



2017 SPONSORSHIP PROGRAM

IRExcellenceAwards.com

June 7, 2017
Chicago, IL

SPONSORSHIP OPPORTUNITIES

2017 IR Excellence Awards

Recognizing Achievements of Successful E-Retailers, Web Merchants and Brands

The 2017 Internet Retailer Excellence Awards recognize the most innovative and successful online retailers, merchants and brands that set the standards for excellence in global e-commerce.

IRCE is the annual global meeting place of the online retailing industry and in June 2017 will feature the 3rd Annual Awards event honoring the top performers and innovators in e-commerce.

Judged by a panel of online retailing experts and the Internet Retailer editorial team, this event at IRCE will bring hundreds of guests together representing all segments of the e-retail community. Internet Retailer will announce all finalists on April 1 and the winners will be announced on-site at the award dinner banquet.

New in 2017, Internet Retailer will host an IR Excellence Awards webinar to showcase some of the winners.

The 2017 Awards program includes the live event, webinar and special report, all to Brand you and thought leader, generate leads and network with top ecommerce executives.

Establish Your Industry Leadership

- Invite top clients and prospects to join you at your table
- Demonstrate your appreciation for those who have carved a groundbreaking path for excellence in the online retail community
- Network with key decision-makers from the most innovative and growing global online retailers

INTERNET RETAILER Excellence Award Categories

- Web Redesign of the Year
- E-Retail Marketer of the Year
- Best Marketing Video of the Year
- Best Product Video of the Year
- Mobile Commerce Award
- B2B E-Commerce Website Design of the Year
- B2B E-Commerce Marketer of the Year
- B2B E-Commerce Player of the Year
- Omnichannel Retailer of the Year
- Emerging E-Retailer of the Year
- E-Retail Growth Award
- Global E-Retailer of the Year
- Internet Retailer of the Year

Sponsorship Snapshot	Diamond	Platinum	Gold
Award Presentations	2	1	-
Sponsor Table for 10	VIP (prominent) & Logo Displayed	VIP & Logo Displayed	10 guests + Logo
Sponsor Recognition	Premier sponsor on all materials, ceremony	Marketing materials; ceremony	Ceremony
Webinar Sponsor (NEW)	Yes (premier sponsor/speaker)	Yes	N/A
Awards Program Ad	Full-pg (premium position)	Full-pg	1/2-pg
Guaranteed Leads from Awards eBook	Yes	Yes	N/A
Customized Invitations	Yes	Yes	N/A
	\$29,500	\$19,500	\$8,000

Upgrade Sponsorships

Upgrade option to table sponsorships

COCKTAIL SPONSORSHIP

Additional \$7,500

SWAG BAG SPONSORSHIP

Additional \$5,000

DESSERT SPONSORSHIP

Additional \$5,000

Honoring Web Merchants' Achievements

Become a Sponsor of the 2017 IR Excellence Awards Dinner Event



Stand out at IRCE and extend the exposure of your brand before, during and after the awards. All sponsorship packages include a 10-person table. The top two levels (Diamond and Platinum) include exposure and leads from the post-event Special Report (digital) covering the event and winners which will be e-mailed to Internet Retailer subscribers and to IRCE attendees recognizing all sponsors and new in 2017, and a new special webinar with some of the top winners

View the 2016 IR Excellence Award Special Report

Sponsorship Packages

Diamond—\$29,500

IR EXCELLENCE AWARDS EVENT

- Includes two award introductions of the categories
- Includes the top award "Internet Retailer of the Year"
- Introduce the award category, nominees and announce the winner
- VIP table (for 10) at premium location with logo prominently displayed
- Premium position of full-page ad in Awards program booklet at
- Premier sponsor recognition in all marketing communications, press releases, IR.com website and at ceremony
- Photograph of your guests/team at your table
- **BONUS:** One email promo to the IR subscriber database to promote your company (\$7,500 value) before the event

IR AWARDS WEBINAR

- Recognized as the Premier Sponsor
- One executive introduces the webinar (speaking role)
- 150 guaranteed leads from the webinar attendees

IR AWARD SPECIAL REPORT

- Premier Ad position in follow-up Special Report
- 100 guaranteed leads from Awards Special Report downloads

Platinum—\$19,500

IR EXCELLENCE AWARDS EVENT

- Includes one award presentation of category of your choice
- Introduce the award category, nominees and announce the winner 1
- VIP table with logo prominently displayed
- Full-page ad in Awards program booklet
- Sponsor recognition in all marketing communications, IR.com web site and at ceremony
- Photograph of your guests/team at your table

IR AWARDS WEBINAR

- Recognized as an award sponsor
- 100 guaranteed leads from the webinar attendees

IR AWARD SPECIAL REPORT

- Full-page ad in IR Award Special Report
- Sponsor recognition in all marketing communications, IR.com web site and at ceremony
- 75 guaranteed leads from Special Report downloads

Gold—\$8,000

IR EXCELLENCE AWARDS EVENT

- Sponsor table (for 10)
- Half-page ad in the Awards booklet program
- Sponsor recognition during the ceremony
- Photograph of your guests/team at your table
- Available upgrade options

Special Report Only —\$3,500

IR AWARD SPECIAL REPORT

- Extensive report on the winners
- 1-pg, 4/ ad opposite a client winner or finalist
- Guaranteed 50 leads (minimum) from downloads



2017 IR Excellence Awards Dinner Event

SPONSORSHIP DEADLINE

MAY 26, 2017

Contact your sales manager to reserve your table

Event Details

DATE / TIME June 7, 2017, 7:30 - 10:00pm (*evening of IRCE*)

LOCATION Hyatt Regency McCormick Ballroom

EVENING AGENDA

7:30 - 8:00pm Cocktail Reception

8:00 - 8:15pm Welcome

8:15 - 10:00pm Dinner and Presentation of Excellence Awards

FAQs

How are the 2017 Internet Retailer Excellence Awards determined?

- Each award winner will have been determined by Internet Retailer's editorial team as well as a panel of industry experts where applicable. The Awards represent categories of achievement such as web redesign, growth of market share, mobile commerce, marketer of the year and global e-retailer of the year, just to name a few.

When will the Internet Retailer Excellence Award winners be announced?

- Internet Retailer will announce all finalists on April 1 and the winners will be announced on-site at the award dinner banquet.

How can e-commerce solutions providers participate?

- While they will not be able to purchase tickets for the event, solutions providers can attend the Excellence Awards by opting for one of the premium sponsorships.

If I'm an e-retailer, how can I nominate my company for an Excellence Award?

- If you feel that your company is a good candidate for the five available Awards, feel free to complete the appropriate online Submissions Form. Retailers can submit for themselves or they can be nominated by a solutions provider.

When is the award submission deadline?

- The deadline is February 16, 2017 to submit, [click here](#).

Contacts

Southeast Manager

Judy Dellert • 312-572-6279

judy@verticalwebmedia.com

Midwest & International (including ID, CO, KS, CAN)

Cindy Wilkins • 312-572-6247

cindy@verticalwebmedia.com

Northeast Manager

Nancy Bernardini • 312-572-6276

nancy@verticalwebmedia.com

Western Manager

Dave Cappelli • 312-362-0063

dave@verticalwebmedia.com

B2BecNews Manager

Oliver Love • 312-572-6251

oliver@verticalwebmedia.com

VP of Sales, Product Development

Tom Duggan • 312-572-6250

tduggan@verticalwebmedia.com

AGENDA

FAQ

AWARDS

WEBSITE