

EPIC²⁵

Ecommerce Performance & Innovation Conference
(East Midlands)

6th March | National Space Centre, Leicester

Hosted by Anicca Digital, in partnership
with Absolute Design and Loncom Consulting

Welcome message

At Anicca Digital, we believe in the power of education and community to drive innovation. Our **2025 eCommerce Performance & Innovation Conference**, or **EPIC 2025**, is a unique opportunity for digital marketers, ecommerce brands, and retailers to gather in an extraordinary setting—**the National Space Centre in Leicester** for a day of celebration, learning and inspiration!

EPIC 25 promises hands-on insights, the latest in digital marketing, and a dedicated platform for collaboration. In the evening, we will also be celebrating Anicca's 18th birthday, with a little party, which guests will be encouraged to attend.

We invite you to become an EPIC sponsor and contribute to a vibrant gathering that brings the best of eCommerce marketing right to the heart of the UK.



Ann Stanley

Founder and CEO
Anicca Digital

About the event

6th March 2025 National Space Centre, Leicester

EPIC 25 builds on Anicca Digital's successful history of delivering impactful in-person conferences and events. Since 2015, Anicca has brought together digital marketing experts, innovators, and business leaders through our annual conference Leicester Digital Live, as well as a host of other (weekly) webinars, seminars and smaller events.

These events have established Anicca's reputation for high-quality, education-focused gatherings that provide actionable insights for attendees.

EPIC 25 focuses on delivering cutting-edge eCommerce marketing insights in a range of high-demand topics, from AI, Retail Media, SEO, Paid Media, and Social Media.



200 ecommerce professionals, retailers, and tech innovators

Theme: Marketing performance & Innovation in Ecommerce

Why sponsor?

EPIC 25 offers a unique sponsorship opportunity to connect with influential ecommerce professionals outside of London, right in the heart of the Midlands.

Benefits of Sponsoring

Audience engagement:

Direct access to 200 decision-makers from eCommerce brands, retailers, and tech companies

Thought leadership:

Establish your brand as an industry leader with a speaking slot and/or exhibition stand

Brand visibility before and after the event:

Increased online exposure before the event via social posts, emails and ads campaigns. During the event, through event signage, materials, and your exhibition stand

Networking and party:

Join the post-event and birthday party, where we will be celebrating the success of Anicca Digital over the last 18 years

Webinar participation for extended reach:

Access to post-event engagement through Anicca's established webinar series, with 100-300 registrants per session

Other VIP dinners and sponsorship opportunities:

Want to continue sponsoring our other monthly events, such as our VIP dinners, we are offering multiple ways to continue working with us throughout 2025.

The National Space Centre



HOME PLANET



OUR SOLAR SYSTEM



Event features

EPIC in name and nature

Unique Venue

The National Space Centre

An inspiring and immersive experience, which includes 1-hour show in the 360-degree planetarium, and the evening reception in the Rocket Tower, creating an unforgettable setting to showcase your brand.

Targeted Technical Content

(from technical experts, brands, platforms & SaaS suppliers)

High-value, non-fluffy content focused on actionable insights.

Previous speakers at our recent conferences, included: Boots Retail, Interflora, SEMrush, Yoast.io, Ahrefs, Reviews.io, Greg Gifford (Search Labs), Dixon Jones (InLinks), plus many more

Engaged Midlands Audience

Leicester's proximity to the Midlands' retail and manufacturing hub attracts a committed eCommerce audience, with expected participation from major local brands like Next, George at Asda, Dunelm, Boots, and more.

Sponsorship levels

Elite Sponsor with keynote speaking slot

Investment: **£8,000** Availability: **1**

Includes everything at the event: exclusive access to the full list of attendees, premium banners, comprehensive pre-event promotion, a featured 30-minute speaking slot to the entire audience, prominent stand placement, and inserts in the official promotion pack

Platinum Sponsor with speaking slot

Investment: **£5,000** Availability: **2**

30-minute speaking slots (Tech Stream), full list of attendees, comprehensive pre-event promotion, dedicated stand placement, and inserts in the official promotion pack

Gold Sponsor with panel participation

Investment: **£2,500** Availability: **3**

Stand placement and a seat on a panel (choice of drinks/evening sponsor, breakfast/welcome sponsor, or lanyard sponsor) with branding opportunities; includes official promotion pack inserts

Silver Sponsor

Investment: **£1,000** Availability: **4**

Dedicated stand placement and inserts of your promotional material in the delegate packs for enhanced brand visibility

Bronze Sponsor

Investment: **£500** Availability: **4**

An entry-level package, designed for local or smaller companies, which includes an exhibition stand to showcase products or services to event attendees

Tickets for Agency staff & tech suppliers

Investment: **£250** Availability: **25**

The event is designed for ecommerce brands and retailers, so there will be a maximum of 25 tickets available for paying guests

Sponsorship level details

Elite Sponsor (£8,000)

The Elite sponsorship tier provides the ultimate exposure for your brand at the EPIC 25:

Exclusive Exposure:

Your brand receives comprehensive event-wide visibility, with banners displayed prominently throughout the venue

Speaking Opportunity:

A dedicated 30-minute speaking slot to the entire audience, allowing for maximum engagement

Complete Attendee List:

Gain access to the full list of attendees to enable tailored follow-up opportunities

Stand Placement:

Premium stand location in the main networking area

Promotion Package:

Pre-event promotions and inserts in the official event promotion pack for further reach

Platinum Sponsor (£5,000)

Designed for brands looking to make an impact, the Platinum sponsorship includes:

Speaking Slot in the Technical Innovation Stream:

A 30-minute speaking slot focused on tech and innovation topics, ideal for showcasing thought leadership or your software product

Complete Attendee List:

Access to the attendee list for post-event engagement

Stand Placement:

High-visibility stand placement

Promotion Package:

Pre-event promotion and inclusion in the event promotion pack

Gold Sponsor (£2,500)

The Gold sponsorship tier offers targeted opportunities and is ideal for brands seeking additional visibility:

Panel Participation:

Join our Fireside chat – tech panel as one of our specialists

Food, drink or lanyard sponsorship:

Choice of sponsorship for one of the following: breakfast/welcome event, lanyard branding, or drinks/evening event

Stand Placement:

Brand stand at the event for direct engagement

Promotion Package:

Inserts in the promotion pack

Silver Sponsor (£1,000)

A flexible sponsorship option for tech companies and suppliers wanting a physical presence at the event:

Stand Placement:

Display area in the main networking zone

Promotion Package:

Dedicated stand placement and inclusion of your promotional material in the delegate packs for enhanced brand visibility

Bronze Sponsor (£500)

An accessible entry-level sponsorship, designed for local or smaller companies, providing a brand presence through:

Stand Placement:

Exhibition stand placement to connect with attendees



Content themes and keynote speakers

EPIC 25 will host a mix of brand leaders, technical experts, and key industry figures.

Paid Media

Getting the most out of Performance Max and other paid channels to consider

AI

and its impact for marketers and customers

SEO

and impact of AI on content creation

Generative Search Optimisation (GSO)

how to optimise for Google's AI overviews and other Generative Search results

Paid social and social commerce

and the growth of TikTok Shop and social streaming to generate instant sales

Retail media

and the growth of marketplaces and retail DSP's

Brand stories

success stories of how ecommerce brand have implemented latest techniques

Technical Showcase

non-salesy talks and informative demo's to bring the latest tech to life

High-profile brands such as Boots Retail Media have already been invited to speak, bringing valuable insights from established names in UK retail.

Regional and industry impact

Leicester, at the heart of the Midlands, offers access to an underserved eCommerce audience, as the region is home to major retail and manufacturing industries. Leicester's local industry giants include Next, George at Asda, and Dunelm, making it an ideal setting for brands looking to tap into a rich, eCommerce-driven network.



next George. Dunelm

Pre-Event and Post-Event Opportunities

Leicester Ecommerce Bites & Insights

Anicca Digital, Absolute Design and Loncom Consulting host our monthly Ecomm lunches, at Veenos restaurant Leicester. This event draws around 20-30 retailers and ecommerce brands each month, fostering networking opportunities among the guests, where they have an opportunity to learn about local ecommerce brands and recent tech innovations.

Currently, Shoptline are our sponsor of these lunches, but you are welcome to join us if you want to get involved in the conference or other partnership activities.

Exclusive round tables & VIP director dinners

Anicca Digital and Absolute Design are hosting monthly, invite-only dinners for industry professionals at the Michelin-starred Hambleton Hall. Enjoy great food and conversation with spectacular views over Rutland Water.

These informal afternoon events invite up to 12 of our current and potential clients from one ecommerce sector, so we can discuss the technical challenges and opportunities that they jointly face, over some incredible food.

Tech companies can join us at the table, by sponsoring one or a series of dinners. The price to sponsor each dinner is £2,500+VAT.

Webinar Follow-Up

All sponsors will have an opportunity to participate in a post-event webinar, amplifying exposure to an audience of 100-300 registrants. There is no additional charge for this, but we only have one guest speaker slot per month, so places are limited and priority will be given to Elite, Platinum and Gold sponsors.

Partner with Us.

We believe in delivering value for our sponsors and are happy to discuss customisation options.

Your partnership will not only enhance the event experience for attendees but also position your brand at the forefront of eCommerce innovation.

For questions or to secure your sponsorship, please contact:

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