



# PARTNERSHIP OPPORTUNITIES

Inside Retail is a content platform designed to help independent retail business owners in the UK, understand the ever changing retail landscape and make well informed decisions to ensure prosperity and success.

Inside Retail allows customers to stay up to date with evolving retail trends and behaviours through its hub of information and knowledge.

# INSIDE RETAIL: UNRIVALLED REACH & ACCESS TO RETAILERS

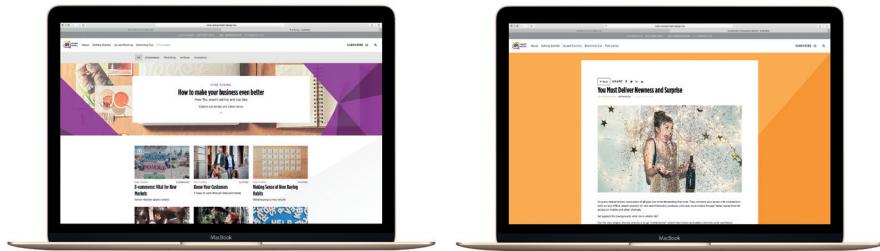
i2i's full retail database is unrivalled in terms of reach and relevance to small and medium sized retail owners in the UK.



## INSIDE RETAIL PLATFORM

Inside Retail is an online hub designed to deliver insight and inspiration to the UK's brilliant retail sector and its thousands of independent businesses.

Access an engaged audience of retailers through Inside Retail, leveraging off the most established tradeshows in the UK: Spring Fair, Autumn Fair, Pure London, Glee and Jewellery & Watch.



**SPRING FAIR**  
**AUTUMN FAIR**

**pure**  
LONDON

**glee**

**JEWELLERY & WATCH**  
BIRMINGHAM

### The UK's No.1 gift & home trade event

- Spring Fair was launched in 1950 and opened at the NEC by the Queen in 1976, while Autumn Fair was launched in 1990
- Spring Fair is the largest tradeshow in the UK

### The UK's premier fashion event

- Launched: 1995
- Pure London is the most established and largest fashion tradeshow in the UK

### The UK's definitive garden event

- Launched: 1974
- Glee is the largest garden tradeshow in the UK
- Focuses on big brand product launches and garden retail industry growth

### The UK's leading jewellery & watch trade event

- Showcasing over 400 of the best British and international jewellery and watch brands, suppliers, and jewellery designers

# INSIDE RETAIL: RICH CONTENT DESIGNED TO INFORM & INSPIRE

Our dedicated research team have spoken directly with 380 retail business owners to devise the content focus of Inside Retail. Covering a broad range of areas, ranging from the fundamentals of setting up a new retail venture, through to launching an online business, optimising sales and engaging with consumers via social media; we aim to inform and inspire our audiences to achieve the best results possible!

	ECOMMERCE	MARKETING	ON THE HIGH STREET	INSPIRATION AND TRENDS
<b>AT THE DRAWING BOARD: PLANNING A NEW RETAIL BUSINESS</b>	<ul style="list-style-type: none"><li>Funding</li><li>Premises and equipment</li><li>Pitfalls to avoid</li></ul>	<ul style="list-style-type: none"><li>Beginners PR</li><li>Launching your business</li><li>Social media communities</li></ul>	<ul style="list-style-type: none"><li>Choosing a property</li><li>Funding</li><li>Choosing your product</li></ul>	<ul style="list-style-type: none"><li>The UK retail landscape</li><li>Consumer trends</li></ul>
<b>EARLY LEARNING: FROM SET UP TO YOUR FIRST EMPLOYEE</b>	<ul style="list-style-type: none"><li>How to buy</li><li>Shop-fit</li><li>Generating traffic</li></ul>	<ul style="list-style-type: none"><li>Online Engagement</li><li>Using events</li><li>Collecting data</li></ul>	<ul style="list-style-type: none"><li>Retail KPIs</li><li>Hiring</li><li>Customer Service</li></ul>	<ul style="list-style-type: none"><li>Christmas trends</li><li>Case Studies – You can do it</li></ul>
<b>SHOOT FOR THE STARS: GROWING AND CHANGING</b>	<ul style="list-style-type: none"><li>Christmas logistics</li><li>Returns and replacements</li></ul>	<ul style="list-style-type: none"><li>Working with bloggers</li><li>PR and networking</li></ul>	<ul style="list-style-type: none"><li>Opening second store</li><li>Hiring a team</li></ul>	<ul style="list-style-type: none"><li>Small chain success stories</li><li>Social media trends</li></ul>
<b>TWEAKING THE DREAM: MAKING YOUR BUSINESS BETTER</b>	<ul style="list-style-type: none"><li>Working with suppliers</li><li>Discounting</li></ul>	<ul style="list-style-type: none"><li>Where to spend on advertising</li></ul>	<ul style="list-style-type: none"><li>Visual Merchandising</li><li>Customer Loyalty</li></ul>	<ul style="list-style-type: none"><li>Tech trends in retail</li></ul>



# INSIDE RETAIL: PARTNER ENGAGEMENT OPPORTUNITIES WELCOME

Leverage Inside Retail for thought leadership, lead generation, and deep industry engagement opportunities, with unparalleled access and influence to over 1.1 million UK retail businesses.

**Inside Retail has been designed from the ground-up to cater for modern independent retailers in the UK. Our platform offers both online and real time content for the entrepreneurs and business leaders of the UK's independent retail sector.**

## LEAD GENERATION

All campaigns are promoted to our database, both via targeted emails to relevant prospects and social promotion across our various channels. This promotion generates qualified leads that we feed back to our partners, alongside leads generated by retailers directly engaging with online content.

## ONLINE INTERVIEWS

Online interviews are a hugely popular vehicle for our audiences to learn about the latest innovations and opportunities in their industry. Our partners have the opportunity to put their customer success stories front and centre to help influence and engage with potential customers and shape the market.

## THOUGHT LEADERSHIP REPORTS

Through our Inside Retail Reports, small and medium-sized business owners will be provided with editorial based thought leadership. These reports connect directly to the entrepreneurial and dynamic start-up, and independent retail business leaders. They offer strategic insight, stories of success and innovation, as well as interviews and case studies from real world retailers.



## MARKET INSIGHT

Inside Retail provides deep engagement with independent UK retailers. You can leverage this to commission bespoke research to help inform your product or service roadmap, or to understand specific concerns of small business owners. You can work with us to commission bespoke market research, or reports to help ensure your business is well aligned with vital sector information.

## MASTERCLASSES

Educate and inform independent retailers about specific topics via Inside Retail masterclass sessions. These can be hosted at our trade show events; ensuring a critical mass of retail business owners, or independently at specific UK locations.

## ONSITE SPEAKING OPPORTUNITIES

Our retail tradeshows are terrific opportunities to meet and directly engage with independent retailers. Each of our shows contain seminar theatres that focus on retail solutions giving our partners a powerful thought leadership platform to generate new business leads and meet decision makers face to face.

Our mission is to inspire and empower the British independent retail sector to succeed by providing them with enablement tools, inspiration and resources. Contact us today to build your lead generation and engagement campaigns in collaboration with the authority of Inside Retail and i2i's market leading retail brands.

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