

E-COMMERCE
DAY by  **Kaufland**

JUNE 11, 2026

Exhibitor and
Sponsor packages

Overview



**Thursday,
JUNE 11, 2026**

9.00 am – 6.00 pm
+ after-show party

**RHEINENERGIE-
STADION COLOGNE**

Aachener Str. 999
50933 Cologne (Germany)

**OVER 100 RELEVANT
EXHIBITORS**

On an area of 4.000m²



**EXCITING BUSINESS
LECTURES**

Over 30 lectures
on 3 stages

NETWORKING

With 2,000 participants

**PRE-EVENT ON THE
EVENING BEFORE,
JUNE 10, 2026**

Beach BBQ at the Playa Beachclub

Our exhibitors

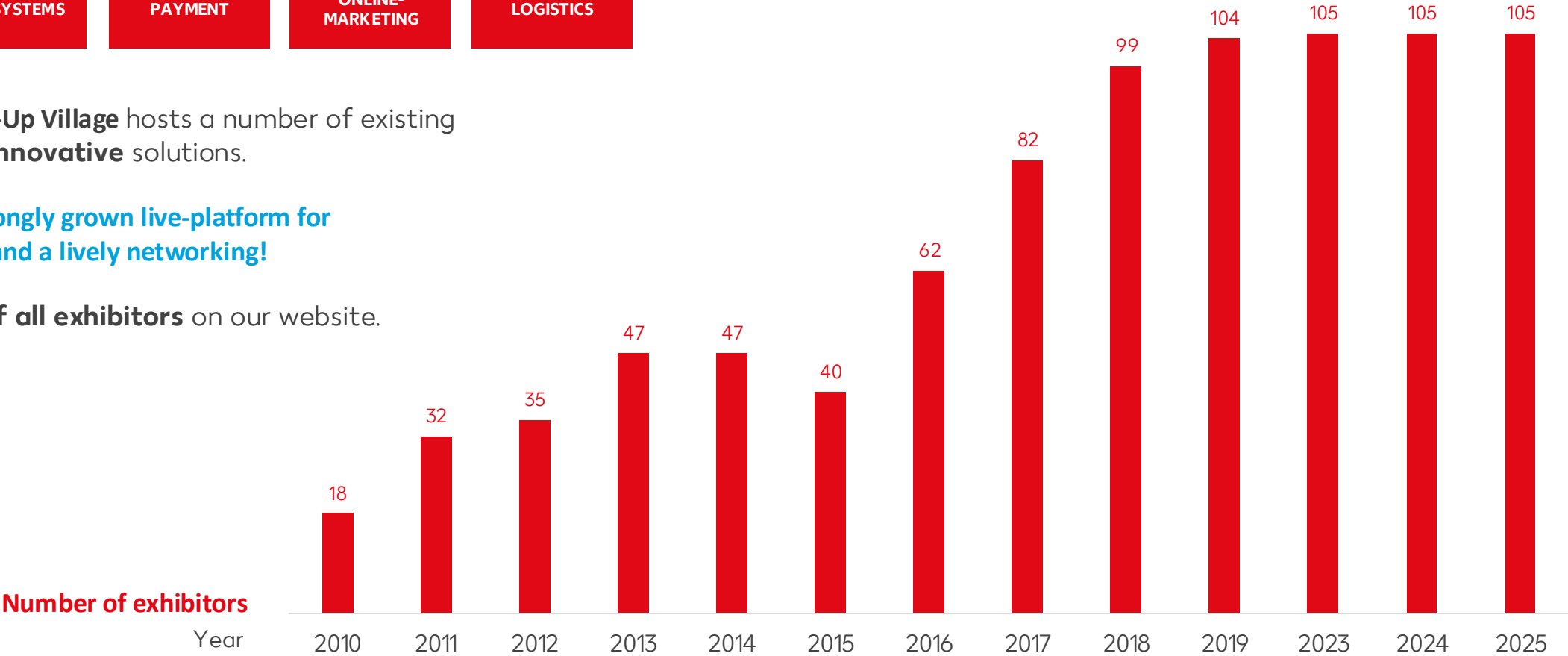
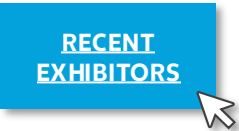
From the areas



In addition, the **Start-Up Village** hosts a number of existing entrepreneurs with **innovative** solutions.

Use our attractive, strongly grown live-platform for customer acquisition and a lively networking!

You can find a **list of all exhibitors** on our website.



Our participants

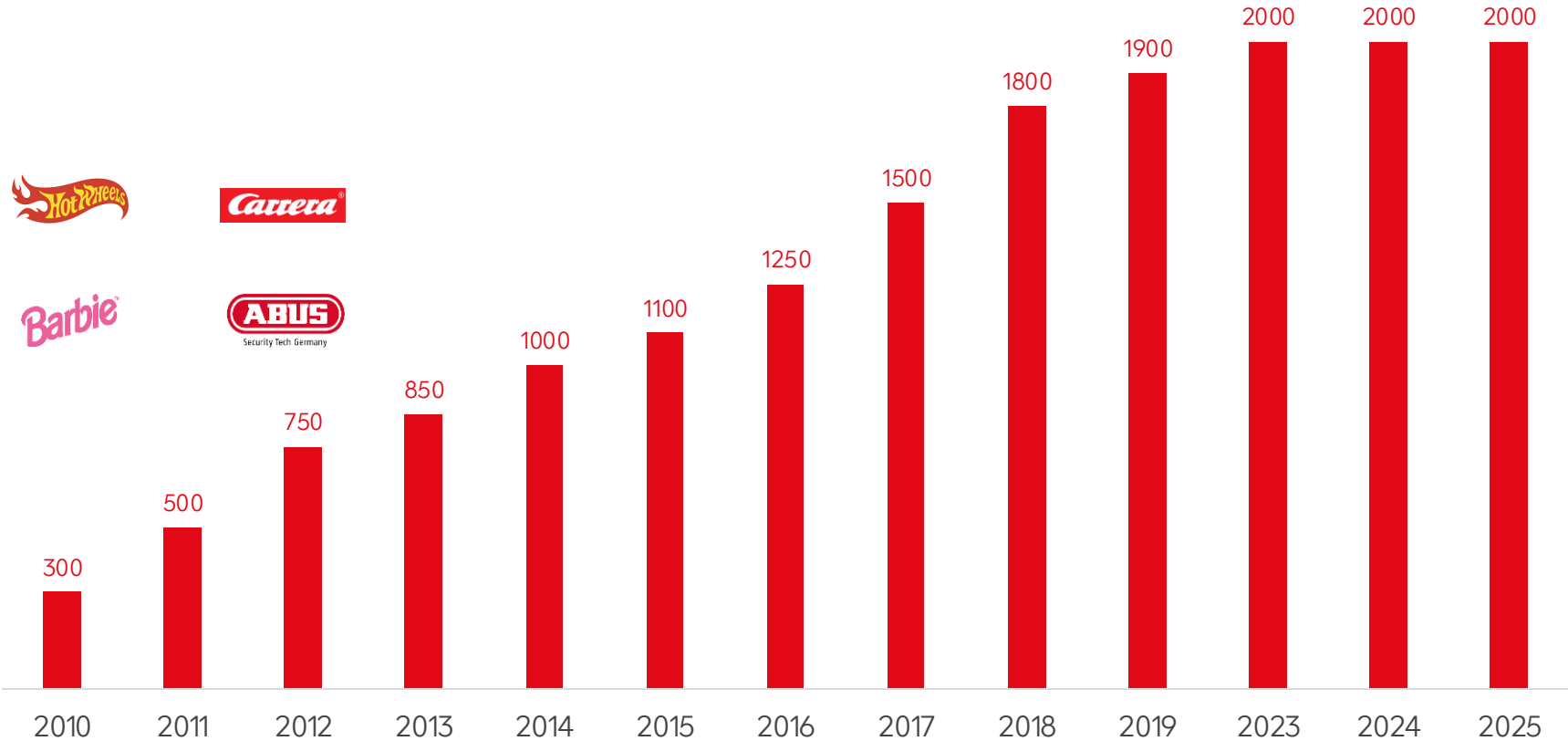


- RETAILERS
- SHOP OPERATORS
- INDUSTRY INSIDERS
- E-COMMERCE SPECIALISTS
- BRANDS

Among the participants were:

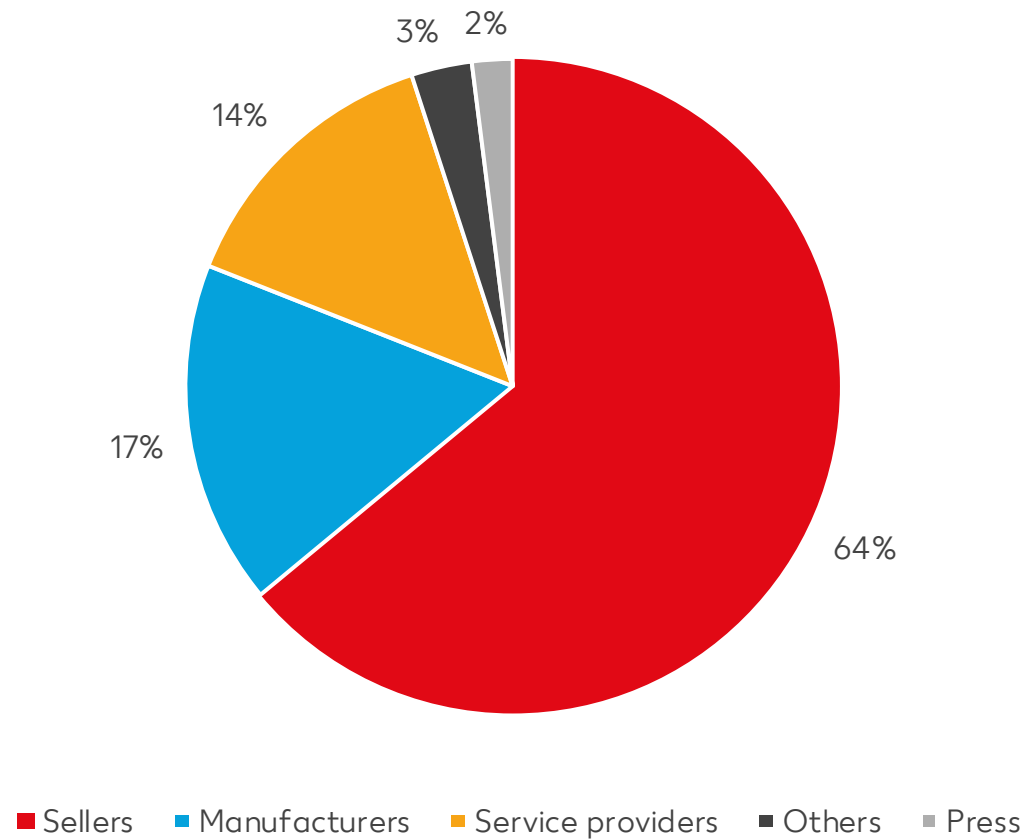


Number of participants
Year

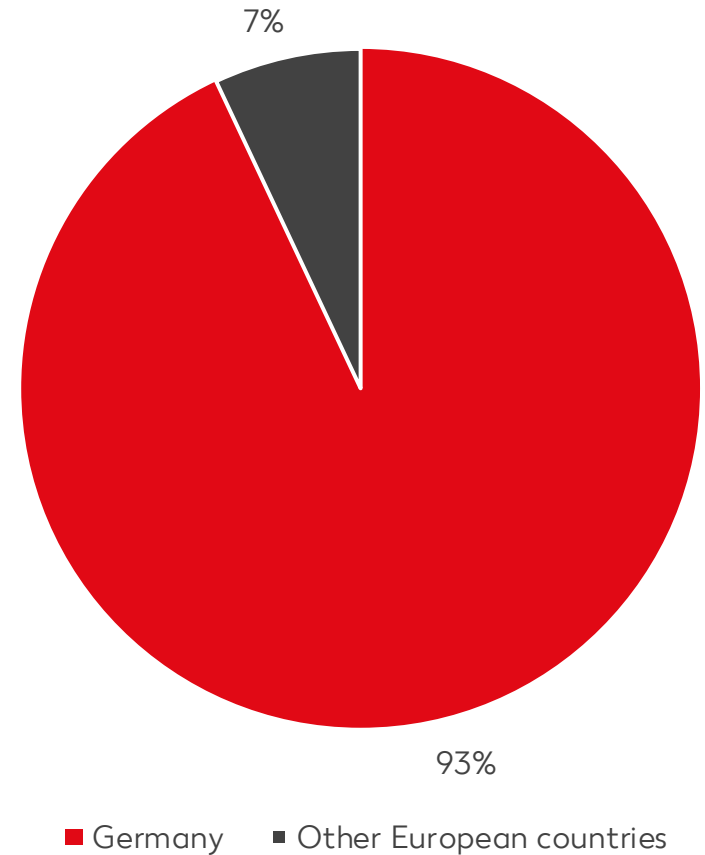


Our participant structure

WHO ARE OUR PARTICIPANTS?



WHERE DO OUR PARTICIPANTS COME FROM?



Our speakers from 2025



Relevant content, partly **controversial**, but always **on the point** and equipped with **current topics**: OUR SPEAKERS.

[ALL SPEAKERS
FROM 2025](#)



**Jonas
Deichmann**

Extreme athlete and
adventurer



**Philipp
Lahm**

Donor and health
entrepreneur



**Michael
Menzel**

Staff Machine
Learning Specialist



**Dr. Gerald
Schönbucher**

CEO Kaufland
e-Commerce



**Johannes
Altmann**

Founder & CEO
of pinops GmbH



**Michael
Lüttgen**

Executive Management
International Marketing



**Claudia
Studtmann**

Head of Retail
DACH Meta



**Axel
Voss**

Member of the European
Parliament



Impressions



Get your own, **personal impression** of the e-Commerce Day!
Visit our **visual retrospective** of the past years.



Our booth packages 2026



Premium-Plus Exhibitor package

€ 13,950
net

- **5m x 2m booth space**, placement **in front of the main stage**
- **5 tickets** for booth staff incl. catering, pre- and after-show party
- **10 discount codes** for customers with **-50%** on the ECD day ticket + after-show party + beach BBQ for sellers & vendors
- **Prominent display** of your logo as a Premium Plus exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- **Newsletterfeature**
- **Walking Act permission**
- **5 licenses** for lead scanner app
- **4 DIN A4-pages** in the job corner
- 1 power outlet & wifi incl. service charges

Premium-Plus Booth builder package

€ 5,275
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- 40" LED Full HD display (integrated in the back wall)
- 1 counter
- 1 high table and 2 bar stools
- 1 bridge table and 4 bar stools
- 1 low table with 2 stools
- Brochure stand
- Incl. transport costs, assembly and dismantling

Our booth packages 2026



Premium Exhibitor package

€ 11,490
net

- **4,5m x 2m booth space**, central placement
- **5 tickets** for booth staff incl. catering, pre- and after-show party
- **10 discount codes** for customers with **-50%** on the ECD day ticket + after-show party + beach BBQ for sellers & vendors
- **Prominent display** of your logo as a Premium exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- **Newsletterfeature**
- **Walking Act permission**
- **5 licenses** for lead scanner app
- **4 DIN A4-pages** in the job corner
- 1 power outlet & wifi incl. service charges

Premium Booth builder package

€ 4,050
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- 40" LED Full HD display (integrated in the back wall)
- 1 high table and 2 bar stools
- 1 bridge table and 4 bar stools
- 1 low table with 2 stools
- Brochure stand
- Incl. transport costs, assembly and dismantling

Our booth packages 2026



Plus Exhibitor package

€ 6,790
net

- **3m x 2m booth space**, very good placement
- **3 tickets** for booth staff incl. catering, pre- and after-show party
- **6 discount codes** for customers with **-50%** on the ECD day ticket + after-show party + beach BBQ for sellers & vendors
- **Prominent display** of your logo as a Plus exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- **Walking Act permission**
- **3 licenses** for lead scanner app
- **2 DIN A4-pages** in the job corner
- 1 power outlet & wifi incl. service charges

Plus Booth builder package

€ 2,850
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- 40" LED Full HD display (integrated in the back wall)
- 1 bridge table and 4 bar stools
- 1 low table with 2 stools
- Brochure stand
- Incl. transport costs, assembly and dismantling

Our booth packages 2026



Basic Exhibitor package

€ 3,790
net

- **2m x 2m booth space**, good placement
- **2 tickets** for booth staff incl. catering, pre- and after-show party
- **4 discount codes** for customers with **-25%** on the ECD day ticket + after-show party + beach BBQ for sellers & vendors
- **Display of your logo** as a Basic exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- **2 DIN A4-pages** in the job corner
- 1 power outlet & wifi incl. service charges

Basic Booth builder package

€ 1,759
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- 1 high table and 2 bar stools
- Brochure stand
- Incl. transport costs, assembly and dismantling

Our booth packages 2026



Slim Exhibitor package

€ 1,880
net

- **1m x 2m booth space**, good placement
- **1 high table** and **2 bar stools**
- **2 tickets** for booth staff incl. catering, pre- and after-show party
- **Display of your logo** as a Slim exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- **2 DIN A4-pages** in the job corner
- 1 power outlet & wifi incl. service charges

Slim Booth builder package

€ 1,159
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- Incl. transport costs, assembly and dismantling

Our booth packages 2026



Agency Exhibitor package

1,880€
net

- **1m x 2m booth space**
- **1 high table** and **2 bar stools**
- **2 tickets** for booth staff incl. catering, pre- and after-show party
- **5 discount codes** for customers with **-100%** on the ECD day ticket + after-show party + beach BBQ for sellers & vendors
- **Display of your logo** as a Agency exhibitor on screens, posters and the event homepage (incl. link)
- Automatic participation in the event marketing
- 1 power outlet & wifi incl. service charges

Agency Booth builder package

1,159€
net

- Carpet in booth size (several colours to choose from)
- Lighted back wall with individual design according to stand width (height 2.50m)
- Incl. transport costs, assembly and dismantling

Our booth packages 2025

compared



| | PREMIUM-PLUS | PREMIUM | PLUS | BASIC | SLIM | AGENCY |
|--------------------------------|----------------------------|-------------------|---------------------|----------------|----------------|----------------|
| BOOTH SPACE | 5m x 2m | 4,5m x 2m | 3m x 2m | 2m x 2m | 1m x 2m | 1m x 2m |
| BOOTH POSITION | In front of the main stage | Central placement | Very good placement | Good placement | Good placement | Good placement |
| EXHIBITOR TICKETS | 5 | 5 | 3 | 2 | 2 | 2 |
| DISCOUNT CODES | 10 x 50% | 10 x 50% | 6 x 50% | 4 x 25% | ✗ | 5 x 100% |
| DISPLAY OF LOGO | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| EVENT-MARKETING | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| NEWSLETTERFEATURE | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| WALKING ACT PERMISSION | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ |
| LICENSES FOR LEAD SCANNER APP | 5 | 5 | 3 | ✗ | ✗ | ✗ |
| DIN A4-PAGES IN THE JOB CORNER | 4 | 4 | 2 | 2 | 2 | ✗ |
| POWER & WIFI | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | € 13,950 net | € 11,490 net | € 6,790 net | € 3,790 net | € 1,880 net | € 1,880 net |

Our lecture package 2026

Would you like to present your company to a wide audience?



**E-COMMERCE
DAY** by  **Kaufland**



Book your speaking slot
now!

Lecture package - Expo Stage

€ 3,500
net

- 30-minutes presentation on the Expo Stage
- Presentation of own company, seller relevant
- Admission for the speaker included

Please note that a lecture slot can **only be booked in combination with an exhibitor package.**

Additional sponsorship and service opportunities

(1/3)



| | WHAT DOES THE BRANDING INCLUDE? | PRICE net |
|---|--|--------------|
| AFTER-SHOW PARTY | Display of the sponsor's logo on various printed materials for the after-show party.* | € 25,000 |
| EXCLUSIVE ROOM | An exclusive room for talks, meetings, networking and more with its customers. Coffee and non-alcoholic drinks are provided; the sponsor takes care of the branding.* | € 19,500 |
| AFTER-SHOW PARTY COCKTAIL BAR BRANDING | Display of the sponsor's logo on all printed materials of the after-show party cocktail bar.* | € 12,000 |
| WORK- & RECHARGE AREA / JOB CORNER | The details of this sponsorship will be discussed individually with the sponsor and respond to their branding wishes. This could include, for example, beanbags with the sponsor's logo and/or cell phone charging stations.* | € 7,900 |
| MOCKTAILBAR BRANDIING | Display of the sponsor's logo on all printed materials of the mocktail bar in the exhibition area.* | € 7,500 |
| LANYARDS | Each visitor and exhibitor will receive a name badge at the entrance with a lanyard provided by the sponsor. This package also includes the production of the lanyards. This sponsorship can only be booked twice and is awarded on a „first come, first serve“-basis. | € 5,500 |
| CARPET BRANDING | This includes the placement of the sponsor logo on a carpet on the 2nd floor (exhibitor area) in front of the lifts. The booking package also includes the production of the carpet on which all sponsor logos will be visible. Further details are agreed individually with the respective sponsor. This sponsorship can only be booked five times and is awarded on a „first come, first serve“-basis. | € 4,900 |
| OUTDOOR LOUNGE BRANDING | The sponsor can provide one of the two outdoor areas with its own furniture and branding. Either the lounge area during the day (9am-6pm) in front of the Kaufland Global Marketplace Masterclass room (including smoking area) or the lounge area in the evening (6pm-2am) behind the stage on level 3 (including smoking area). Both areas are outdoors but covered. The exact number and equipment of the lounges will be agreed individually with the respective sponsor; all furniture will be provided by the sponsor. This sponsorship can only be booked once per lounge area and is awarded on a "first come, first serve"-basis. | € 3,900 |

*This sponsorship can only be booked once and is awarded on a "first come, first serve"-basis.

Additional sponsorship and service opportunities

(2/3)



| | WHAT DOES THE BRANDING INCLUDE? | PRICE net |
|--|--|--------------|
| FOOD PROMOTION | This includes offering a food promotion (e.g. waffle bike) in the sponsor's branding on the exhibition area. All possible elements of the food serving area are provided with the sponsor branding (e.g. logo and/or claim). The sponsorship also includes the food served and the food itself. This sponsorship can only be booked three times and is awarded on a "first come, first serve"-basis. Further details, such as which dishes are offered, are agreed individually with the respective sponsor. | € 3,500 |
| PHOTO ACTIVITY | Details will be discussed with the sponsor. The printing template will be provided by the sponsor.* | € 3,500 |
| VOLLEYBALL TOURNAMENT & BEACH BBQ | Display of the sponsor's logo on the tournament certificates. References to the sponsor by the moderator during the tournament. Provision of trophies or prizes by the sponsor. One beach flag provided by the sponsor may be placed on each court.* | € 3,200 |
| STAGE BRANDING | This includes the placement of two roll-ups on the Center or Expo Stage (roll-ups may not exceed a width of 1m and height of 2m) or equivalent elements (cubes etc.) and is done in consultation and by approval from the organizer.* | € 2,900 |
| MEDIEN DISPLAY AT LUNCH | The sponsorship includes the placement of 250 flyers or magazines featuring the sponsor's branding on the tables during lunch. The details will be coordinated individually, and the print template will be provided by the sponsor. | € 2,650 |
| MACARONS BRANDING | This includes the display of the sponsor's logo on macarons, which will be available in the catering area during coffee breaks. The macarons themselves are also included in the package (approx. 1,000 pieces) and we take care of printing the sponsor's logo on them. Further details are agreed individually with the respective sponsor.* | € 2,500 |
| SEAT DROP IN THE MAIN LECTURE ROOM | The advertising materials provided by the sponsor will be distributed on the chairs in the main lecture room (circulation of 1,000 pieces). This advertising opportunity can be booked a total of three times, the seats are restocked during each break. | € 2,200 |
| GRABBER MACHINE BRANDING | This includes the branding of the grabber machine on the exhibition area, as well as the prizes from the machine, which must be provided by the sponsor. The grabber machine is already included in the sponsorship. Further details are agreed individually with the respective sponsor.* | € 1,900 |
| INSIDE TOILET DOOR BRANDING | This includes the branding of the inside door of all toilets in the exhibition area. The booking package also includes the production of the posters, as well as the placement. Further details, such as the number of doors, are agreed individually with the respective sponsor.* | € 1,900 |

*This sponsorship can only be booked once and is awarded on a "first come, first serve"-basis.

Additional sponsorship and service opportunities

(3/3)



| | WHAT DOES THE BRANDING INCLUDE? | PRICE net |
|---|--|--------------|
| ENTRANCE BRACELET BEACH BBQ | Every visitor and participant will receive an entry bracelet with the sponsor logo at the entrance to the Beach BBQ (approx. 400 pieces). The booking package also includes the production of the bracelets. Further details are agreed individually with the respective sponsor.* | € 1,500 |
| TOILET MIRRORS BRANDING | This includes the branding of the toilet mirrors of all toilets on the exhibition area. The booking package also includes the production of the stickers and their placement. Further details are agreed individually with the respective sponsor.* | € 1,400 |
| WIFI | The wifi is named after the sponsor and the sponsor determines the password of the day.* | € 1,350 |
| NEWSLETTERFEATURE | The sponsor presents itself in our e-Commerce Day newsletter, which is sent to all visitors. The newsletter can be sent out either before or shortly after the event by prior arrangement. For the newsletter contribution, we require a text (maximum 200 words) and the sponsor logo as a jpeg or gif. The organizer reserves the right to check the content of the newsletter to ensure that it contains as little promotional, retailer-relevant content as possible. This sponsorship is limited to 5 additional bookings and is awarded on a "first come, first serve"-basis. | € 1,250 |
| WALKING ACT PERMISSION | Distribution of information material by the sponsor's employees or self-booked hostesses in the exhibition area (apart from the own booth). | € 650 |
| 2 ADDITIONAL DIN A4- PAGES IN THE JOB CORNER | In addition to the pages that are already included in the exhibitor package, the exhibitor can display 2 additional DIN A4-pages in the Job Corner. | € 150 |
| LEAD SCANNER LICENCE | With the Lead Scanner, pre-approved contact details of participants at the e-Commerce Day can be quickly captured via smartphone or tablet. A licence corresponds to access to the Lead Scanner tool, which can be opened on the sponsor's normal smartphone or tablet. The device itself, i.e. smartphone or tablet, is not part of the package. This sponsorship can be booked multiple times per exhibitor or sponsor and is not limited in number. We recommend that all employees on site are provided with a licence if this is not already included in the exhibitor package. | € 95 |

*This sponsorship can only be booked once and is awarded on a "first come, first serve"-basis.

Do you have further questions?

Or individual requests?



**E-COMMERCE
DAY** by  **Kaufland**

Booth transport service

€ 250 net

For the 1st packaging item

- Each additional packaging item € 50.
- The exhibitor sends his booth or booth equipment to the organiser.
- The organiser transports the good to the booth location and place them there.

Workshop / Side-Event

Just get in touch with us!

- Offer a workshop or a side event to the e-Commerce Day on your part.
- We will be happy to support you with the room and individual requirements.

**You can find our contact details
on the next page.**



Interested?

Your contact for all matters!



Do you have **any questions**, would you like to **receive further information** or secure an **individual sponsorship**?
Our **e-Commerce Day team** will be happy to help you!



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