Shoptalk 2024
Event Overview
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The Ultimate Retail Event

SHOPTALK IS THE SPARK THAT IGNITES CHANGE

Our community of over 10,000 senior leaders from retailers & brands and the businesses that power them.

They gather to gain fresh perspectives from influential leaders; to equip themselves with the tools, skills and connections that will allow them to gain and maintain the upper hand; to drive growth; and to embrace a mindset of continuous transformation.

THIS IS WHERE YOU COME IN

Your solutions are integral to the future of retail, and we’re thrilled to offer dozens of ways to showcase your latest innovations and brand and to generate meaningful leads from a highly qualified audience.

Explore who comes and what we have to offer on the following pages, then get in touch to take part in the most important retail event of the year.
Attendee Profile

RANK ORDER OF COUNTRIES REPRESENTED AT SHOPTALK 2023

1. United States
2. Canada
3. United Kingdom
4. Israel
5. Mexico
6. Australia
7. Germany
8. Denmark
9. Singapore
10. Sweden
11. India
12. France
13. Poland
14. Portugal
15. Chile
16. El Salvador
17. Netherlands
18. Colombia
19. Brazil
20. Korea
21. Japan
22. Switzerland
23. Spain
24. Austria
25. UAE
26. Ireland
27. Argentina
28. South Africa
29. Uruguay
30. Norway
31. Italy
32. Ukraine
33. Saudi Arabia
34. Puerto Rico
35. New Zealand
36. Latvia
37. Croatia
38. Guatemala
39. Pakistan
40. Iceland
41. Hong Kong
42. Greece
43. Ecuador
44. Czech Republic
45. Costa Rica
46. China
47. Bolivia
48. Belgium

Attendees by Sector:
- 33% Large Solutions Provider or Tech Company
- 19% Startup Solutions Provider or Tech Company
- 14% Media, Analyst, VC, Agency
- 30% Retailer & Brand
- 1% Other
- 3% Marketplace or Marketplace Solutions

Attendees by Seniority:
- 26% Director Level
- 21% VP Level (EVP, SVP, AVP)
- 21% Manager Level
- 7% Associate Level
- 5% Other
- 20% C-level or Equivalent
## Attendee List at a Glance

<table>
<thead>
<tr>
<th>RETAILERS</th>
<th>BRANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>JCPenney</td>
<td>PEPSICO</td>
</tr>
<tr>
<td>Nordstrom</td>
<td>Tapestry</td>
</tr>
<tr>
<td>H&amp;M</td>
<td>General Mills</td>
</tr>
<tr>
<td>Best Buy</td>
<td>Bath &amp; Body Works</td>
</tr>
<tr>
<td>Target</td>
<td>Kohler</td>
</tr>
<tr>
<td>Bloomingdale's</td>
<td>Levi's</td>
</tr>
<tr>
<td>Academy Sports + Outdoors</td>
<td>Apple</td>
</tr>
<tr>
<td>Macy's</td>
<td>Nike</td>
</tr>
<tr>
<td>ThredUp</td>
<td>P&amp;G</td>
</tr>
<tr>
<td>Lowe's</td>
<td>Coke</td>
</tr>
<tr>
<td>Belk</td>
<td>Coach</td>
</tr>
<tr>
<td>Floor &amp; Decor</td>
<td>Coach</td>
</tr>
<tr>
<td>Nordstrom</td>
<td>Coach</td>
</tr>
<tr>
<td>Sephora</td>
<td>Coach</td>
</tr>
<tr>
<td>CVS Health</td>
<td>Coach</td>
</tr>
<tr>
<td>Costco</td>
<td>Coach</td>
</tr>
<tr>
<td>Petsmart</td>
<td>Coach</td>
</tr>
<tr>
<td>Petco</td>
<td>Coach</td>
</tr>
<tr>
<td>Qurate</td>
<td>Coach</td>
</tr>
<tr>
<td>Healthy.com</td>
<td>Coach</td>
</tr>
<tr>
<td>Dick's Sporting Goods</td>
<td>Coach</td>
</tr>
<tr>
<td>URBN</td>
<td>Coach</td>
</tr>
<tr>
<td>Overstock</td>
<td>Coach</td>
</tr>
<tr>
<td>Hy-Vee</td>
<td>Coach</td>
</tr>
<tr>
<td>The Clorox Company</td>
<td>Coach</td>
</tr>
<tr>
<td>Altria</td>
<td>Coach</td>
</tr>
</tbody>
</table>
More than 750+ companies sponsor Shoptalk each year. We offer technology companies and solution providers a uniquely large, highly qualified, and international audience, including senior decision-makers and influencers, to:

- Interact with a highly engaged, high profile audience
- Raise brand awareness
- Meet and collaborate with existing clients, senior decision-makers, prospects and partners
- Generate leads and develop new partnerships
- Launch new products or companies
- Make announcements
- Fundraise or source investments

Our exhibit hall will feature over 400 exhibitors and our Meetup program will curate over 75,000 onsite meetings between participating sponsors, individuals from retailers and brands, investors, media, startups and more.
# Star Level Benefits

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Level 1 $50k or less</th>
<th>Level 2 $50k+</th>
<th>Level 3 $100k+</th>
<th>Level 4 $150k+</th>
<th>Level 5 $200k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Five complimentary passes for your retailer and/or brand partners</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>√</td>
</tr>
<tr>
<td>Premium item inclusion in our Swag Store</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>√</td>
</tr>
<tr>
<td>Prominent branding in the show entrance</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>One social media post to promote your sponsorship on Shoptalk social channels</td>
<td>×</td>
<td>×</td>
<td>×</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Enhanced sponsor profile on the Meetup platform</td>
<td>×</td>
<td>×</td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Larger sponsor logo across our onsite and digital branding</td>
<td>×</td>
<td>×</td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sponsor logo included in onsite signage and pre-show communications</td>
<td>×</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Access to personalized marketing toolkit</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Sponsor logo inclusion in onsite mobile app</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Receive the attendee list two weeks prior to Shoptalk</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Exclusive sponsor rate for additional tickets</td>
<td></td>
<td>√</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>
Lead Generation Options

At Shoptalk we offer a wide variety of lead generation opportunities. Keep reading to learn more!

HOSTED MEETINGS WITH RETAILERS AND BRANDS

As part of our Meetup program, Shoptalk’s Hosted meetings secure you 15-minute, double opt-in meetings with senior decision makers from the leading retailers and brands in the industry.

Every executive is vetted to ensure that they are directly responsible for buying or evaluating tech solutions or products within their business.

All meetings are double opt-in meaning everyone you meet wants to meet with you too! As meetings are double opt-in and depend on calendar availability, we cannot guarantee that all of the meetings you purchase will be scheduled, but you only pay for the meetings we do schedule. It’s a win-win!

$795 PER HOSTED MEETING

SALES TIP: The minimum package of Hosted meetings is 10, but Shoptalk sponsors purchased an average of 24 Hosted meetings in 2023.
Mandalay Bay Onsite Events for 50+

Host your event at one of Mandalay Bay’s premier venues for 50+ and promote your event through our platform activity listings.

To secure your venue, fill out the interest form here.
Mandalay Bay Onsite Events for 50+

Events for 50+ guests at Mandalay Bay include activity listings, which are open to third parties who wants to host co-located events and activities and promote them within our tech platform to our full attendee list.

- Co-located activities are fully managed by the third party, including all logistics and costs.
- Activities must not overlap with the Shoptalk agenda.

Sponsorship Includes:

1. Sponsors get an Activity Listing in our technology platform to promote their Activity to attendees, facilitate pre-event signups and reduce costs/admin. Sponsors can:
   a. Access the entire attendee list to select who can see your Activity (either everyone, handpick individual attendees or define specific segments)
   b. Efficiently manage attendee requests to join activity, prioritize, send calendar invites, attendance tracking and feedback
   c. Configure and customize the Activity listing, including Activity name, description and banner image as well as attendance limit, and whether attendees can select other Activities being held at the same time
2. Post-event, sponsors will receive the contact information, including name, title, company and email, for those attendees who were present at their Activity
Networking Dinner Series

20 social dinners will be held at high end venues around Las Vegas on Monday, March 18, from 7:00-9:00 pm -- managed by Shoptalk and sponsored by third parties.

- On average 12-15 Guests
- Private or semi-private rooms, dinners are social and informal (no presentations and structured dialogue).
- Venues are offered on a first come, first served basis.

Sponsorship Includes:

1. Cost of all F&B (Shoptalk will select and share set menu with Sponsor)
2. If your dinner is not located at Mandalay Bay, transportation will be provided
3. Menus branded as “Shoptalk Networking Dinner sponsored by [Sponsor]”
4. An Activity Listing in our Shoptalk tech platform that promotes your sponsored dinner to attendees, facilitates pre-event signups and reduces costs/admin.

Sponsors can:

- a. Access the entire attendee list to select who can see the Dinner listing (either open to everyone, handpick individuals or define specific segments to invite)
- b. Efficiently manage attendee requests to join, prioritize, send calendar invites, attendance tracking and feedback
- c. Configure and customize the Dinner listing, including description and image

5. Dinners will be promoted through our custom attendee communications from the Shoptalk team, as well as on our website.
6. Post-event, Sponsors will receive the contact information, including name, title, company and email, for those attendees present at the dinner
Exhibit Space

More than 400 companies exhibit at Shoptalk each year. We offer a wide range of exhibit space options to companies as a place to:

- Hold pre-scheduled meetings with retailers/brands
- Hold pre-scheduled meetings with non-retailers/brands
- Build brand awareness

Unlike other events, we do not provide exhibit space specifically for lead gen, which is accomplished through purchasing guaranteed meetings through Meetup and other lead gen options. **We do not, therefore, guarantee any lead gen through organic foot traffic.**

**EXHIBIT SPACE IS PRICED AS FOLLOWS:**

<table>
<thead>
<tr>
<th>SIZE</th>
<th>SHOW CYCLE RATE</th>
<th>TICKETS INCLUDED</th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10</td>
<td>$22,000</td>
<td>3</td>
</tr>
<tr>
<td>20x10</td>
<td>$38,500</td>
<td>5</td>
</tr>
<tr>
<td>20x20</td>
<td>$60,500</td>
<td>8</td>
</tr>
<tr>
<td>20x30</td>
<td>$88,000</td>
<td>10</td>
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<td>30x10</td>
<td>$55,000</td>
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<tr>
<td>20x40</td>
<td>$110,000</td>
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<tr>
<td>30x30</td>
<td>$126,000</td>
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</tr>
<tr>
<td>20x50</td>
<td>$137,500</td>
<td>15</td>
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<tr>
<td>20x60</td>
<td>$154,000</td>
<td>15</td>
</tr>
<tr>
<td>30x40</td>
<td>$154,000</td>
<td>15</td>
</tr>
<tr>
<td>30x50</td>
<td>$181,500</td>
<td>15</td>
</tr>
<tr>
<td>40x40</td>
<td>$192,500</td>
<td>15</td>
</tr>
<tr>
<td>40x50</td>
<td>$220,000</td>
<td>18</td>
</tr>
<tr>
<td>50x50</td>
<td>$260,000</td>
<td>20</td>
</tr>
</tbody>
</table>

Ready to secure your booth? Get in touch sales@shoptalk.com
Meeting Space

We offer a variety of private meeting spaces separate from exhibit space and the hosted meeting program.

**NOOKS**

A dedicated meeting place for two people on the Shoptalk showfloor where you and your customers can meet during the two exhibit days! The nooks will include your branding on the table leg and insider upper portion, as well as a power outlet.

**PODS**

These pre-built meeting pods give your team a turnkey spot in the exhibit hall to meet clients, prospects, or catch up on work. Branding, carpeting and a table with four chairs come standard.

Pricing for these opportunities vary. Get in touch sales@shoptalk.com
Custom Sponsorships

If you can think it, we can do it. We take pride in curating tailor-made sponsorship packages that elevate your show experience. We will work with you as creative partners in crafting unforgettable moments during this year’s Shoptalk. From digital baristas to VIP experiences at our closing beach party, sponsored receptions, and truly unique immersive experiences, we’d love to bring your ideas to life.

Ready to lock in your sponsorship? Get in touch sales@shoptalk.com
Onsite Branding, Signage and Activations

Make sure your message reaches attendees wherever they are by including your most compelling content across all of our strategically placed video walls.

This high-impact opportunity places your brand in front of all attendees at Shoptalk. This unique sponsorship allows your team to brand and collect leads from some of our most visited activations at Shoptalk.

We have multiple signage opportunities from floor decals and banners to signs that will maximize your exposure at Shoptalk 2024. Inquire for more details.

Ready to lock in your sponsorship? Get in touch sales@shoptalk.com
Onsite Branding, Signage and Activations

**CHARGING STATIONS**

Power up your brand visibility with our charging stations sponsorship! Make sure no one runs out of battery or forgets your company.

**WATER STATIONS**

Show your commitment to sustainability and connect with your target demographic in a meaningful way. You’ll keep the crowd hydrated with branded water bottles or water stations placed prominently throughout the event.

**SNACK BIKES**

Treat the crowd to delicious snacks and get your logo rolling along with our snack bikes. It’s a yummy and exciting way to get your brand into the hearts (and stomachs) of attendees.

**SEAT DROPS**

Keep your brand front and center with a general session seat drop. Your swag will be waiting for each attendee when they enter our most-watched speaker sessions.
Digital Branding Opportunities

Meetup Category Sponsor
As a category sponsor during our Meetup process, you could elevate your brand to the top of all attendees' search results when they look for your solutions.

Shoptalk Website Countdown Clock
Each week, thousands of people visit the Shoptalk website. Sponsor the site’s countdown clock—displayed prominently at the top of the event homepage—and your logo will be visible to everyone who visits between now and the event.

Ready to lock in your sponsorship? Get in touch sales@shoptalk.com
Announcements & Media Coverage

More than 300 editorial staff from retail, ecommerce, tech, mainstream and other media as well as Wall Street analysts from every major institution attend Shoptalk. They cover more than 430 announcements coordinated with Shoptalk along with commentary from 250+ speakers and one-to-one interviews.

Past attending media includes:

- AdAge
- ADWEEK
- AXIOS
- Bloomberg
- BUSINESS INSIDER
- CNBC
- cnet
- eMarketer
- Forbes
- Inc.
- NIKKEI
- recode
- RETAILDIVE
- Retail Leader
- retail TouchPoints
- RetailWire
- REUTERS
- SN SUPERMARKET NEWS
- The Information
- The New York Times
Sponsors
Level 5

BANK OF AMERICA
Google
GRIN
J.P. Morgan
Kustomer
Meta
salesforce
shopify
synchrony
TikTok
Walmart
GoLocal

SEE OUR 2024 SPONSORS HERE!
Sponsors
Level 4

Adobe
algolia
amazon today
bazaarvoice
commercetools
Contentsquare
Criteo
fetch
fullstory
instacart
LISTRAK
PACVUE
pitney bowes
Snapchat
Get in Touch!

Contact us today and a member of our sales team will be in touch to help build a customized sponsorship package for you.

Jared Chapman  
Investor & Startup Community Manager

Danny Eyzaguirre  
Director of Business Development

Stacy Gellman  
Sales Director

Adam Houston  
VP, Enterprise Sales

Marc Miller  
Director of Business Development

Evan Speight  
Accounts Executive

Meghan Rath  
VP of Strategic Accounts

Alexandra Wurster  
VP, Sales

Daisy Perez-Arellano  
Director of Business Development

Jade Davis  
Global Enterprise Account Director

sales@shoptalk.com