

E-COMMERCE SUMMIT CPH 2011

CONFERENCE & FAIR

FDIH yearly e-commerce event
2011 September, 29, Thursday

E-commerce Summit CPH 2011 "GO LARGE"

- FDIH hosts the 6th consecutive E-commerce Summit CPH and we are incredibly happy that the number of visitors and exhibitors increases year after year.
- The e-commerce industry is growing as well as the number of members in FDIH, who we expect will participate in the annual E-commerce Summit CPH.
- Both sponsors and participants have requested better facilities, sound and technic, food, parking, networking etc.
- FDIH wishes to offer multiple tracks and grant sponsors the opportunity to host workshops.

E-commerce summit 2011

- Thursday 29th of September 8:30 – 17:30

The event will be divided in to three sections:

- Keynotes 9:00 – 12:00
 - 3 Tracks 13:00 – 15:00
 - Keynotes 15:00 – 17:00
 - Add breaks and lunch allowing time for visiting business partners
- Bella Center in Copenhagen
 - Center Boulevard 5, DK-2300 København S
 - 500 – 600 participants
 - Prices:
 - Members early bird: DKK 1800
 - Members normal: DKK 2250
 - Non Members: DKK 3600
 - 40 partners/sponsors/exhibitors



Program

Topics to be addressed at the conference:

- M-commerce – mobile/tablets, payment, search, offline/online bridge
- Multi-channel commerce strategies – KPI, measurement, e-commerce platform etc.
- Not channel conflicts – but channels opportunities
- Online merchandising – how to raise conversion rates significantly
- E-Loyalty – sell more to existing customers
- Internationalization
- Coupons, social media and new e-business concepts

Speakers

Google™

amazon.com®

IBM®

Fredhopper®

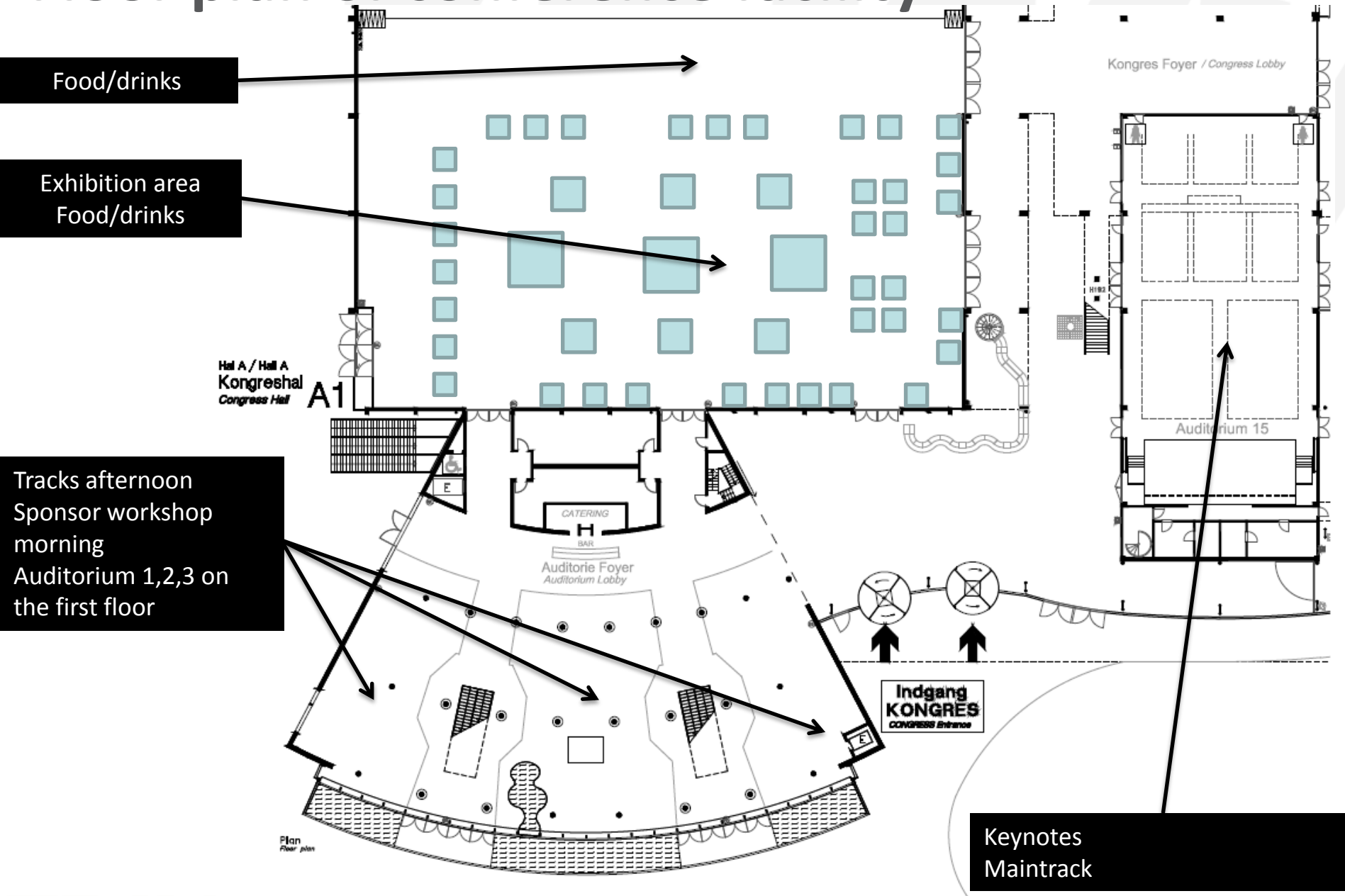
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PLXmania.com
Shopping i særklasse

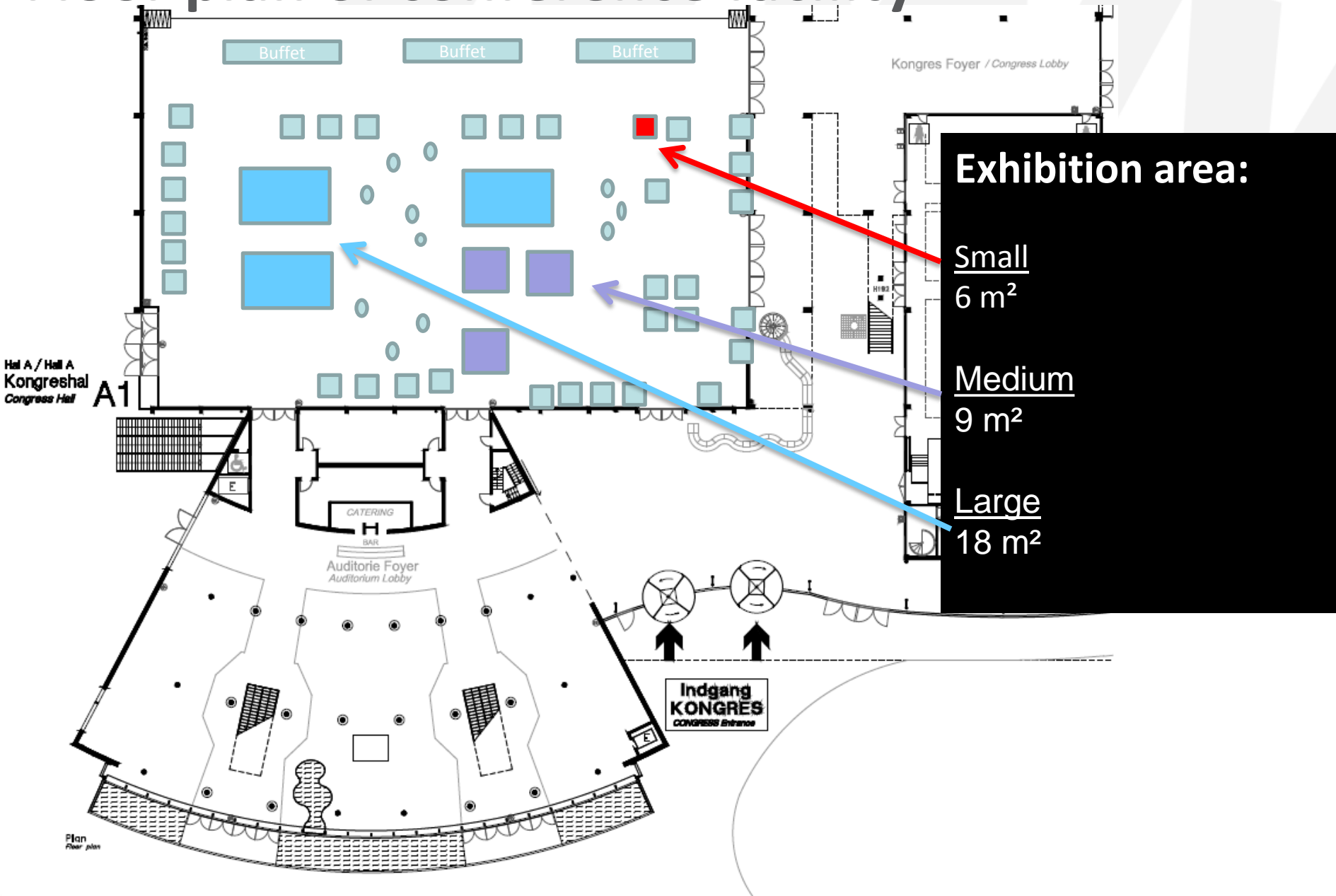
responsys®

Følg programmet på fdih.dk

Floor plan of conference facility



Floor plan of conference facility



Exhibition area:

Small
6 m²

Medium
9 m²

Large
18 m²

Business partner packages

Gold

Silver

Bronze

Gold partner DKK 110.000 excl. VAT (EURO € 15.000)

GOLD

1. Stand (Large)
2. Case presentation on track*
3. Workshop morning
4. 30 tickets

* Cases and presentations must be approved by FDIH

Silver partner DKK 60.000 excl. VAT (EURO € 8.500)

Silver

1. Stand (Medium)
2. Case presentation on track*
3. 20 tickets

* Cases and presentations must be approved by FDIH

Bronze partner (alle prices are excl.VAT)

Bronze (Stand)

1. Stand (Small) DKK 20.000 (€ 2.800)
3 tickets included
2. Stand (Medium) DKK 36.000 (€ 5.000)
6 tickets included
3. Stand (Large) DKK 65.000 (€ 8.900)
12 tickets included

Partner benefits

Gold	Silver	Bronze (stand)
Large stand (Placing: first served)	Medium Stand (Placing: first served)	Stand (Small, Medium, Large)
Case presentation on track	Case presentation on track	3 conference tickets per box
Workshop morning	20 conference tickets	Extra tickets at 20% discount
30 conference tickets	Extra tickets at 20% discount	Marketing in relevant publications Logo, text and link on website
Extra tickets at 20% discount	Marketing in relevant publications Logo, text and link on website	Text and logo in program (70 words)
Marketing in relevant publications Logo, text and link on website	Text and logo in program (120 words)	Opportunity to place content in "Goodie Bag"
Text and logo in program (180 words)	Opportunity to place content in "Goodie Bag"	Listed as bronze partner in relevant publications
Opportunity to place content in "Goodie Bag"	Listed as silver partner in relevant publications	List of participants
Logo on FDIH slide, on relevant signs round the venue	List of participants	
List of participants		

Other sponsor items

- Coffee & tea station
- Event name tags/key hanger
- Water bottles
- Own private conference room for meetings / presentations
- Morning and afternoon snack
- Lunch meeting with keynote speaker

- Please call for further information

Business Partners (June 2011)

Guld:



Sølv:



Bronze:

hedal:kruse:brohus



CHAINBOX



DANSK ERHVERV

UDENRIGSMINISTERIET
MINISTRY OF FOREIGN AFFAIRS OF DENMARK

HUSET
MARKEDSFØRIN™

FDIH STYRKER DANSK E-HANDEL

About FDIH

The Danish Distance Selling and E-business Association - the industry association for companies commercially use off the Internet and other digital channels. Representing over 500 members, we are both the most important Danish e-commerce companies and the companies that provide the technical solutions for e-commerce. FDIH provides resources, events, workshops, and information assuring your business success on the Web. We are involved in decision making and debate on issues that can facilitate e-commerce in both Denmark and the EU. Denmark is one of the most digitized countries with a population who shop online for more than Euro 6 billion annually.

Extract of Members and attendees:

Accenture	Deloitte	Jp/Politiken	Scandinavian Airlines
Aller Media	Dibs	Lego	Silvan
Berlingske Media	DR	Nets	Top-Toy
Bestseller	DSB	Nordea	TV 2
Bilka	Fona	Normann Copenhagen	Velux
Birger Christensen	Føtex	Nykredit	Vækstfonden
Carl Rask	H&M	PayEx	Årstiderne
Coop	Ikea	Royal Copenhagen	
Danske Bank	Interflora	Smartguy.dk	

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