

COMPLETELY
RETAIL
marketplace



Soapbox provides retail & leisure brands with a platform to showcase their brand and present their property requirements in front of a targeted audience of agents, landlords and retail destinations.

www.crmarketplace.com/soapbox



Previous speaker videos

Where

During our deal-making Marketplace events which take place across the UK & Europe.

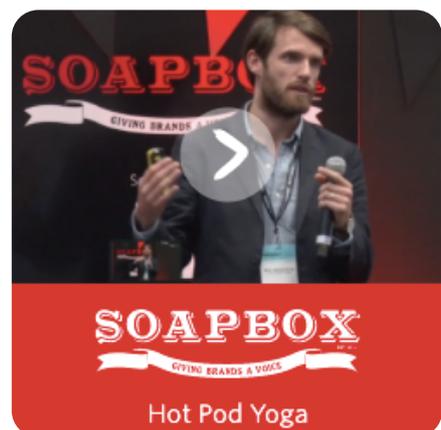
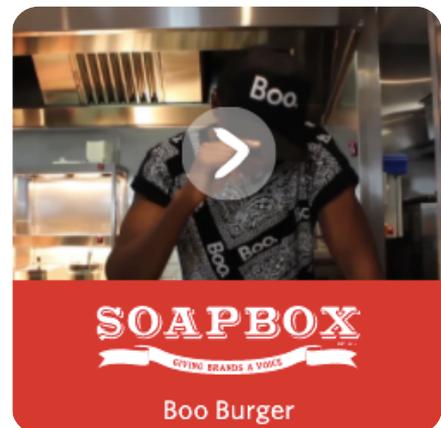
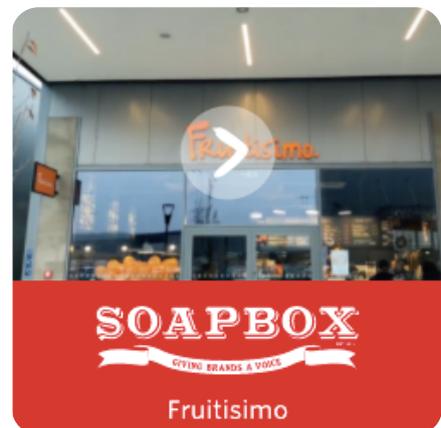
Why

To elevate your brand in front of the right people to help secure physical locations.

The stage is open to brand new concepts looking to launch pop-up space, to larger more established businesses that are looking to expand their physical store locations.

How

Brands take to the stage for 3 -4 minutes to pitch their story, providing the audience with an insight into the brands history and plans for the future.



Speaker requirements

There are a limited number of complimentary speaking slots per event. In order to confirm a speaking slot we require the following details.

Company details

- Company Name
- Speaker Name & Job Title
- Company logo (supplied as an EPS or ai file)
- Company biography (maximum 100 words)
- Photographs or films that can be used on social media (if suitable)

Presentations

All speaker presentations have to be submitted no later than 5 working days before the event date.

Time slot

3 - 4 minutes (per speaker)

A session time will be given once presentations have been confirmed.

Format

- Must be provided as a Powerpoint presentation & a PDF
- If a unique font has been used font files will need to be supplied (these can not be guaranteed)
- Screen ratio 16:9
- 10 - 12 slides (recommended)
- 20 point (recommended minimum font size)
- Headlines and bullet points (recommended)
- Videos can be included which include sound. The original MP4 file will also need to be supplied as well as the video being embedded into the presentation

Presentation recommendations

We recommend creating a presentation that can also be used as a standalone document and be sent on to any potential business partners. Key information we would recommend for an informative presentation include:

- Company history / brand story
- Personal introduction / role in the business
- Products sold / services available
- Profile of consumer / target audience
- Current locations / locations required
- Physical store design / requirements
- Key locations
- Thank you & contact information

Promotional opportunities

Handouts

Some speakers like to produce additional marketing material that can be distributed to the audience before, during or after their pitch. This could include a requirements flyer, goody bag or discount voucher for the audience to take away with them.

Event day magazine

A magazine is produced for each event called ONE DAY. This publication is distributed to all event attendees digitally and physically on the day. We offer the opportunity for a limited number of retailers, leisure providers and F&B to be included in the publication as a double page spread.

Brands that would like to apply for a position in the magazine will need to supply:

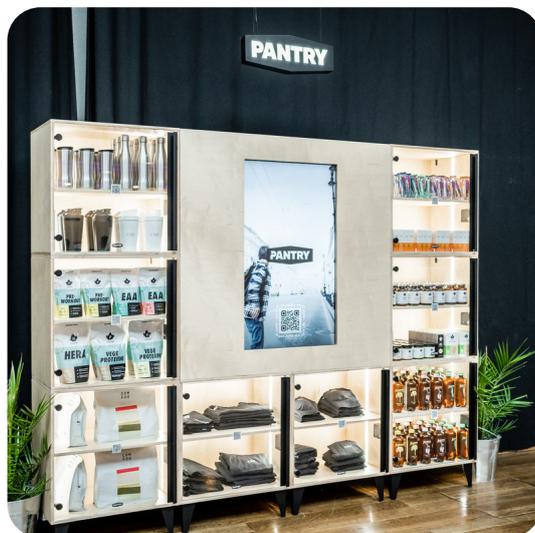
- A selection of landscape imagery
 - A striking image of either a product, store interior or exterior
 - Minimum size 408mm (w) x 290mm (h)
 - Minimum 300 dpi
- Suggested heading (maximum 36 characters)
- Brand introduction / biography (maximum 150 words)



Samples

Do you have a product you'd like the audience to sample during the event?

Get in touch with the team and we can discuss the opportunities and whether it would be feasible on the day.





Testimonials

“ CRMP and more specifically Soapbox, have been a great way of getting a stage to highlight our (new) concept. I ended up reconnecting with known contacts, while making new contacts as well. A very well organised event, looking forward to next year’s edition! ”

Lager 157| COO, Intl Sales Director Retail

“ What did Soapbox mean for us? A chance to pitch in front of huge landlords and collaborate with some super sharp retail concepts. We’ve already set up meetings with all of the largest players in the Nordics and are in discussions to spread Pantry through Sweden, Norway, Denmark, and Finland. Watch this space!

We would 100% participate again if given the chance. ”

Pantry | Founder & CEO

“ CRMP Nordics Stockholm really delivered a well-executed fair with a perfect mix of participants. With an easy access to the exhibitors and a lot of space for mingling we had many promising meetings. ”

Will & The Elephant | Co-Founder



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