



## **Global E-Commerce Summit Case Study**

In order to reach a wider audience of international retailers, we were able to use the Legend Exhibitions' portfolio to offer Global E-Commerce Summit a number of marketing opportunities:

- Online adverts in Essential Retail for 3 months
- Banner adverts in the Essential Retail newsletter
- Emails to the Essential Retail and RBTE database
- Social media support to encourage registrations
- Articles in Essential Retail to promote content of Global E-Commerce Summit

*"Utilising the opportunities available from Essential Retail and RBTE, we were able to spread our message to an audience of retailers we may otherwise have not been able to reach. We feel that our partnership has led to an increase in attendance and general awareness of the Global E-Commerce Summit, and have already started planning our marketing for next year."*

Stijn van Merkestein, Global E-Commerce Summit