

Feb 2023

# Seamless Europe 2023

Become a sponsor!



**Spryker**

**seamless**



# About Seamless

# About Seamless



By bringing the brightest minds together from across **ecommerce, retail, payments and fintech**, Seamless Dubai, Europe and Riyadh ignites new ideas and inspires the audience to think differently. You'll be stimulated by **innovators, business leaders and entrepreneurs** from across the globe.

Free-to-attend multi-brand exhibitions ranging from 300 to over 500 exhibitors showcasing **cutting-edge solutions** and featuring the most innovative start-ups across the different regions.

All Seamless events understand the value of **networking opportunities quality**, and facilitate this with networking lounges, guest buyer programs and networking apps.

Don't miss the opportunity to join us, **October 18-19, 2023 at Dubai World Trade Centre!**



# Seamless Facts

October  
18-19, 2023

Messe Berlin

5.500+  
Attendees

400+  
Speakers

350+  
Exhibitors



The background features a repeating pattern of glowing teal hexagons on a dark, almost black, surface. The hexagons are arranged in a staggered grid, with each hexagon slightly offset from the others. The glow is most prominent on the right side of the image, fading towards the left.

Join the **Spryker Booth**

# Floorplan



## Seamless 2023 - Berlin

18th - 19th October 2023  
Messe Berlin



**Booth #H62**  
**30 sqm**



Issue Number: 1372  
Issue Date: 22 Feb 2023  
Updated by: Ralph.Burgess@messeberlin.de  
Scale: N.T.S.

# Spryker & Partner Booth



- Booth will be branded according to Spryker CI. Partner logo and messaging will be integrated prominently to the booth design
- Design: We are going to adapt the design from our booth at Shoptalk, but leveraging the upper booth module from K5 conference (still tbc with Seamless)
- Partner will receive a **dedicated kiosk/meeting space** with high-top tables and stools **for bespoke conversations with prospects and customers**. Electrical sockets (max. 2) will be provided
- We will keep the **booth** as open as possible to **ensure traffic and accessibility from most sides**
- Please bring your own devices and marketing collaterals such as flyers, brochures, swag etc. (no roll up banner)

# Spryker & Partner at Shoptalk\*



**SKILLNET**  
MAKERS OF MODERN COMMERCE

## MODERN COMMERCE SOLUTIONS FOR B2B & B2C ENTERPRISES

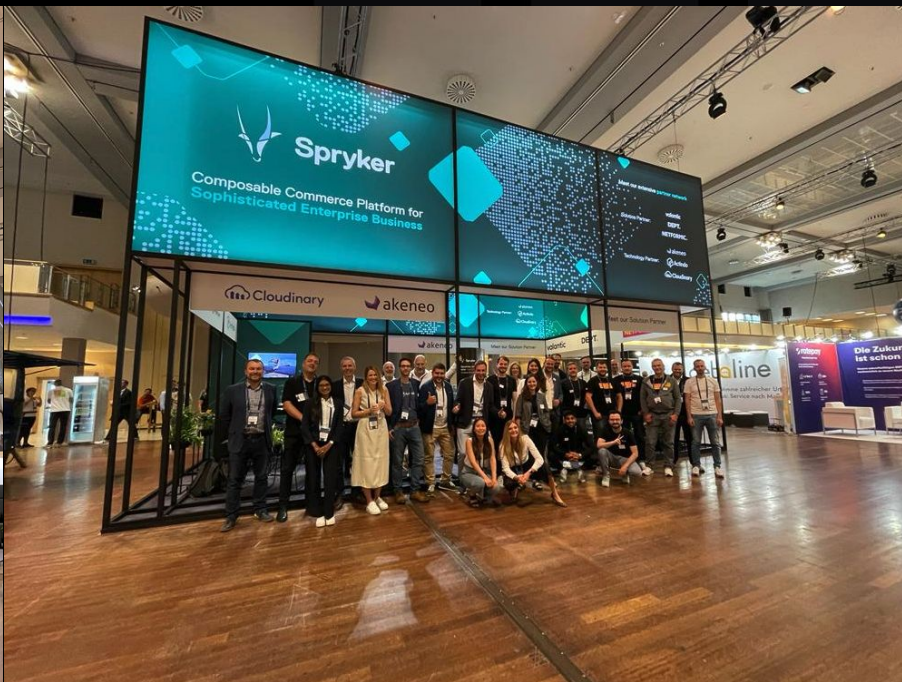
eCommerce Technology Modernization using Headless and Composable Platforms  
| Omnichannel Enablement | Marketplace Solutions



\*Booth image is a mock-up only and may change



# Spryker & Partner at K5 Conference\*



\*Booth image is a mock-up only and may change

# Cost Details

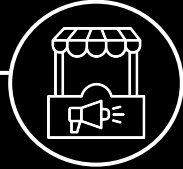


<p><b>Sponsorship package</b></p> <ul style="list-style-type: none"><li>- Booth space</li><li>- Facilitated meetings</li><li>- Marketing activities</li></ul>	30.000 EUR
<p><b>Booth building</b></p> <ul style="list-style-type: none"><li>- backwalls</li><li>- booth printouts</li><li>- furniture</li></ul>	15.000 - 20.000 EUR
<p><b>Lead scan licence</b></p>	Approx. 500 EUR per licence (tbc)



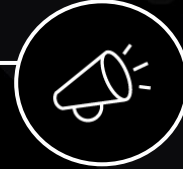
# Sponsorship Opportunities

# Onsite Partner Package



## Booth Presence

- Small kiosk stand with 1 high table and 2 high chairs
- 2 premium conference passes for staff
- 10 premium conference passes for clients
- Logo placement in Spryker booth
- Joint facilitated meetings organised by Seamless, but allocated via Spryker
- Full access to event platform to view and connect with registered attendees



## Promotion

- Logo and profile listing on Seamless Event website and marketing activities
- Inclusion in general prospect newsletter
- Mention + logo in promotional/invite emails
- Logo placement on social media
- Inclusion on LinkedIn event page
- Joint follow up

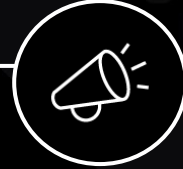
€20K\*

# Coffee Station Exclusive Package



## Coffee Station:

- Exclusive sponsor of coffee station + barista services for both event days
- Co-branding on coffee machine (decals with logo)
- Co-branded coffee cup sleeves
- Barista t-shirt with co-branded logos



## Lead Generation

- Visitors have to let their badges being scanned in order to order a waffle
- You will receive the full list including company, job title, name and email addresses
- joint follow up

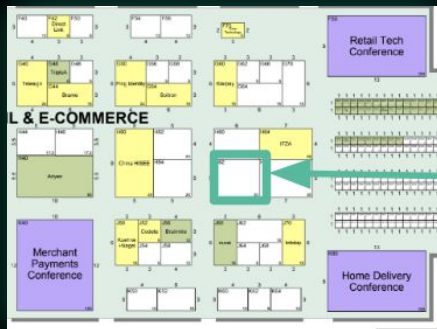
€8K

# Invite Management



- **5 weeks** ahead of the event, Seamless is going to share the attendee list including **company name, job title and country**
- Spryker and Partner can select an unlimited number of companies from the list for Terrapin to arrange meetings (3 meetings in total)
- We can submit company names that have not yet signed up for Terrapin to invite to event and grant them VIP access to the conference
- Spryker will share a VIP registration link to invite prospects
- **2 weeks** ahead of the event, the event app “Swapcard” will go live which allows exhibitors to send in app messages
- Attendee badges can be scanned via Swapcard. Licences have to be purchased with additional charge

# Why Join Spryker at Seamless



## Prime Booth Location

Situated in the middle of the three main commerce stages

## High Traffic

5,000+ attendees will be buzzing around the e-commerce & retail hall

## Networking

The ultimate platform to build awareness and engage decision makers from leading retailers and brands

## Exclusive Access

Access all areas passes to help with networking, knowledge and sales opportunities

# What are your **benefits**?



## **Orchestration**

The overall execution and project management remains with Spryker.



## **Joint Invitation Management**

Spryker and partner will join forces to secure meetings ahead of the event.



## **Logistics & Organization**

Spryker will take care of organisational & logistical aspects of the events such as venue management, vendor alignments, catering etc.



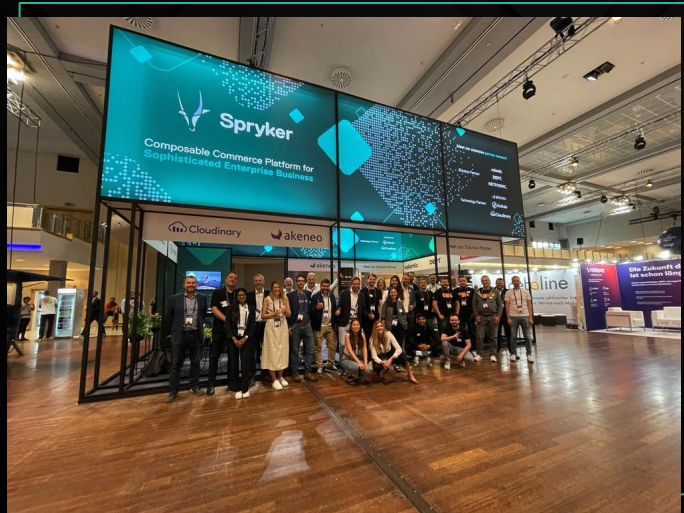
## **Marketing**

We will provide promo banners of different formats including your logo in order for you to leverage them in your outreach. Spryker will also create an event landing page, where prospects can request meetings.



We're open to **customizing** a package for your needs.

**Join** us at Seamless Europe!





**Spryker**

Contact your **Partner Marketing  
Manager** for more details.