

ADVERTISING

AWARD, TALKS & EVENTS  
2022/2023

# BEST RETAIL CASES 2022/23

## PRESENTATION AND SPONSORING OPTIONS

Submit a case now,  
apply exclusively  
or become a sponsor.

I Welcome to the Case-Showplattform



BE A PART!

[www.bestretailcases.com](http://www.bestretailcases.com)



Best Retail Cases

# ABOUT BEST RETAIL CASES



## WE INTRODUCE OURSELVES

Best Retail Cases is an initiative of the Location Based Marketing Association, the international trade association for retail marketing and location solutions. Together with the global RetailTour concept, the website was launched in summer 2020. Previously only visible to RetailTour participants, the case database is now also publicly accessible.

Best Retail Cases database lists corresponding application examples and awards the best of them with a Best Retail Cases Award at regular award intervals. All award participants receive a seal..

**THERE ARE PLENTY  
OPTIONS FOR  
MAKING SHOPPING  
EXPERIENCES IN-  
STORE OR ONLINE  
CUSTOMER-  
FRIENDLY.**

**BEST RETAIL  
CASES SHOWS  
CUSTOMERS  
WHAT THE  
MARKET HAS TO  
OFFER IN TERMS  
OF SOLUTIONS &  
INSTALLATION.**



# BEST RETAIL CASES SUBMIT

Best Retail Cases, with currently over 180 case entries as well as customer voting ratings, shows what the market has to offer in terms of solutions and installation options. In three areas, the platform invites the retail industry to browse:



## CASE DATABASE

The Best Retail Cases database shows the solutions and installation from the market. Retailers, manufacturers and industry have access to all relevant solution and provider data. New solutions are added daily and the award rounds and regular newsletters support the awareness of the platform.

### ● search ● find

- Submit case, list and remain visible for one year



per case participation



## AWARDS

The Best Retail Cases Awards are divided into three different award rounds each year. Here, the best solutions currently being used by the retail sector are awarded prizes with a high public profile. A selected media jury closely examines the submitted cases and selects its favorites. Users also vote for their favorite cases in a separate online top 10 ranking.

### ● participate ● vote

- Cases receive a seal and media attention



per case participation



## PROFILES

Many current solutions are hardly conceivable without capable technology and marketing specialists or service providers. They support retailers, manufacturing industry in all areas: Retail technologies, retail marketing, store design, omnichannel or eCommerce. This directory lists the providers and their cases.

### ● list ● contact

- Profile with contact details, case linking, presentation of the profile in the Best Retail Cases yearbook



annual fee



# THE AD-ON PACKAGES FOR SUBMITTERS

**SUBMIT YOUR CASE, PROMOTE IT EXCLUSIVELY OR BECOME A SPONSOR.**

## Case submission Award

349  
USD\*

Submit your case directly using the form on the website.

[www.bestretailcases.com](http://www.bestretailcases.com)



## Video-Interview

490  
USD\*

Creation of short video interview and distribution via social media, presentation in the case.

## Sponsor Package "Case Application"

1.900  
USD\*

- Case submission
- Stand-alone case presentation in newsletter with interview and social media (LinkedIn, Instagram, Twitter, Pinterest)
- Promotional banner in newsletter of case presentation
- Creation of short video interview and distribution via social media & newsletter
- Featured Case on the Platform,

## Media Buying (Exclusive)



on  
request\*\*

We can buy media at reduced rates from our media partners. We will publish your case in the desired media.

\*\*Requirement is the booking of the sponsor package "Case application" and a minimum media budget of 5,000 euros.

(excerpt)

## Media-Partner

GeoMarketing  
by yext

IFBTA  
INTERNATIONAL FOOD & BEVERAGE  
TECHNOLOGY ASSOCIATION

STREETFIGHT  
\*\* FROM THE JOURNAL OF RETAILING \*\*

RETAIL IT  
insights

ABIresearch®

≡ RetailTour

GeoMarketing | IFBTA | Streetfight | Retail  
IT Insights | ABIresearch | RetailTour



# TALK ROUNDS

**INKLUSIV  
IN PARTNER  
PACKAGE**

## YOUR OPPORTUNITY TALKROUNDS I WEBINARS

The Best Retail Cases Talk rounds give you the opportunity to discuss current topics in the context of Best Retail Cases. Providers and interested parties are invited to attend.

The offer is particularly interesting for companies whose target group is the suppliers themselves. The talk rounds take place before the awards.

## YOUR ADVANTAGES

- Visibility among vendors, users and media
- Enormous reach (30,000+)

## Become a Talk Partner - contact us.

[submit@bestretailcases.com](mailto:submit@bestretailcases.com)

### Talk rounds

**4.900  
USD\***

- Creation of landing page on the Best Retail Cases site
- Promotional publication of the talk on all channels  
[www.bestretailcases.com](http://www.bestretailcases.com)
- Registration data will be sent to partners (approx. 150-250 participant data)
- Publication of the webinar through Best Retail Cases and partner media of the platform
- Best Retail Cases Newsletter - (9.900Readers)
- POS connect Newsletter (7,900readers)
- GFM Nachrichten-Digital for retail and marketing (11,000 readers)

Possible with surcharge:

- Ixtenso -Branch magazine for retail(3,900 readers).

\* All prices are exclusive of statutory value-added tax.

**Mail: [submit@bestretailcases.com](mailto:submit@bestretailcases.com)**