

eDX eDelivery EXPO

11 & 12 May 2022 | NEC, Birmingham

IRX IRX Engage

IRX @ DTX+ UCX

eCommerce
Bootcamps

**A portfolio of unrivalled opportunities to meet the
professionals shaping the future of retail**



Co-located with:

IRX

11 & 12 May 2022 | NEC, Birmingham

Year-round branding and lead-generation opportunities

2022 is set to be a HUGE year.

eDX & IRX will return to the NEC in Birmingham on 11 & 12 May 2022. It will build on the enormous success of the 2021 event where we saw retailers return in their thousands to source new suppliers, network, discover new solutions and gain inspiration from industry leaders.


NEW to 2022 we see the launch of **IRX @ DTX+UCX** on 12 & 13 October 2022 at London's ExCeL. This autumn event will give you a second opportunity to meet enterprise level retailers and brands looking to take their tech to the next level.

Another addition to our portfolio is the **eCommerce Bootcamp**, designed to help independent retailers hone their skills and accelerate their online businesses. These training workshops will take place at a number of our sister retail buyer events including **Home & Gift, Manchester Furniture Show** and **Top Drawer**.

Across the year we will continue to host webinars and workshops on **IRX Engage** to enable our clients to build brand awareness, find new contacts and leads 24 hours a day, 365 days a year.

Calendar of events for 2022





82% of visitors are
involved in the
purchasing decision

Meet the industry's decision-makers at a face-to-face event

eDX & IRX will return to the NEC in Birmingham on 11 & 12 May 2022. It will build on the enormous success of the 2021 event where we saw retailers and brands return in their thousands to source new suppliers, network, discover new solutions and gain inspiration from industry leaders.

IRX & eDX 2021 also validated that live events still remain as one of the top resources for sales leads, relationship building, product launches and brand awareness for so many of our customers.

eDX provides that unique marketing opportunity: the chance for the whole industry – all your biggest potential customers – to be in one venue at one time and discover the benefits of using an outsourcing partner.



Our time at the show has been a huge success – we've been more busy than we have at other trade events. We've met some big ticket customers and have used the show to finalise agreements with suppliers. It's one of the best events I've been to in a long time. Would I return next year? Absolutely!

Jonathan Simons, UK Sales & Client Services Director



Exhibiting at eDX & IRX: the options

SPACE ONLY | £638 per sqm plus VAT

A space only stand ONLY includes the stand space on the floor and DOES NOT include any walls, carpet or stand build. This gives you great flexibility to build your own stand and showcase your brand and creativity within the space.

ADDITIONAL COSTS

Exhibition Protection Scheme | £195

ALL STAND PACKAGES INCLUDE:

- Access to the attendee list on IRX Engage
- Web profile on the event website
- Listing on the IRX Engage digital platform
- Marketing and PR support
- Entry to drinks reception



We've met some serious players during our time at the show. They're from the exact sector we're targeting and have resulted in some good leads. We exhibit at the show every year and will undoubtedly return!

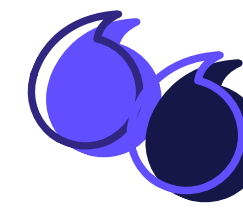


**Daniel O'Mahony, Senior Business
Development Manager**



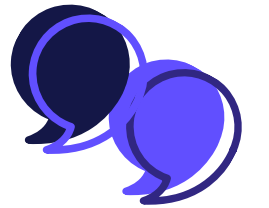
SHELL SCHEME | £690 per sqm plus VAT

A shell scheme stand includes a basic stand with walls, fascia name board and carpet. It provides you with a simple, cost-effective foundation that is easy to brand with your own graphics, furniture, lighting and marketing material.



Live shows are so important in relationship building. Plus the people you meet are serious – they've made the effort to travel here and do business.

Andrew Banks, CEO



Additional opportunities to maximise your exposure and increase your ROI

Track sponsorship – sponsor a whole track with your logo built into the conference theatres.

Conference presentation – provide thought leadership to our audience hungry for knowledge and insight to help them grow.

Workshops – promote your brand and expertise through a practical, training-focused workshop. Always one of the most popular features of IRX.

Branding – differentiate yourself with unique branding opportunities including bar sponsorship, VIP Lounge sponsorship, lanyards, visitor bags etc.

NEW
FOR
2022

Boardroom roundtables – Host a roundtable with 10 retailers, profiled by turnover, requirements and purchasing intent.

Statistics from eDX & IRX 2021

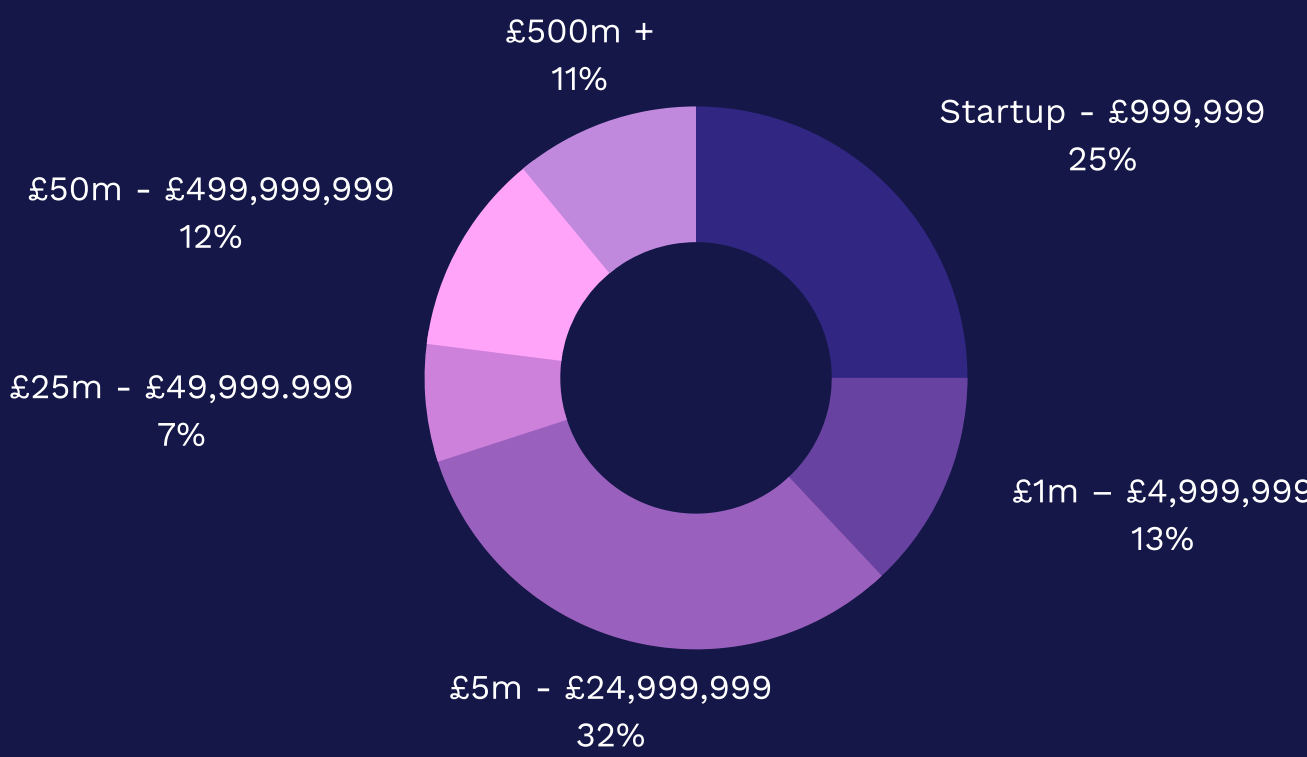


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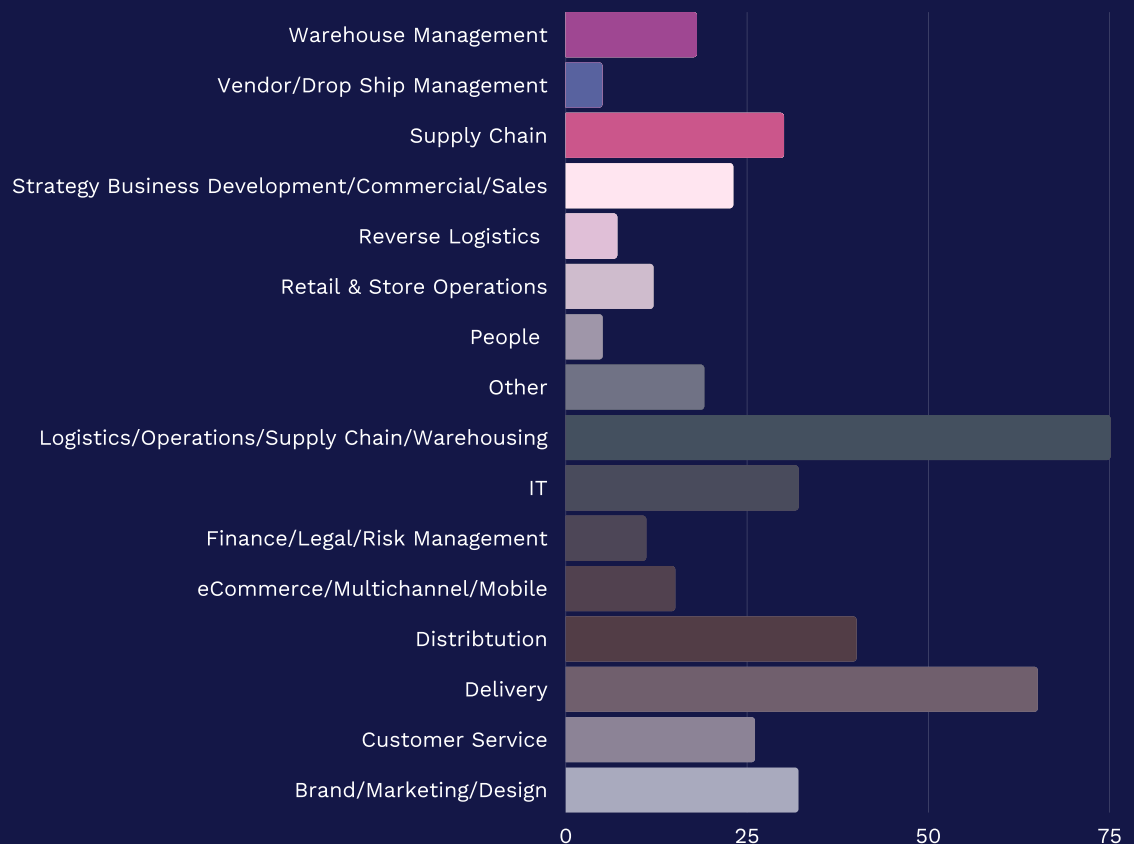
Andrew Banks, CEO



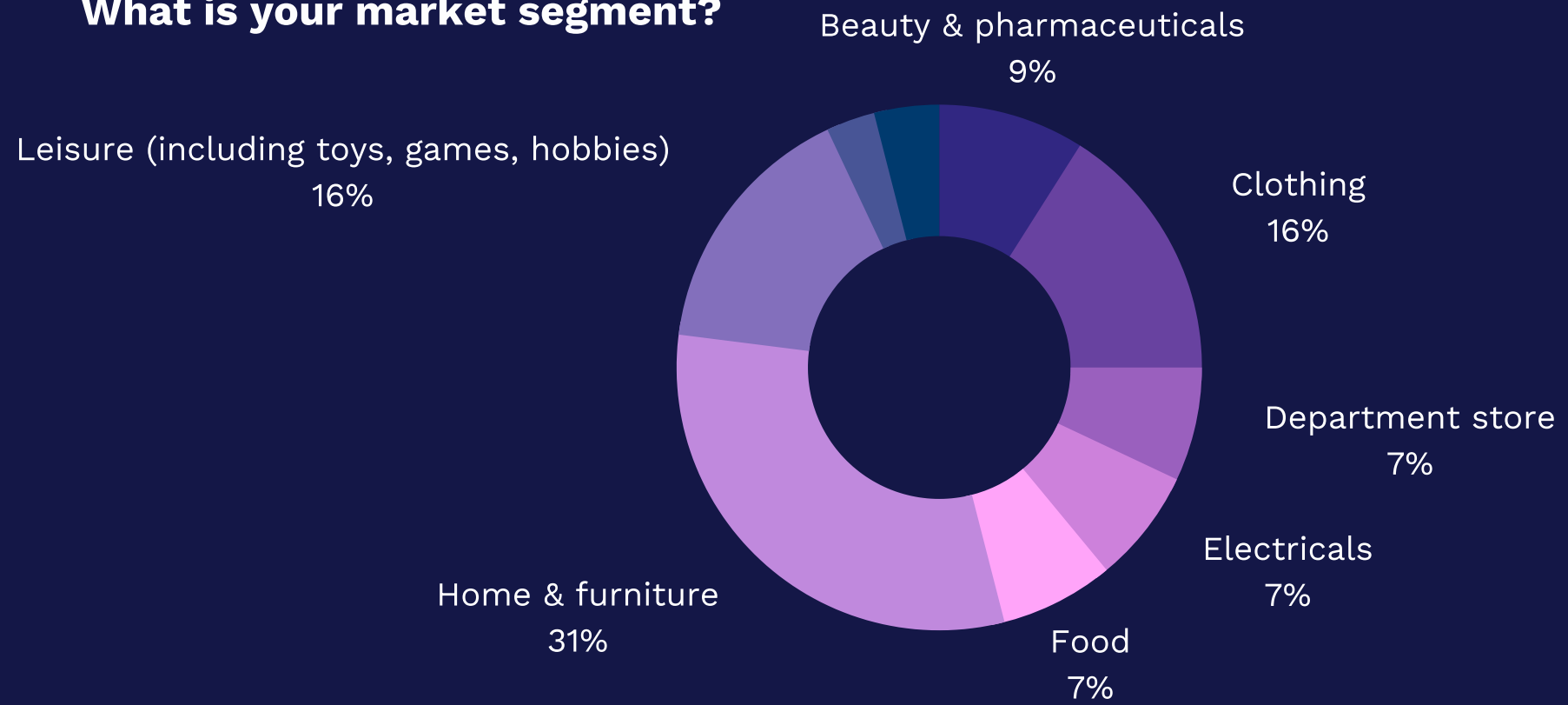
What is your annual revenue?



What is your professional focus?



What is your market segment?



Retailers and brands represented included:

- Aldi
- B&M Retail
- Beauty Bay
- Beko
- Bravissimo
- British American Tobacco
- Build a Bear
- Carworld
- CDSL
- Charles Clinkard
- Coty
- Euro Car Parts
- FR Jones and Son
- Gandys
- Gill
- Grenade
- Gymshark
- Hattons Model Railway
- Holland and Barrett
- Innocent Drinks
- John Lewis
- Kiddies Kingdom
- Leicester Tigers RFC
- Liberty
- Loaf
- Lounge Underwear
- MandM Direct
- Marks & Spencer
- Medisave
- MOO Print
- Morrisons
- Oliver Bonas
- Ooni
- Presto Music
- Roman Originals
- Secret Sales
- SharkNinja Europe
- Sigma Sports
- T H Baker Group
- The Hut Group
- The Works
- TJC
- Toolstation
- Topps Tiles
- Tottenham Football Club
- Travis Perkins
- UK Flooring Direct
- Warren James Jewellers
- Wish

eCommerce Bootcamp



eCommerce Bootcamp is designed to help independent retailers hone their skills and accelerate their online businesses. It will take place at a number of our sister retail buyers events including January Furniture Show, Manchester Furniture Show, Home & Gift and Top Drawer.

Sponsor the Bootcamp and put your brand front and centre in the mind of the next eCommerce stars.

Host a training workshop and influence the way in which independent retailers build their online businesses.

eCommerce Bootcamp





Webinars, roundtables, workshops, networking, meetings on a state-of-the-art digital platform

IRX Engage is a powerful digital platform which over the past 18 months is a proven source of new retail leads.

Sponsor a digital event, be seen as the industry expert and provide thought-leadership at a time when the industry is looking for guidance and inspiration.

Opportunities include:

- Workshops - practical, training focused sessions
- Webinars - present a relevant topic alongside a retail client
- Roundtables - sponsor and participate in an intimate discussion with retailers on a relevant topic

IRX Engage will be promoted to our database of retailers, as well as through an digital marketing campaign.

**Watch the highlights video from eDX & IRX 2021
at <https://youtu.be/p41Wg5a2YMM>**





Digital packages

Webinars

- 30 minute webinar
- Dedicated marketing campaign
- Webinar available on IRX Engage on-demand until further notice
- Contact details of registrations and attendees (subject to privacy policy)

Workshops

- 45 minute practical workshop
- Dedicated marketing campaign
- Workshop available on IRX Engage on-demand until further notice
- Contact details of registrations and attendees (subject to privacy policy)

Contact us today to build your package for 2022!



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