

NACS

**Convenience
Summit** Europe

2020

Partnership Opportunities

2 - 4 June | Berlin, Germany

NACS

European
Convenience
Retail Awards

About The Awards

Presented on Thursday 4 June 2020 in Berlin, Germany

The NACS European Convenience Retail Awards recognise outstanding achievements in the European retail community. The programme is a high point in the retail calendar for senior retailers, industry experts and suppliers who gather each June at the NACS Convenience Summit Europe to celebrate industry success and innovation.

The awards provide one of the greatest benchmarks of global convenience retailing excellence. Entrants from multiple countries and diverse types of innovative convenience format and company sizes have participated in this rigorous competition. Sponsor the NACS European Convenience Retail Awards today and honour the leadership of some of the most innovative convenience retailers across the globe.

All Award Sponsor Benefits Include:

Event Presence

- + Your company representative will present the award to the recipient
- + Your company will host a table at the Awards Dinner
- + Your brand seen on signage at the reception before the Awards Dinner
- + 2 complimentary delegate registrations to the 2-day Convenience Summit Europe conference & store tours
- + Discounted exhibit stand and additional event registrations

Additional Promotion

- + NACS Daily e-newsletter editorial announcement of the award and your support (distributed to 64,000 subscribers)
- + Full-page congratulations advert in NACS Magazine (mailed to more than 25,000 subscribers)
- + Visibility on onsite Thank You signage
- + Your company logo etched onto crystal award presented to award recipient





The Awards

International Convenience Retailer of the Year

This award honours the most innovative and successful international convenience and fuel retailing store of the year, as chosen by a Grand Jury of leading international retailers and experts. The winner earns the accolade of “the best convenience store in the world.” Recent past winners have included SPAR, Applegreen, and Fresh The Good Food Market.

Includes added promotions with Award entry press releases and video landing page
\$25,000

European Convenience Industry Leader of the Year

Industry progress is driven by the energies, determination and inspiration of the individuals who lead them. This award recognises the contribution of the most successful and influential European convenience industry leader of 2020. Recent past winners have included Jacob Schram of Circle K, Frank Gleeson of Aramark Northern Europe, and Istvan Kapitany of Shell.

Includes additional stage time at Thursday Key-note address featuring award recipient.
SOLD!



European Convenience Retail Technology Award

The award recognizes a convenience retailing company that has pursued a significant and compelling technology initiative. The award honours retailers who are making far-sighted, long-term investments in technology innovation, keeping retailers convenient and hassle-free for customers. Recent past winners have included Applegreen, Valora, and Reitan Convenience Norway AS.

SOLD!



European Convenience Retail Sustainability Award

The award recognizes a convenience retailing company that has pursued a significant and compelling sustainability initiative that has significantly improved commercial performance, competitiveness, customer perception, staff engagement and prospects for continued financial strength. Recent past winners have included Thorntons Budgens, REWE Group, and Carrefour Group.

SOLD!



Berlin Store Tours

2 June 2020

Seeing is believing. On store tours, retailers will visit thriving and innovative convenience stores in Berlin as part of the conference's local store tours. Participants will learn what's working in this market and take those ideas home to their stores.

Included Benefits

- + Two delegate registrations to NACS Convenience Summit Europe
- + Dedicated Thank You signage
- + Option for give-away on coaches
- + Web editorial spotlight announcement
- + Printed visibility on Store Tour Guide

SOLD!



Welcome Reception

2 June 2020

Offering a casual networking environment, the Tuesday Welcome Reception serves dual purpose. We will welcome new delegates and offer informal debriefing from the afternoon's store tours.

Included Benefits

- + 1 Complimentary delegate registration to NACS Convenience Summit Europe
- + Additional company representatives welcome to attend the reception only
- + Dedicated Thank You signage at Reception
- + Opportunity for remarks at Reception

\$10,000

Evening Reception

3 June 2020

The Wednesday Evening Reception offers exclusive opportunities to elevate your brand during the best networking of the event. This reception will be held at a featured at iconic city landmark, and allow attendees to connect over drinks and hors d'oeuvres.

Included Benefits

- + 1 Complimentary delegate registration to NACS Convenience Summit Europe
- + Additional company representatives welcome to attend the reception only
- + Dedicated Thank You signage at Reception
- + Opportunity for remarks at Reception

SOLD!





A La Carte Options

Exhibit Stand

Secure dedicated networking space by coffee breaks and meals, ensuring your visibility to all attendees.

- + Distribute samples and other collateral to European retailers from designated area in pre-function space.
- + Includes one NACS Convenience Summit Europe delegate registration (\$2,500 value).

\$4,500

Exhibit Stand Upgrade

Add the option to distribute collateral or product samples at each place setting in the general session. Product must be provided by sponsor.

\$2,500

Exhibit Stand purchase required

Lanyards Sponsor

Make your mark with this widely distributed, highly visible registration element. Sponsor can choose to provide their own branded lanyards or NACS can produce co-branded lanyards.

SOLD!

HERSHEY 

Secure Your Sponsorship Today

Sponsorship Inquiries

Kym Selph

Exhibit Sales & Services Manager
kselph@convenience.org

Nat Keller

Director, Supplier Relations & Hunter Club Liaison
nkeller@convenience.org

Global Supplier Council Member Inquiries

Nat Keller

Director, Supplier Relations & Hunter Club Liaison
nkeller@convenience.org

NACS International Membership

Mark Wohltmann

Director, NACS - Europe
mwohltmann@convenience.org

Attending an International Event

Allison Dean, CMP

Meetings & Events Manager
adean@convenience.org

Additional International Opportunities

visit convenience.org/International

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