THE E-RETAIL MEETINGS

AN EVENT FOR THE E-RETAIL COMMUNITY

Event objective:

Attract and bring together **eRetail decision-makers** for a collaborative exchange of knowledge, learning, and anticipation of future industry developments. This event will spotlight current and future trends, challenges, and opportunities for eRetail players.

Why brands and retailers appreciate our event?

High-level Networking: Engage with industry leaders and decision-makers to build valuable connections.

Exclusive Content: Access unique case studies, testimonials, and analyses of eRetail trends.

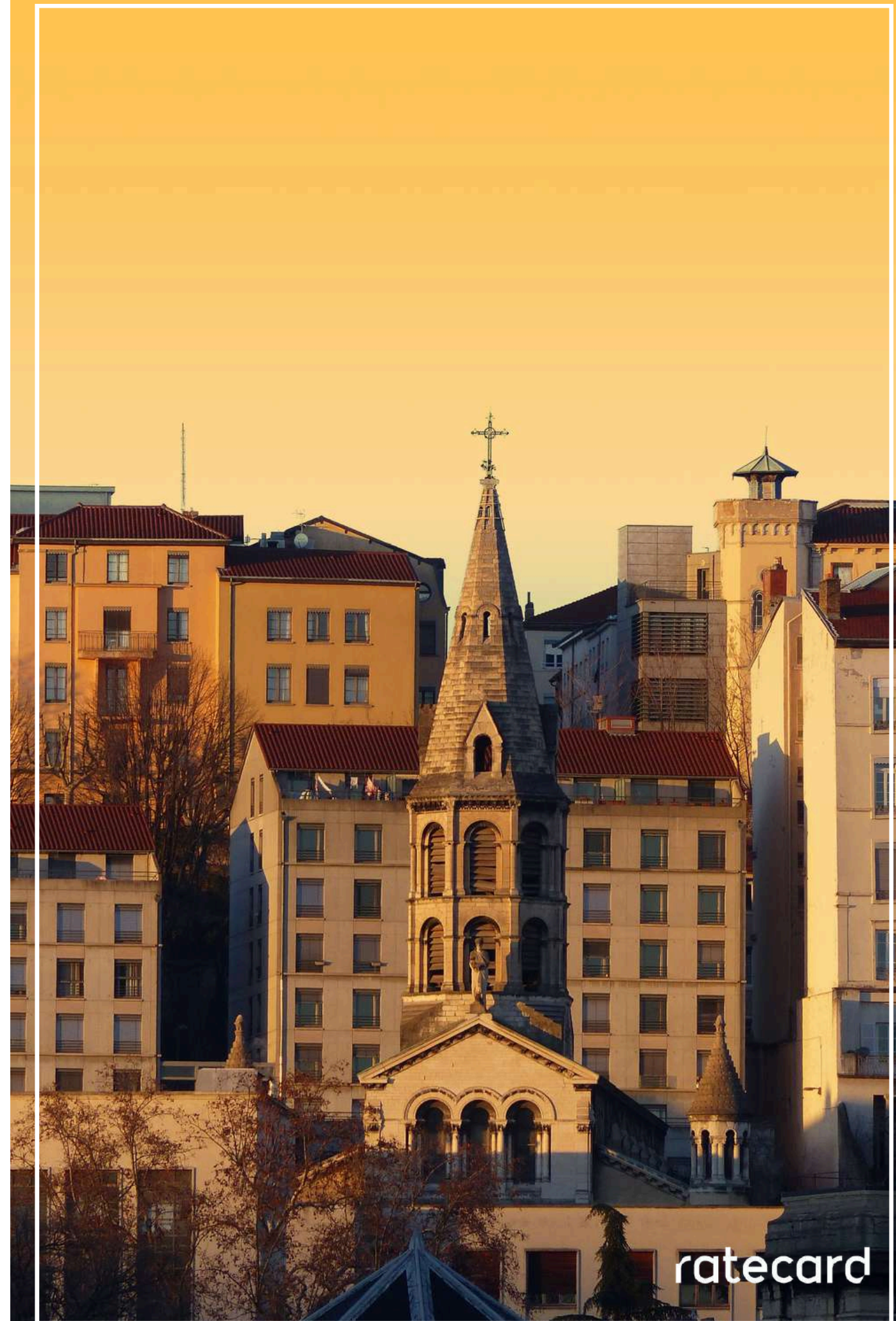
Inspirations and Implementable Strategies: Leave with innovative ideas and actionable strategies for your organization

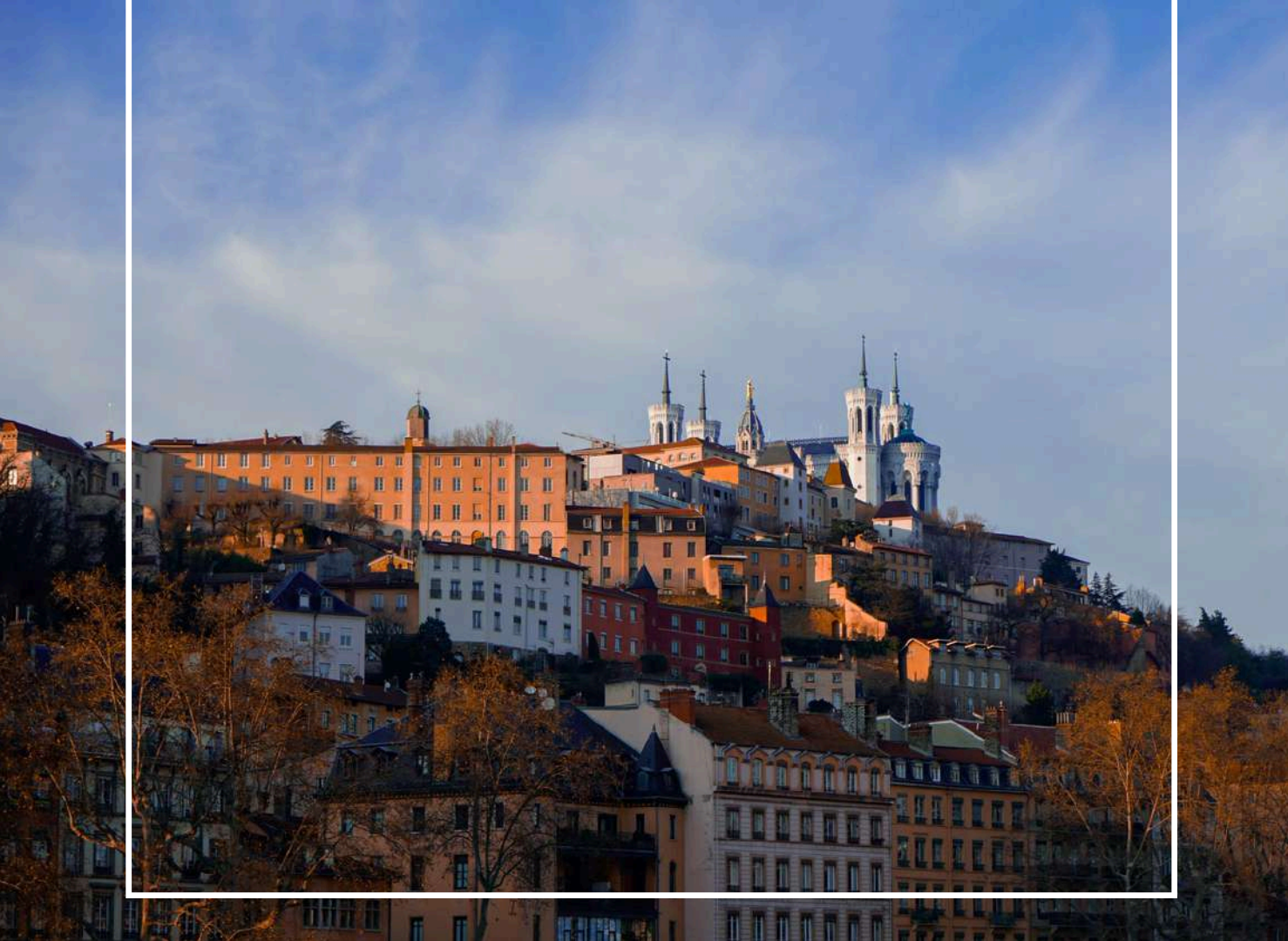
Retailers :

How to monetize inventory, integrate and secure consumer data through data clean rooms, and publish a more agile and dedicated content

Brands :

Which technical and organizational solutions can enhance visibility and online sales through insights solutions, purchase funnel analysis and retail media optimisation.





AGENDA



WEDNESDAY, APRIL 9TH

- 07:26 AM - 09:36 AM PARIS > Lyon Perrache BY TRAIN 1ST CLASS
- 10:30 AM - 11:30 AM **KEYNOTES AND ROUNDTABLES AT MERCURE CHATEAU PERRACHE**
- 11:45 AM - 12:45 PM **1 TO FEW** (3X15MIN SESSION + 1 BREAK PER SPONSOR)
- 12:45 PM - 02:20 PM BUSINESS LUNCH AT BRASSERIE GEORGES
- 02:30 PM - 05:10 PM **1:1 MEETINGS** (8X20MIN PER MEETING)
- 05:10 PM - 07:00 PM NETWORKING ACTIVITY : CULTURAL VISIT "LA BASILIQUE DE FOURVIERE"
- 07:00 PM - 08:00 PM HOTEL CHECK-IN & BREAK AT MERCURE CHATEAU PERRACHE
- 08:00 PM - 11:00 PM NETWORKING COCKTAIL DINNER CRUISE ON YACHT "L'OFFICIEL"

THURSDAY, APRIL 10TH

- 08:00 AM - 09:30 AM HOTEL BREAKFAST & CHECK OUT
- 09:30 AM - 11:30 AM **KEYNOTES AND ROUNDTABLES AT MERCURE CHATEAU PERRACHE**
- 11:45 AM - 12:45 PM **1 TO FEW** (3X15MIN SESSION + 1 BREAK PER SPONSOR)
- 12:50 PM - 02:20 PM BUSINESS LUNCH AT MERCURE CHATEAU PERRACHE
- 02:20 PM - 04:40 PM **1:1 MEETINGS** (7X20MIN PER MEETING)
- 04:40 PM - 05:20 PM LUGGAGE AND WALK TO THE TRAIN STATION
- 05:20 PM - 07:34 PM LYON > PARIS BY TRAIN 1ST CLASS



USEFUL INFORMATION



LOCATION

Lyon



TRANSPORTATION

Round-trip by train 1st Class



ACCOMODATION

One night in a renowned hotel (4*)



DATE

Wednesday 9th & Thursday
10th April 2025



PARTICIPANTS

30+ partners
70+ brands / retailers



NETWORKING

Dinner, transportation,
activities, drinks, etc.



KEYNOTES & ROUNDTABLES



April 9th & 10th (DAY 1 & DAY 2)

eRetail: from Present to Future: How is eRetail evolving? What impact for organizations?

Both days of the event will start with keynotes and roundtables (at l'Embarcadère on Day1 and Mercure Château Perrache hotel on Day2) on the following key themes :

Organization and Technology: The eKam's New Role

Discover how eKams are driving digital transformation with new technologies and models.

Retail Media: From Search Sub-category to Key Strategy

Learn why Retail Media has become crucial for brands and how to succeed in this space.

Gen AI in eRetail: Real Impact Beyond the Hype

Explore the tangible applications and significant impacts of Generative AI in eRetail.

Speaking opportunity option*:

Individual keynote (10min) or roundtable participation (20min) : 5k€

*Available for sponsors with any sponsor package (slide 11)





1 TO FEW

April 9th & 10th (DAY 1 & DAY 2)



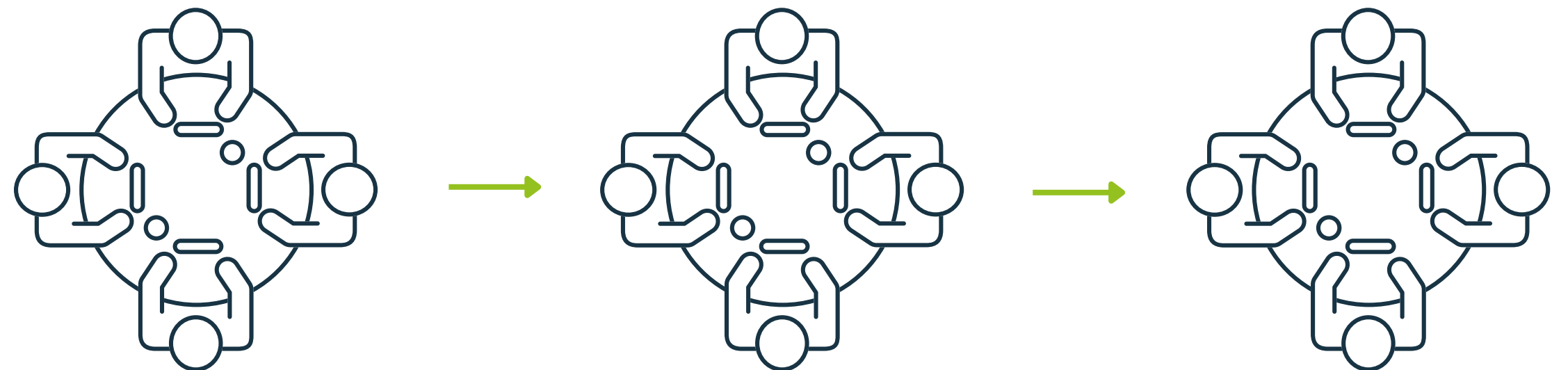
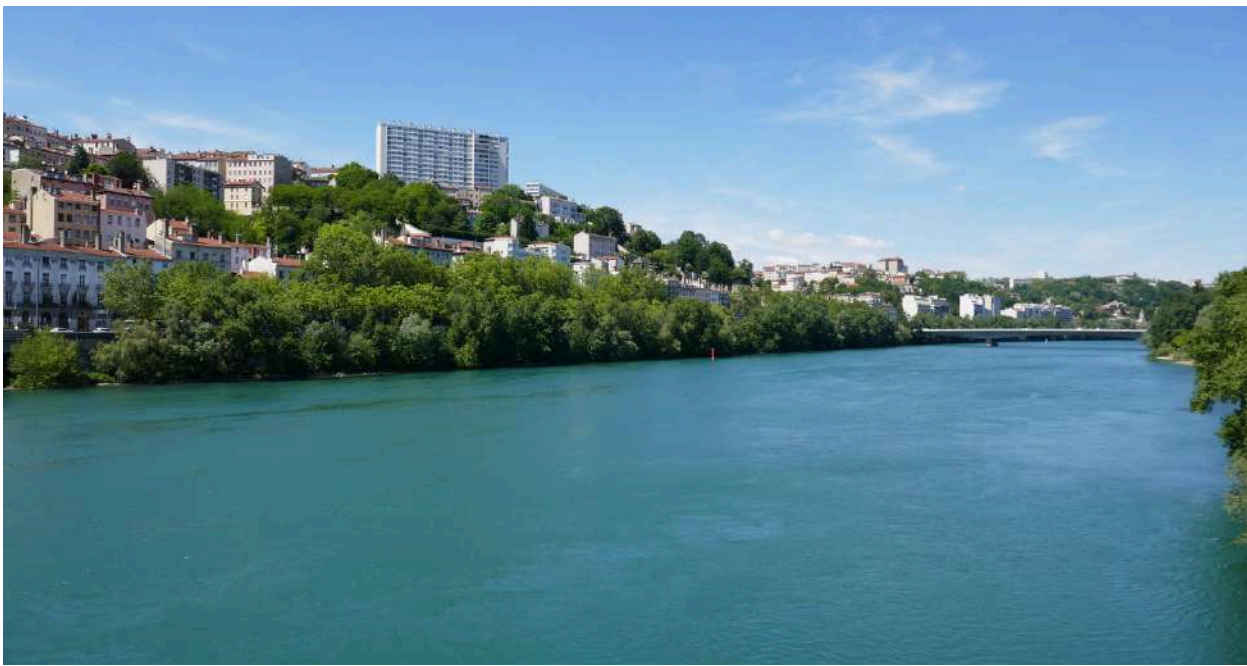
Sponsors will move from one table to another to discuss specific topics and introduce themselves and their solutions.



This format will last 15 minutes and will be repeated 4 times on day 1 and same on day 2.

Each table will be composed of 3 or 4 participants. Brands and retailers will be mixed and dispatched over the numerous tables.

This format is a great occasion for participants to exchange between themselves, getting interesting insights and ideas.



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[RETAIL 4 BRANDS]

1 : 1 MEETINGS

April 9th & 10th (DAY 1 & DAY 2)

Over the event there will be 2 sessions of qualified 1:1 meetings between sponsors and their agencies and advertisers prospects.
8 of them will take place on Day 1, and 7 of them will take place on Day 2.



1:1 MEETINGS

15 to 20 minutes meetings
7 meetings guaranteed
maximum of 12 meetings



BOOKING

Your meetings will be booked prior the event on our online platform, so your agendas are fully booked when you start the event



PARTICIPANTS

You can invite the brands and retailers of your choice to the event



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[RETAIL 4 BRANDS]

NETWORKING OPPORTUNITIES

Leverage every networking opportunity and make the most out of your business event

TRAIN TRAVEL

1st class Train tickets



CULTURAL VISIT

Visit of Basilic Notre Dame de Fourvière



LUNCHES

Seated lunch with your logo on the table



COCKTAIL & DINNER

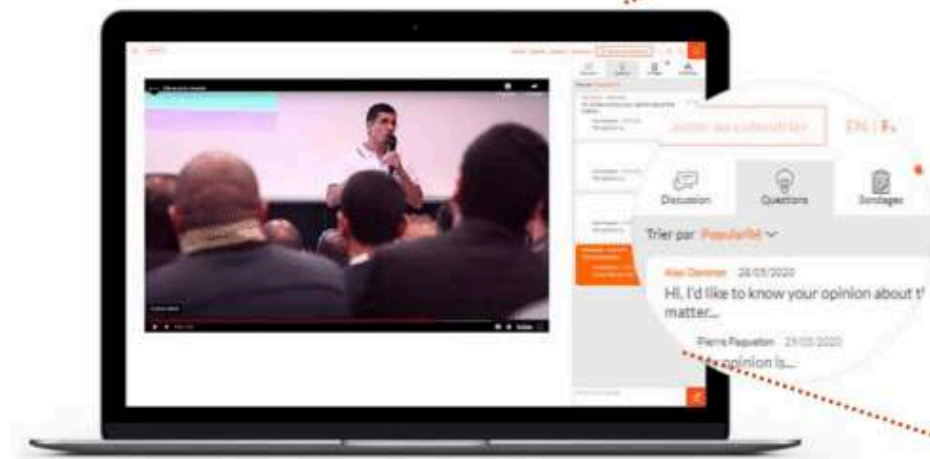
Relaxed networking dinner cruise between Saône & Rhone rivers



BEFORE THE EVENT : AN ONLINE PLATFORM

All activity prior to the event will take place on our dedicated online platform

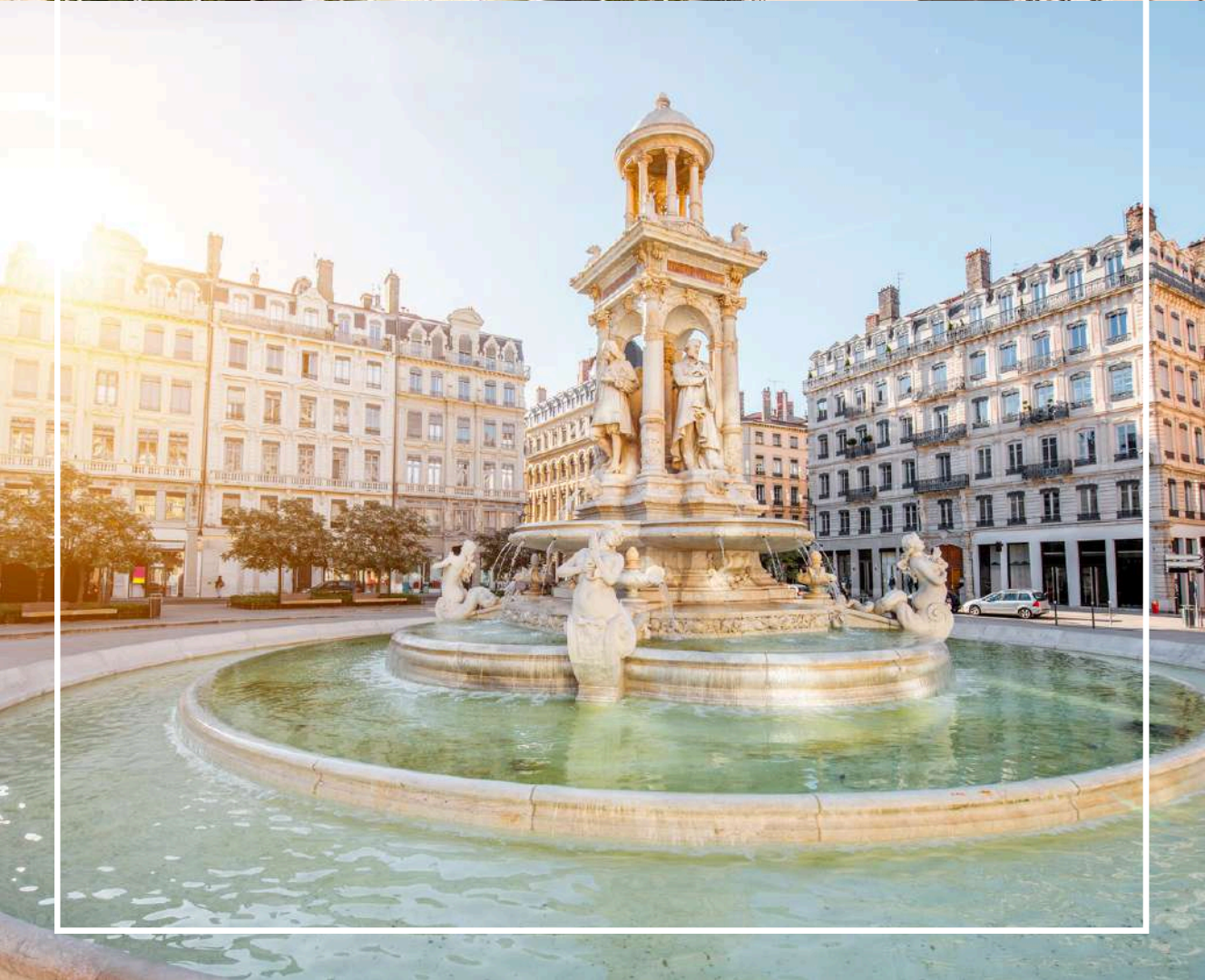
Advertise your company with
a **branded company space**,
featuring your content,
including a video presentation



See which participants will attend
the physical event



Book your qualified 1:1 meetings
with retailers or advertisers



TURN YOUR GUESTS INTO BRAND AMBASSADORS

In order to personally reward actual clients or hot leads, you can **invite up to 2 guests / brand ambassadors** (either retailer or brand) per member of your team.

- Invitations are submitted to the organisers validation
- Once confirmed, we handle every logistical details for them
- During the event, you can invite them at your table for lunch on day 1 or day 2.

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PACKAGES

| | 1 PERSON | 2 PERSON | 3 PERSON |
|--------------------|---|--------------------------------|--------------------------------|
| LOGISTIC SERVICES | All inclusive (transportation, accommodation 4* hotel, meals) | | |
| 1 TO FEW | 6 roundtables (15min on each table) with 3-4 participants | | |
| SPONSOR VISIBILITY | Lunch table with your logo, advertising banner, branded company space on the platform, logo & company tags on linkedin posts. | | |
| 1 : 1 MEETINGS | 12 guaranteed (15 possible) | 24 guaranteed (30 possible) | 36 guaranteed (45 possible) |
| PRICING | 12 k€ | 18 k€ | 24 k€ |

Speaking opportunity option*: Individual keynote (10min) or roundtable participation (20min) : 5k€

*Available for sponsors with any package above

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THEY TRUST US

ADVERTISERS





THEY TRUST US

AGENCIES

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HAVAS International

dentsu

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SPORT

NetMediaGroup

AWi
Agence
Web
intelligence

kawarizmi

candypeak

publicis
CONSEIL

molecule
science

MO&JO

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les
causantes

TIDART
Digital Media & Data Agency

kabby+

PERISCOP
AGENCE
MEDIA

altice

mediastay

ARENA
MEDIA

Swan

PUBLICIS
MEDIA



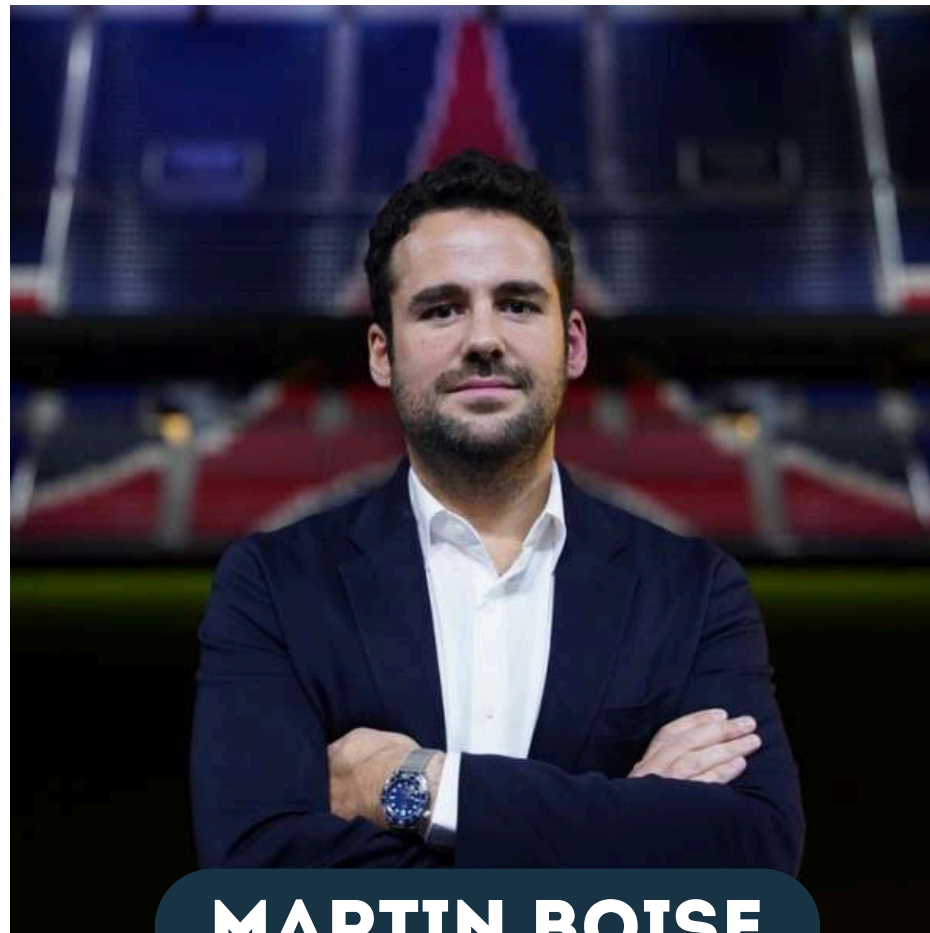
THEY TRUST US

TECH / SPONSORS





CONTACT

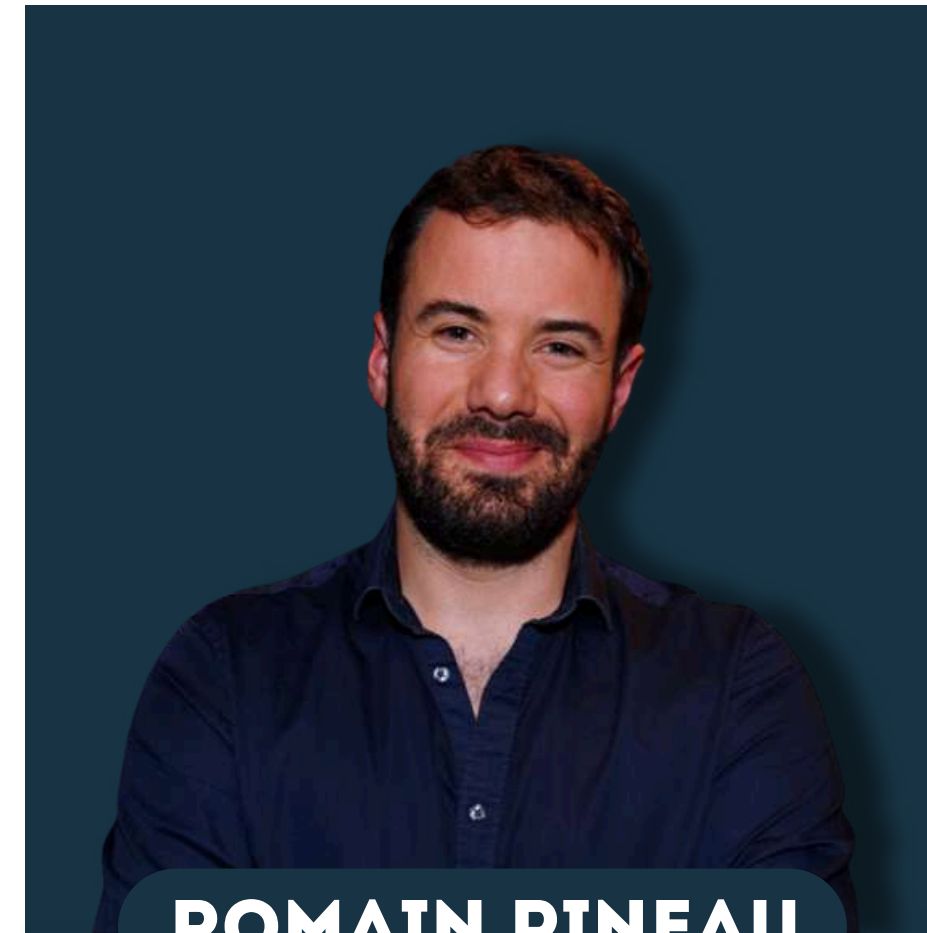


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THANK YOU

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