

## Breakfast Club events

Each IMRG Breakfast provides sponsors with a premium opportunity to engage directly with 20+ senior managers from top retail companies (annual turnover £2m+).

With interactive discussions, cutting-edge insights from IMRG data, and a curated audience of high-level retailers actively seeking strategic changes and solution improvements, these breakfasts are designed to position your brand and solutions at the forefront of retail innovation, helping you build a strong pipeline for 2025.



## Sponsorship benefits



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| <b>Direct Access to Retail Leaders</b> | Engage with top retail professionals to build relationships and explore opportunities for collaboration.   |
| <b>Showcase Your Expertise</b>         | Aligning discussions with major trends and critical retail moments to ensure maximum relevance and impact. |
| <b>Engage Meaningfully</b>             | Host all guests via structured 15-minute table rotations.  |
| <b>Presentation Slot</b>               | Deliver a 10-minute sponsor presentation on a topic of your choice.  |
| <b>Brand Visibility</b>                | Your branding at the event and in promotions.  |
| <b>Exclusive data</b>                  | Receive all event data and insights from the IMRG tracker metrics.   |
| <b>Align with Seasonal Trends</b>      | Focus on retail peaks  |

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The IMRG Breakfast Club events attract senior retail leaders from a variety of sectors, including fashion, home & garden, health & beauty, and beyond. These decision-makers are actively seeking strategies and solutions to optimise their eCommerce performance.

With a focus on key retail trends and challenges, the events provide a unique opportunity to engage with influential professionals who are eager to explore innovative ideas, share insights, and implement meaningful changes within their organisations.

## See who attends IMRG Breakfast Club events



## 2025 IMRG Breakfast Club calendar

**Location:** The Ivy, 1-5 West St, London, London

- **April 9th, 2025:** Focus on New Year sales, Valentine's Day, and Mother's Day, reflecting on early 2025 eCommerce trends.
- **May 21st, 2025:** Deep dive into metrics for clothing, home & garden, and health & beauty, with insights into Easter trading and revenue trends.
- **July 16th, 2025:** Analysis of Easter data, Spring sale trends, and preparation for Summer sale patterns.
- **October 15th, 2025:** Review of Summer sales and readiness for Halloween, Black Friday, and Christmas trading peak.

**Limited slots available, reach out to maximise your impact in 2025**

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