



# **Your guide to a successful event with LS Retail**

This guidebook is intended for all LS Retail partners receiving event funds through our [Marketing support application form](#).

It outlines:

## ☞ **Value of co-sponsored events**

### ☞ **Qualifying activities**

Requirement for funding:

#### ☞ **Branding and promotion**

Requirement for funding:

#### ☞ **Proof of execution**

### ☞ **Acceptance guidelines**

For any questions or assistance,  
please contact the Marketing team  
**[info@lsretail.com](mailto:info@lsretail.com)**

# Value of co-sponsored events



**1** **Increase your visibility** with official co-branding by LS Retail

**2** Showcase LS Central **together with your own services**, localization, and industry-specific add-ons

**3** **Enhance event impact** with joint promotion to **attract more** attendees and qualified leads

**4** **Get assistance** from an LS Retail expert in presenting and engaging with prospects

**5** **Share costs**

# Qualifying activities

## 1 Events where the partner is a sponsor/exhibitor

- Events hosted by a third party (trade show, industry expo)
- LS Retail partner has a booth

## 2 Events organized by the LS Retail partner

- Virtual or hosted (at Microsoft office, partner's office, a conference center, or another venue)
- LS Retail partner invites prospects and customers directly

## Requirement for funding:

Correct branding of the booth and promotion of the event are requirements for the reimbursement/payment release.

# Branding and promotion

## 1 Make sure LS Retail is branded visibly and correctly

- Use correct product names (see [naming guidelines](#))
- Showcase LS Retail prominently and in accordance with our [branding guidelines](#)
- The LS Retail logo must always be present and predominant. Do not use product logos (for ex. LS Central, LS Pay) as the main logo, or on their own (without the LS Retail logo).

## 2 Get review and approval from LS Retail Marketing

- All design materials (booth, handouts, videos) must be submitted to our Marketing team for review and approval before production

## 3 Promote the event timely to grow its visibility

- Promote the event on social media (we suggest using LinkedIn, as well as any other platform you have had success with), using relevant hashtags and making sure to tag participants to the event (in your company and LS Retail), the official event page, and LS Retail.

For review and approval,  
please contact:

**camillebe@lsretail.com**  
**info@lsretail.com**

## Requirement for funding:

Proof of execution is required for the reimbursement/payment release.

# Proof of execution

## 1 Send us pictures of the booth.

The pictures:

- Must show LS Retail branding and partner presence
- Must include different angles (booth setup, interactions, signage)
- Must show that naming and branding guidelines were followed

## 2 Send us a list of leads generated during the event

- The list must include name, company, industry, level of interest in LS Retail products, next actions.
- Email addresses are not required.

In compliance with privacy and GDPR laws, LS Retail will **never contact any lead that you send to us**, and that was not collected by LS Retail directly, **without your (and the lead's) explicit consent**.

# Acceptance guidelines

LS Retail reserves the right to **reject an application** for contribution to an event where:

- The application was submitted late (less than **6 week before the event**).
- Event details **were not shared in a timely manner for approval** (this includes booth design, images, deadlines).
- Marketing materials **were not submitted for approval** before use.
- LS Retail is **not prominently visible** (LS Retail only briefly mentioned or omitted).
- Brand guidelines are **not respected** (incorrect use of LS Retail logo and branding, use of LS Central logo instead of LS Retail logo, incorrect messaging or product names).
- List of leads generated at the event is **not shared with LS Retail Marketing and Sales** for evaluation and internal follow-up.

# Your steps to a successful joint event

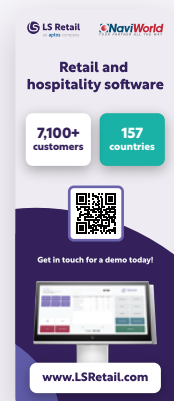
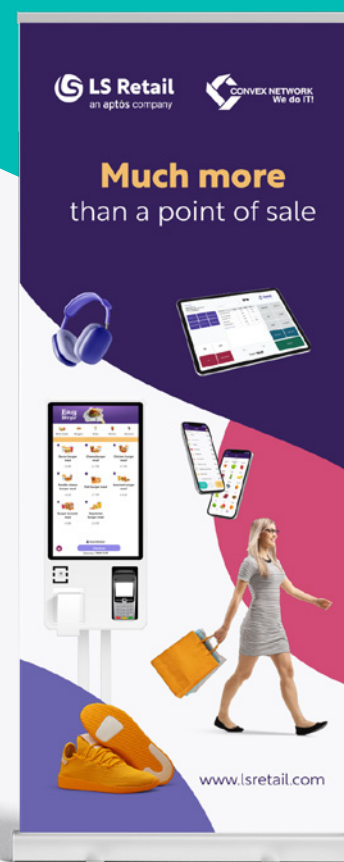
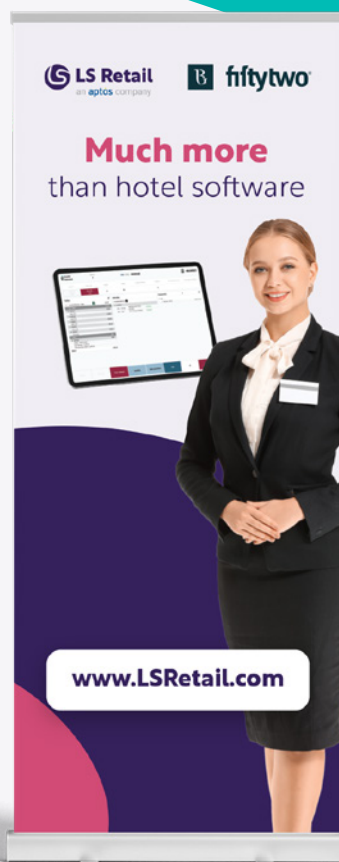


- 1 Share event details early** (support needed, booth specifications, and deadlines).
- 2 Align on booth design** by sending it for approval or asking our team to help design it.
- 3 Coordinate marketing activities** such as promotion, invitations, and social media.
- 4 Plan staff and responsibilities**, including LS Retail representative and speaking sessions if any.
- 5 Send post-event assets** (leads list and booth pictures).
- 6 Share feedback** and learnings for next events.

## LS Retail can help with:

- Providing pull-up banners, flyers, and marketing materials
- Support with booth design
- Supplying logos, loop videos, and branded images
- Connecting you with hardware suppliers if needed
- Promoting your event through LS Retail channels

# Examples of co-branded banners



# How our partners showcase LS Retail at co-branded events

