

SHOPTALK

FALL

September 17-19, 2025 • McCormick Place, Chicago

MEETUP GUIDELINES

Estimated time to read: 8 minutes

Shoptalk's legendary Meetup program has made retail history, facilitating hundreds of thousands of business meetings across the industry with 94% of retailers and consumer brands telling us the networking was good or excellent. Now Meetup comes to Chicago, for 25,000 one-on-one meetings that will shape the future of retail and technology.

- **You'll get to participate in as many 15-minute speed date meetings as you'd like**, up to 19 timeslots, including 3 dedicated timeslots for Meetup for Women –limited only by your availability and mutual interest. Each meeting is 15 minutes and double opt-in (you both swiped right).
- **Meet the people you need to meet, across dozens of use cases.** Need to meet potential partners? Check. Need to uncover the newest and hottest startups? We got you. Need to find new solutions for your organization? You bet. Looking for new hires or your next move? Done and done!

Here's what you need to do, and when you need to do it. Don't worry, we'll help you each step of the way with emails, texts, smoke signals, carrier pigeons and reminders. **If you don't get an email, check spam (from donotreply.stfall25@eventpt.com), then let us know at experience@shoptalk.com).**

For additional guidance, please view our tutorial videos [here](#)!

You must	It'll take	We'll email you on		Your deadline is	
<ul style="list-style-type: none">• Complete Your Profile• On-time Registration Deadline	10 mins	Mon, Aug 11	8 am CT	Fri, Aug 22	7 pm CT
<ul style="list-style-type: none">• Select your Tabletalks*	5 mins			Tue, Sep 2	7 pm CT
<ul style="list-style-type: none">• Request Meetings	60-90 mins	Mon, Aug 25	8 am CT	Tue, Sep 2	7 pm CT
<ul style="list-style-type: none">• Opt in to Requests You've Received• Accept Tabletalks*	<30 mins	Wed, Sep 3	8 am CT	Mon, Sep 8	7 pm CT
<ul style="list-style-type: none">• Accept Meetings	<10 mins	Tue, Sep 9	8 am CT	Thu, Sep 11	7 pm CT
<ul style="list-style-type: none">• Accept Any Backfilled Meetings	<10 mins	Fri, Sep 12	8 am CT	Fri, Sep 12	7 pm CT
<ul style="list-style-type: none">• Accept Meetings and Tabletalks*• Calendar Invites	<10 mins	Mon, Sep 15	8 am CT	Mon, Sep 15	7 pm CT
<ul style="list-style-type: none">• Shoptalk Fall time!• Attend Your Meetings and Tabletalks*	--	Thu, Sep 18	See next page for meeting time slots!	Fri, Sep 19	See next page for meeting time slots!
<ul style="list-style-type: none">• Provide Feedback• Claim Travel & Hotel Reimbursement**	10 mins (feedback)	Mon, Sep 22 onwards			

* Eligibility criteria applies for Tabletalks

** Retailers & Consumer Brands only

TIMING OF MEETINGS

All the action takes place on September 18 and 19 and you'll be in the room where it happens! Below is a general schedule. We get that you may have other stuff going on, so **you can opt out of any time slots you're not available for**. You will not need to miss any agenda sessions for meetings.

Start(CT)	End(CT)	Mins	Thurs, Sept 18	Fri, Sep 19
8:30 am	8:45 am	0:15	Meeting Slot #1 Meetup For Women	-
8:45 am	8:48 am	0:03	Transition time	-
8:48 am	9:03 am	0:15	Meeting Slot #2 Meetup For Women	-
9:03 am	9:06 am	0:03	Transition time	-
9:06 am	9:21 am	0:15	Meeting Slot #3 Meetup For Women	-
9:00 am	9:15 am	0:15	-	Meeting Slot #12
9:15 am	9:18 am	0:03	-	Transition time
9:18 am	9:33 am	0:15	-	Meeting Slot #13
9:33 am	9:36 am	0:03	-	Transition time
9:36 am	9:51 am	0:15	-	Meeting Slot #14
9:51 am	9:54 am	0:03	-	Transition time
9:54 am	10:09 am	0:15	-	Meeting Slot #15
11:15 am	11:30 am	0:15	Meeting Slot #4	-
11:30 am	11:33 am	0:03	Transition time	-
11:33 am	11:48 am	0:15	Meeting Slot #5	-
11:48 am	11:51 am	0:03	Transition time	-
11:51 am	12:06 am	0:15	Meeting Slot #6	-
12:06 pm	12:09 pm	0:03	Transition time	-
12:09 pm	12:24 pm	0:15	Meeting Slot #7	-
1:55 pm	2:10 pm	0:15	-	Meeting Slot #16
2:10 pm	2:13 pm	0:03	-	Transition time
2:13 pm	2:28 pm	0:15	-	Meeting Slot #17
2:28 pm	2:31 pm	0:03	-	Transition time
2:31 pm	2:46 pm	0:15	-	Meeting Slot #18
2:46 pm	2:49 pm	0:03	-	Transition time
2:49 pm	3:04 pm	0:15	-	Meeting Slot #19
2:40 pm	2:55 pm	0:15	Meeting Slot #8	-
2:55 pm	2:58 pm	0:03	Transition time	-
2:58 pm	3:13 pm	0:15	Meeting Slot #9	-
3:13 pm	3:16 pm	0:03	Transition time	-
3:16 pm	3:31 pm	0:15	Meeting Slot #10	-
3:31 pm	3:34 pm	0:03	Transition time	-
3:34 pm	3:49 pm	0:15	Meeting Slot #11	-

UNTIL AUG 22

If your Organization has purchased Hosted Meetings: Assign Meetings Reps (takes Organization Admin 5 minutes)

Org Admin can do this on: Desktop ✓

1. **If you're an Organization Admin** you (or another Org Admin) must assign individuals from your organization as **Meetings Representatives** (to take Hosted Meetings your organization has purchased) by **Fri, Aug 22 at 7 pm CT**.
 - Individuals **must** be registered to attend Shoptalk Fall to be assigned as a Meetings Rep.
 - We recommend having 1 Meetings Rep per 10 Hosted Meetings. So, if your organization has purchased 30 Hosted Meetings, you should assign 3 or more Meetings Reps. There's no limit for how many Meetings Reps your organization can have.
 - Meetings Reps will be able to complete their profile from **Mon, Aug 11 to Fri, Aug 22**.

AUG 11 - AUG 22

Complete Your Profile (takes 10-15 minutes)

You can do this on: Desktop ✓ Shoptalk Fall Mobile App ✓

1. **Start Your Profile on Mon, Aug 11, and complete it by Fri, Aug 22 at 7 pm CT.** We'll share everyone's profiles **at the same time** once they're all complete.
 - **Tell us about yourself--select from 100+ data points!** This information will help others determine if they want to meet with you.
 - **Tell us your availability (or default to fully available)** and we'll send you invites to block your calendar. Being available for more time slots increases the chances of being able to schedule meetings for you.
 - You can change your availability at any time from **Mon, Aug 11 to Mon, Sep 8 at 7 pm CT**
 - **Share the love!** Click **Post on Social** to tell your X (formerly Twitter) followers and LinkedIn contacts that you're participating in Shoptalk Fall! While you're there, add your profile photo!
 - **Consider making an Announcement:** Tell the thousands of Shoptalk Fall participants (including 125+ Media & Sell Side Analysts) about your newly announced products, partnerships, funding, acquisitions, research and anything else!
 - **New for 2025!**
 - Include your Calendly link (or equivalent) when you complete your Profile—it will be included in any emails triggered when you use the Request Follow Up feature in the mobile app
 - Upload your organization's logo

- **If you're a Hosted Retailer & Consumer Brand:**
 - **You're required to be available for all 16 Meetup time slots**
 - **Tell us if you want Non-Hosted Meetings.** When you registered, you told us if you want to do Non-Hosted Meetings in addition to your requirement of up to eight (8) 15-minute onsite meetings with participating sponsors ("Hosted Meetings"). When you're completing your Profile we'll ask you to confirm your choice. We recommend doing both Hosted and Non-Hosted Meetings to get the most out of Shoptalk Fall!
 - **If you're an Organization Admin** you can edit and complete profiles on behalf of participants from your organization (they can thank you later!).
 - Check out the Org Admin Pro Tips at the end of these guidelines for more info.
2. **Registration Deadline!** To participate in Meetup, you must register before **Fri, Aug 22 at 7 pm CT**
3. **Start Your Tabletalks* Selections on Mon, Aug 11 and complete them by Tue, Sep 2 at 7 pm CT.**
- Tabletalks are 50-minute peer group roundtable discussions with 5-8 peers on key industry topics. They're held from 12:35 pm to 1:25 pm on Thursday (September 18) and 12:05 pm to 12:55 pm on Friday (September 19).
 - If you're eligible for Tabletalks, tell us how many Tabletalks you'd like to join (one or two), which topics you're interested in, what questions you'd like discussed, and any organizations you'd prefer not to be placed with (yes, you can avoid competitors).
 - Organization Admins cannot select Tabletalks (or do any other Tabletalks actions) on your behalf.

AUG 25 - SEP 2

Request Meetings (takes 30-90 minutes)

You can do this on: Desktop  Shoptalk Fall Mobile App 

“You get a meeting request! You get a meeting request! And you get a meeting request!”be the Oprah of meeting requests! Now’s the time to request to meet everyone you’d spend 15 minutes with.

1. Request Meetings:

- Start requesting meetings on **Mon, Aug 25** and complete by **Tue, Sep 2 at 7 pm CT**.
- **Expand your squad** from a ton of interesting people!
 - Select everyone you want to meet! At a minimum, we recommend you make meeting requests equal to at least 4x the number of time slots you're available for.
 - Select everyone from an organization you want to meet—you can have meetings with >1 person from the same organization (but only once we’ve scheduled all possible meetings with unique organizations).
 - Use **Filters** and **Predefined Lists** to quickly and efficiently make selections.
 - Don’t wait til the last minute to make selections! With tools like **Bookmarks**, you can start your selections and come back if needed to finish them.
 - Indicate your **interest level**. **'Very Interested'** selections get scheduled first, before **'Interested'** ones.
- **If you’re a Meetings Rep:**
 - **Hosted Meeting requests:** You should select ALL Hosted Retailers & Consumer Brands you would like to meet (these will be Hosted Meeting requests). At a minimum, **we recommend you make Hosted Meeting requests equal to at least 4x the number of Hosted Meetings your organization has purchased**. E.g., if your organization has purchased 10 Hosted Meetings, you should make at least 40 Hosted Meeting requests.
 - everyone from an organization you want to meet—your organization won’t have >1 Hosted Meeting scheduled with the same organization.
 - You can also make **Non-Hosted Meeting requests** – select everyone you want to meet!
 - Select everyone from an organization you want to meet—you can have Non-Hosted Meetings with >1 person from the same organization (but only once we’ve scheduled all possible meetings with unique organizations).

2. Org Admins: You can request meetings on behalf of participants from your organization.

SEP 3 - SEP 8

Opt In to Requests (takes up to 30 minutes)

You can do this on: Desktop  Shoptalk Fall Mobile App 

1. **Opt In to Requests You Receive from People You Didn't Previously Select:** They like you! They really like you! Return the love starting **Wed, Sep 3** by opting in to meeting requests by **Mon, Sep 8 at 7 pm CT.**
 - **Everyone:**
 - We facilitate meetings based **only** on the requests you opt in to (and your previous selections), so please opt in to **every request from someone you'd spend 15 minutes with.**
 - The more requests you opt in to, the more meetings you'll likely get.
 - **If you're a Hosted Retailer & Consumer Brand:**
 - **You must opt in to Hosted Meeting requests from at least 24 organizations** (you can opt-in to multiple requests from the same organization, but they'll only count as 1 organization). If you receive Hosted Meeting requests from <24 organizations, then you must opt-in to the number you receive. But remember, *we'll schedule only 8 Hosted Meetings max.*
 - Your Hosted Meeting requests will be displayed at the top of the screen when you log in.
 - **Non-Hosted Meeting requests:** If you're doing Hosted and Non-Hosted Meetings and you've received Non-Hosted Meeting requests (we get it, you're popular!), you should also opt in to these as well. We facilitate meetings based **only** on the requests you opt-in to (and your previous meeting requests), so please opt-in to **every request from someone you'd spend 15 minutes with.**
 - **If you're a Meetings Rep:** Opt-ins to requests from Hosted Retailers & Consumer Brands will default to Hosted Meeting requests.
2. **Org Admins:** You can opt in on behalf of participants from your organization.
3. **Availability Deadline!** You can change your availability until **Mon, Sep 8 at 7 pm CT.**

Accept Your Tabletalks Assignments: You'll get your Tabletalks assignments on **Wed, Sep 3** and you must accept them by **Mon, Sep 8 at 7 pm CT.** Tabletalks is where it's at if you want to discuss and debate key industry topics!

SEP 9 - SEP 11

Accept Your Meetings (takes less than 10 minutes)

You can do this on: Desktop  Shoptalk Fall Mobile App 

1. On **Tue, Sep 9**, you'll receive an email to review and accept each of your meetings. Please do this by **Thur, Sep 11 at 7 pm CT**. We promise, *it won't take more than 10 minutes* (if that!).
 - **Everyone:**
 - You get meetings with people you selected who also selected you...so, not accepting meetings might disappoint others!
 - If you don't accept a meeting by the deadline, that meeting won't get scheduled :-)
 - You need to accept your own meetings--Org Admins cannot accept on your behalf.
 - **If you're a Hosted Retailer & Consumer Brand:**
 - **You must accept all of your Hosted Meetings** (max of 8). You won't be penalized if the other person doesn't accept.
 - You should also accept your Non-Hosted Meetings (if any).
 - **If you're a Meetings Rep:**
 - **You must accept all of your Hosted Meetings.** Hosted Meetings that aren't accepted will not be refunded to your organization.
 - You should also accept your Non-Hosted Meetings (if any).

SEP 12

Accept Any Backfilled Meetings (takes less than 10 minutes)

You can do this on: Desktop  Shoptalk Fall Mobile App 

1. **Accept Any Backfilled Meetings:** If you've got any additional meetings, on **Fri, Sep 12**, you'll receive an email to accept them. Please accept these meetings by **7 pm CT the same day (Sep 12)**. This is a quick turnaround, *but it won't take more than 5 minutes*.
 - Backfilled meetings are either replacements for meetings that were not accepted by the other participant, or new meetings from your previous selections where others have become available.
 - If you previously rejected (or didn't accept) a meeting, you won't be eligible to get an backfilled meeting in that time slot.

SEP 15

Accept Calendar Invites (takes less than 10 minutes)

1. **Accept Your Meetings Calendar Invites:** On **Mon, Sep 15**, you'll receive a calendar invite for each scheduled meeting. **YOU MUST ACCEPT** all calendar invites by **7 pm CT the same day (Sep 15)**. This is a quick turnaround, but (you guessed it) – *it won't take more than 5 minutes*.
 - a. **Important Note: Neither we nor the person you're meeting will be notified if you decline a calendar invite! So email us at experience@shoptalk.com if you really can't make it to a meeting. *It's not enough to simply decline a calendar invite.***
 - b. We can't change **any** meeting times (fun fact: Shoptalk Fall is enabling 25,000+ meetings!), and you should not reschedule Shoptalk Fall scheduled meetings outside of the programme.
 - c. If a person you're scheduled to meet is no longer available, we'll let you know--people have emergencies, so this does happen once in a while!
2. **Accept Your Tabletalks Calendar Invites:** On **Mon, Sep 15**, you'll receive separate calendar invites for your Tabletalks. Please accept each calendar invite by **7 pm CT the same day (Sep15)**. The only change we can make to your Tabletalks assignments is to drop you from them. Tabletalks are super fun, informative, and they always get high marks by participants!
 - Important note: We won't know if you reject a calendar invite! So email us at experience@shoptalk.com if you really can't make it to a Tabletalk.

SEP 18 - SEP 19

Attend Your Shoptalk Fall Meetings and Tabletalks

1. **Attend Your Shoptalk Fall Meetings: It's Shoptalk Fall time!** You **must** join all your scheduled meetings. Not showing up may result in you--and your organization--being *barred* from future participation. Here's what you need to know:
 - a. **Where are the meetings?** All meetings are held in a dedicated Meetup area (the size of a football field!) and each meeting is assigned a table number.
 - b. **How do I know where to go?** Check the Shoptalk Fall mobile app (or your calendar invites) for the assigned table number for each meeting, and at the start of each scheduled meeting proceed directly to the assigned table for your meeting (table numbers are in the app and your calendar invites).
 - c. **When should I arrive?** You should arrive at the Meetup area 5-10 minutes before your first scheduled meeting. There is no check-in required. If you have any questions, there will be a Q&A desk.
 - d. **What happens if the person I'm meeting doesn't show up?** Give them 5 minutes and if they've still not joined, click the "Mark as No Show" button in the Shoptalk Fall mobile app.
 - e. **What other Do's and Don'ts are there?**
 - i. **Do** join each meeting on time and don't exceed the allotted 15 minutes for each scheduled meeting.
 - ii. **Do** check the table number for each scheduled meeting--each of your meetings will be at a different table. There is a 3-minute transition time between each meeting.
 - iii. **Do** download the Shoptalk Fall mobile app ahead of your meetings (if you haven't already). You can take notes and request follow-ups in the app.
 - iv. **Do** let us know if a solution provider directly reaches out to you about Shoptalk Fall, which they have been instructed not to do.
 - v. **Don't** approach anyone in the Meetup area with whom you do not have a Meetup meeting.
 - vi. **Don't** enter the Meetup area at any time you do not have a Meetup meeting.
2. **Join Your Tabletalks:**
 - a. **When are the Tabletalks:** 12:35pm to 1:25pm on Thursday, September 18 and 12:05 pm to 12:55 pm on Friday, September 19.
 - b. **Where are the Tabletalks?** All meetings are held in a dedicated Tabletalks area and each Tabletalk is assigned a table number (check your calendar invite or the Shoptalk Fall mobile app for the table number). Lunch will be available in the Tabletalks area.
 - c. **How do we start the discussion?** Each discussion has a randomly assigned "Starter" who should kick off by introducing themselves. Each intro should be no more than 60 seconds, and each participant should call on another to introduce themselves. The last participant to do an intro should read the first of the suggested questions below to start the conversation, then everyone should help move the conversation along.
 - i. These discussions are not sales pitches. Each one is a deep dive with 5-8 of your peers to share insights, address issues and generate actionable takeaways.

SEP 22 ONWARDS (& UPWARDS TOO!)

You can do this on: Desktop ☒ Shoptalk Fall Mobile App ☒

1. **Help us to help you!** On **Mon, Sep 22**, you will receive an email to provide feedback on your meetings, the Meetup Program, Tabletalks (if applicable) and the event to help us improve Shoptalk Fall--please share your thoughts!
 - a. Once you provide feedback, you can download a summary of your meetings, including your notes and contact details of who you met.
2. **Show me the money!** If you're a Hosted Retailer & Consumer Brand, after you complete feedback, you can provide details for reimbursement starting **October 6**.

That's all Folks!



SOME FINE PRINT: Our participant list is confidential, and shouldn't be (1) shared with anyone else, (2) downloaded or (3) used other than as described by us. Based on information you receive as part of Meetup, you can't solicit participants (including individuals you're scheduled to meet prior to your meetings) outside of the event other than as we permit. If you breach this provision, you may be eliminated from further participation and barred from future programs. Do not assume that requests (or opt-ins) to meet with you as part of Meetup indicate any interest in meeting with you outside of Meetup.

ORGANIZATION ADMINS: PRO TIPS

If you're an Org Admin, here's some more helpful info:

- **Completing Org Admin tasks:** To help complete action items for participants and your organization, you'll need to use your desktop (the Shoptalk Fall mobile app does not support Org Admin activities). If you're a participant just completing action items for yourself, you can use the Shoptalk Fall mobile app.
- **'Manage Participants & Roles' screen:** From this screen you can:
 - **Select who you want to manage:** Go to 'Manage Participants & Roles' and select the participants from your organization that you want to 'Manage As Org Admin'. Voilà—you can help complete action items for them.
 - **Add or Assign Org Admins:** Need some Org Admin backup? Click 'Add New Org Admin' to add unregistered individuals as Org Admins, or click 'Assign' to assign participants as Org Admins.
- **Managing different types of Participants:**
 - **Your organization may have individuals participating in Meetup who have different roles,** for example (1) Hosted Retailers & Brands, (2) Meetings Reps (if your organization has purchased Hosted Meetings), or (3) General participants.
 - **As an Org Admin, you can help complete action items for any individuals from your organization, irrespective of their role.** Please review these guidelines to understand the required action items at each stage.
- **Request Meetings stage:**
 - **'Manage Organization's Participants' Selections' screen:** If you want to help make selections for some or all of the participants you're managing, check the boxes next to their names.
 - **Org Admin view:** Org Admins can request meetings for multiple participants from a single screen. Your productivity just went up 📈!!!
 - To request to meet an individual for one or more of the participants you're requesting meetings for, indicate each participant's interest level ('Interested' or 'Very Interested'). You can also add a reason for each request.
 - If you view a System Generated List, you can see if it applies to all, or only some, of the participants you're requesting meetings for.
 - You can see if an individual has been selected by other participants from your organization (if they've shared their meeting requests with one or more of the participants you're requesting meetings for).

ORGANIZATION ADMINS: PRO TIPS

- **Collaboration & Efficiency tools:** Just like regular participants, Org Admins can use the full range of collaboration and time-saving features:
 - **Bookmarks:** If you're not sure you want to request to meet someone (for the participants you're requesting meetings for, or yourself if you're a participant), simply Bookmark them and decide later (they'll be under 'Bookmarks').
 - **Saved Lists:** Click 'Save List' to name and save a specific search/filter result so you can come back to it later (it'll be under 'My Lists').
 - **Meetings Rep-specific functionality:**
 - **Share Saved Lists:** If you're a Meetings Rep and an Org Admin, you can share your saved lists with all Meetings Reps from your organization by toggling the slider when you are saving or editing the list. They'll automatically get any changes you make.
 - **Lists Shared With Me:** If you're a Meetings Rep and an Org Admin, if Meetings Reps from your organization have shared their lists, they'll be under 'Lists Shared With Me'.
 - **Share Participants' Requests:** You can share the meeting requests of the Meetings Reps you're requesting meetings for from the 'Manage Participants' meeting requests screen. If you're a Meetings Rep, you can share your own meeting requests from there as well. Note that meeting requests can only be shared with other Meetings Reps.
 - **Meeting Requests Progress:** Click the tooltip at the top of the screen to track the progress of participants you're helping manage against their recommended minimum number of meeting requests.
- **Accept Meetings onwards:** From the Accept Your Meetings stage onwards, you may view the ongoing progress and status of the participants you want to manage, including:
 - View if participants have accepted their meetings
 - View if participants have accepted any additional meetings
 - View participants' scheduled meetings
 - View if participants have provided feedback