

Make Your Announcements with Shoptalk's Onsite Meetup--Here's How

Estimated time to read: 4 Minutes

More than 250 media and sell side analysts will participate in Shoptalk's onsite Meetup, the world's largest meetings program for the retail industry. Previous media participants included representatives from Adweek, Bloomberg, CNBC, Forbes, Fortune, Recode, Retail Dive, Sourcing Journal, TechCrunch, The New York Times, The Wall Street Journal, Vogue Business, Yahoo! Finance, WWD and more.

You can make an announcement to help get the spotlight on you and your organization! Here's how:

1 Prepare Now! Making an announcement requires preparation, so we recommend getting ready well ahead of Shoptalk.

• **What Should You Share? Any New News! Here are some examples:**

- Customers you've signed
- Partnerships you've secured
- Products and features you're launching
- Funding you've raised
- M&A activity you've completed
- Research you're releasing
- Executives you've hired

The more newsworthy your announcement is, the greater your chances of getting meetings with media and analysts!

We reserve the right to reject any announcement...anything that's not an announcement will be rejected.

Here are some examples of announcements:

- *"COMPANY, a privately held, global technology company transforming retail through its world-class ecommerce platforms, today announced that it has closed on a \$XXM equity funding round, led by INVESTOR"*
- *"COMPANY announced that NAME joined its board of directors. NAME brings over 20 years of experience from organizations at fast growing companies like COMPANY 2 and COMPANY 3"*
- *"COMPANY, a global technology company transforming in-store analytics, today announced a new product aimed at the grocery sector called PRODUCT"*

2 Add Your Announcement to Your Profile. You can do this between **Mon, Feb 14 - Tue, Feb 27, Feb 27**. Simply complete the following fields as part of your profile:

- I am making an announcement or sharing news about (required, select announcement types from list)
- Summary of the announcement or news (required, 300 characters max)
- Any relevant link (optional, URL link to relevant document or website)

All profiles are completed at the individual participant level. If your organization has designated an Organization Admin, they can create or edit individual participants' announcements on their behalf.

If your organization has multiple participants, all participants who can speak to the announcement should include it as part of their individual profiles. Organizations can make more than one announcement, but each individual from that organization can include only one announcement.

If you're a Hosted Retailer & Brand and want to (a) make an announcement, or (b) view all organizations making announcements and meet with them, you must choose "Yes, I'd like to get the most out of the event with Hosted and Non-Hosted Meetings" when you complete your profile.

3 **When is Your Announcement Shared?** We'll embargo your announcement and then share it with:

- All participants on **Wed, Feb 28**

Participants can easily see all announcements using the "Announcements & News" System Generated List.

4 **Promote Your Announcement Outside of Shoptalk: Tell Everyone You Know!**

- Sharing is caring, so we encourage you to support your announcement by preparing a blog post, press release, social media posts, email marketing campaign, etc. that go live through your own website, social media channels, databases, etc. on **the morning of Wed, Feb 28**, concurrent with us starting to make the announcement available to Meetup participants.

As always, feel free to tag us on social media activities relating to your announcement as follows:

- #shoptalk2024
- @shoptalkevents on Instagram, Shoptalk on LinkedIn and Facebook

5 **Media and Analyst Interviews:** 250+ media and sell side analysts will participate in the Meetup. A full list of participating media and analysts will be available in the Meetup platform starting **Wed, Feb 28** through a System Generated List called "*Media & Sell Side Analysts*" or by filtering by Organization Type.

Interest in your announcement from media and analysts can come about in the following three ways:

- *Media & Analyst Interviews Outside of Shoptalk.* Self-promoting your announcement may result in you conducting media and analyst interviews in advance of Shoptalk-- these will likely take place in the weeks preceding the event, on-site during the event or possibly later. Shoptalk doesn't play any role in these interviews.
- *Media & Analysts Requesting to Meet You as Part of the Meetup.* If media and analyst participants request meetings with you via the Meetup platform and you accept these requests, any resulting scheduled meetings **must** take place as part of the Meetup and be held on **Mon, Mar 18 and Tue, Mar 19.**

¹ Excludes Hosted Retailers & Brands who are only doing Hosted Meetings - they will not be able to view Media & Sell Side Analysts.

- You Requesting to *Meet Media & Analysts as Part of the Meetup*. If you want to meet with any of the media and analysts participating in the Meetup, you can send them a meeting request using our platform (during the “Select who you want to meet” stage, **Tue, Feb 28 - Tue, Mar 5**). You should provide a reason for requesting a meeting since they’ll need to opt-in to your request. Any resulting scheduled meetings **must** take place as part of the Meetup and be held on **Mon, Mar 18 and Tue, Mar 19**.

Whether media, analysts or any other Meetup participants choose to interview or meet with you is based entirely on you and the substance of your announcement and we do not guarantee interviews, meetings or coverage and we do not guarantee interviews, meetings or coverage.