

**Biz**<sup>®</sup>

# Retail

**REVOLUTION**



the event where **online & offline shopping** meet



**How did**  
**consumer behaviors**  
**shift?**



During the past years, the world had faced serious challenges, such as the pandemic and the rising climate change, which led to the reshaping of the global economy. In this context, **the future of retail** and consumption in the coming years is very unpredictable. The accent put on sustainability and healthy consumption will be striking.

Retailers must show **resilience** and determination and a strong willingness to adapt to the new consumer behaviors. Technology, sustainability and the new ways of selling and shopping will be the major factors that will revolutionize retail in 2024. Through innovation, retailers will be one step ahead in this new world of consumption.

**Retail Revolution** is a premium event by Biz where the major B2C market players will share their learned lessons, will spread new energy, build and consolidate partnerships and share inspiration. It is the go-to event for **retail leaders** who want to collaborate, explore new paths to grow and to focus on the latest trends and challenges driving their leadership priorities.

# 2024 OUTLOOK for retailers





**Retail Revolution brings together the top professionals and companies in retail to talk about the challenges and trends that are shaping the consumer's world today.**

- CEOs
- purchasing directors
- commercial directors
- sales managers
- marketing managers
- brand managers
- merchandising companies
- advertising & PR agencies

# Audience





# The topics that matter.

- Connecting **offline & online** shopping
- **Sustainability** & Purpose marketing in the world of retail
- **Innovation**, the essence of the new retail models
- From low touch to **new normality**
- The rise of **digital**
- Reconnecting with **consumers** in authentic ways
- The **augmented** shopping reality
- Reinventing the **supply chain**, a fresh paradigm in retail
- Fresh **sales & marketing** approaches in retail
- Optimizing the **marketplace** experience
- The redefinition of the **physical store**







**Promote your  
brand**



*Becoming Main Partner means stepping into the spotlight with an unparalleled sponsorship experience. Elevate your brand presence, captivate your audience, and make a lasting impact with our Platinum Partnership Experience that ensures maximum visibility and engagement.*



**Budget 13.000 euro + VAT**

**BLACK  
FRIDAY  
SALE**

# MAIN PARTNER

- Speech video recording or session, shared on YouTube\*
- Official recognition of the partnership by the moderator during the event
- 20 minutes speech
- TV spot during the conference, 30 seconds, 2 broadcasts
- Creative pop-up corner at the event location
- Branded happening during the event
- Branded giveaways for the guests
- The company logo will feature prominently in all event marketing & advertising collaterals and visuals:
  - The partner's logo placed on the event screen visual
  - The company logo placed on the event multimedia material
  - The company logo on the official website of the event
  - Mention of the company logo in Biz newsletter
  - Mention of the brand in the social media communication of the event
  - 5 stories + brand tag on social media platforms of Biz Magazine brand\*
  - Insert in the album saved in Highlights on Instagram platform\*
- 10 invitations at the event
- 2 articles on [www.hauteculturemag.ro](http://www.hauteculturemag.ro)
- 1 banner on [www.revistabiz.ro](http://www.revistabiz.ro) header, for 15 days during the event week
- 1 Ad in Biz Magazine
- 2 pages in Biz Magazine

**\*Exclusive Main Partner Benefits**

*Align your brand with distinction and enjoy exposure as Proud Partner. Elevate your presence at the event with a curated package that maximizes recognition and engagement. Join us and position your company as a vital contributor to success.*



**Budget 7.000 euro + VAT**

**BLACK  
FRIDAY  
SALE**

# PROUD PARTNER

- Official recognition of the partnership by the moderator during the event
- Spoken content: 15 minutes individual speech
- Creative pop-up corner at the event location
- Branded giveaways for the guests
- The company logo will feature prominently in all event marketing & advertising collaterals and visuals:
  - The partner's logo placed on the event screen visual
  - The company logo placed on the event multimedia material
  - Your company will be presented as event partner during the event
  - The company logo on the official website of the event
  - Mention of the company logo in Biz newsletter
  - Mention of the brand in the social media communication of the event
- Sampling at the partner's corner
- TV spot during the conference, 30 seconds, 2 broadcasts
- 5 invitations at the event
- 2 articles on [www.revistabiz.ro](http://www.revistabiz.ro)
- 1 banner in header on [www.revistabiz.ro](http://www.revistabiz.ro), for 15 days during the event week
- 1 Ad in Biz Magazine

**\*Exclusive Proud Partner Benefits**



The background of the image is filled with numerous red balloons, each featuring a large white percentage sign (%). In the lower center, there is a red shopping bag with a matching red handle. The overall theme is promotional and celebratory.

**For more information, please contact:**

**[biz@revistabiz.ro](mailto:biz@revistabiz.ro)  
[www.revistabiz.ro](http://www.revistabiz.ro)**

**Get in touch!**