



SHOPTALK

● A Hyve Event



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.

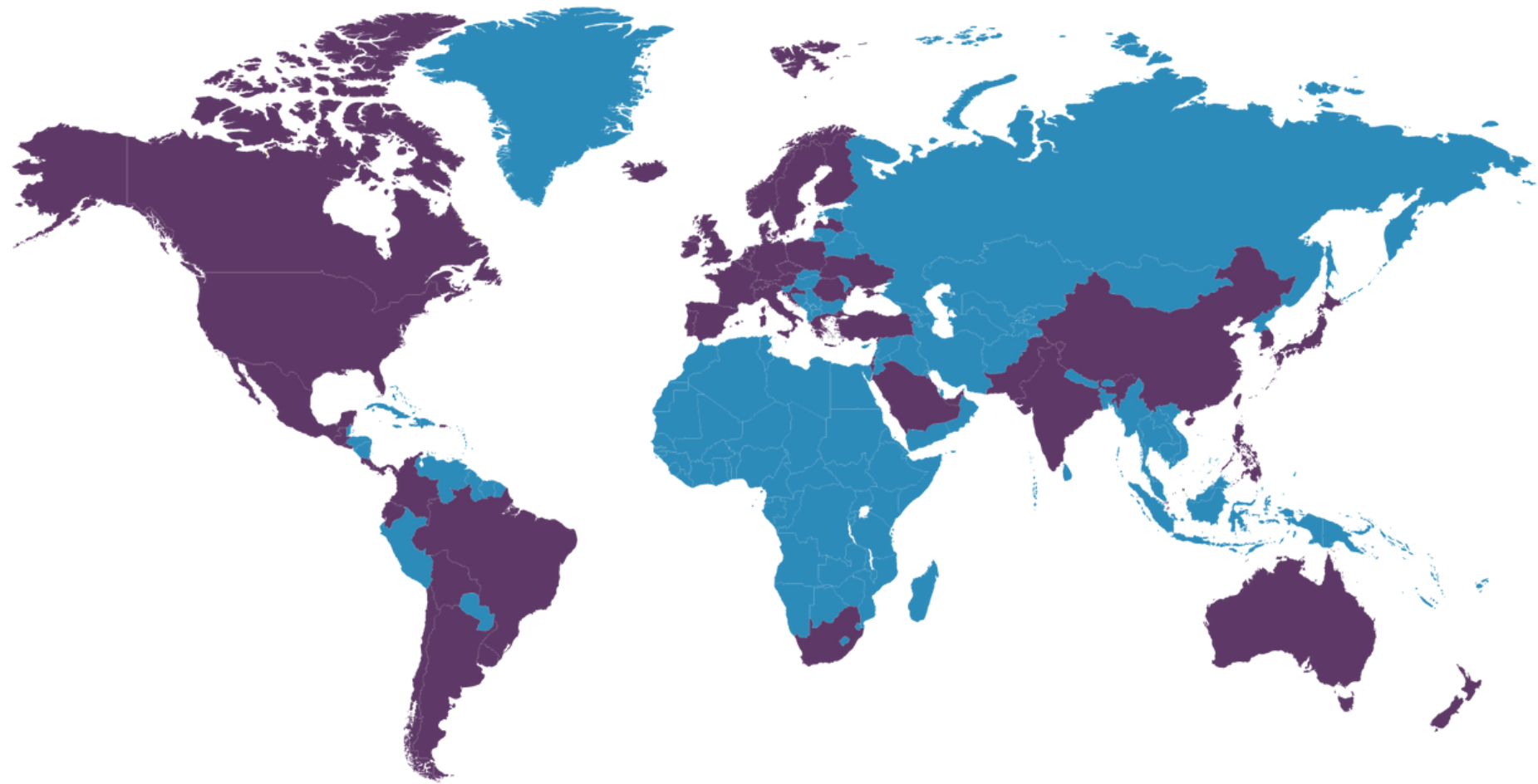
THIS IS WHERE YOU COME IN

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.**

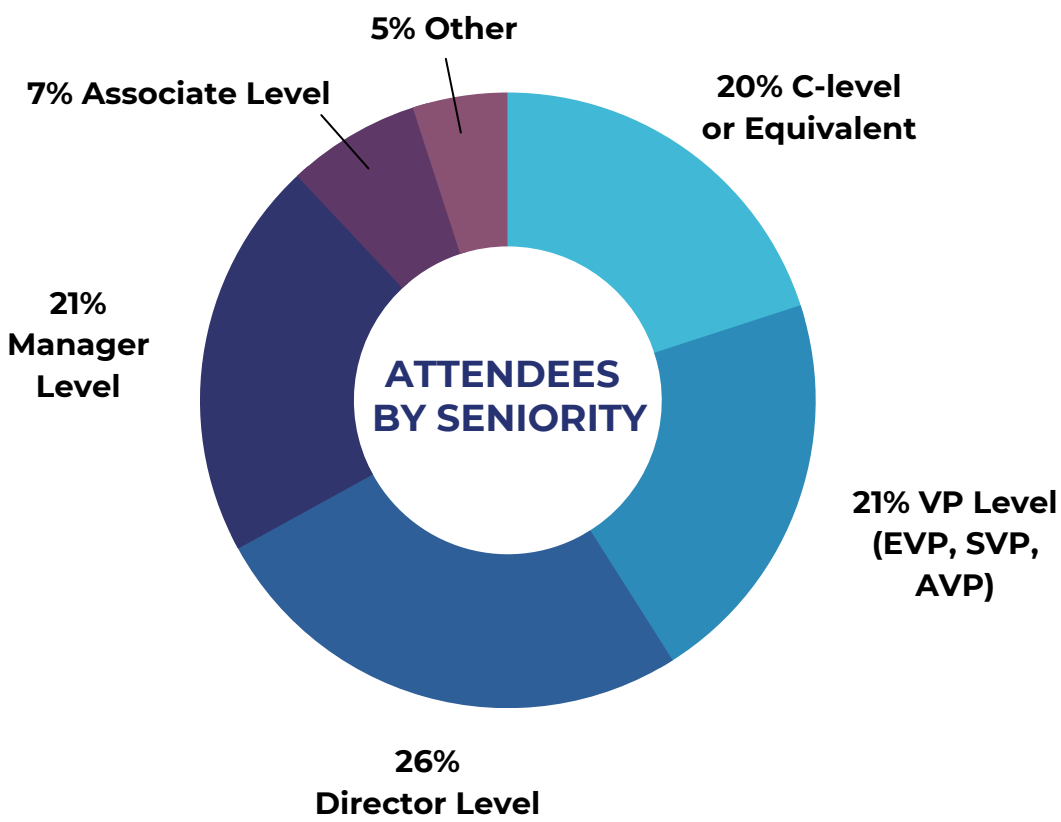
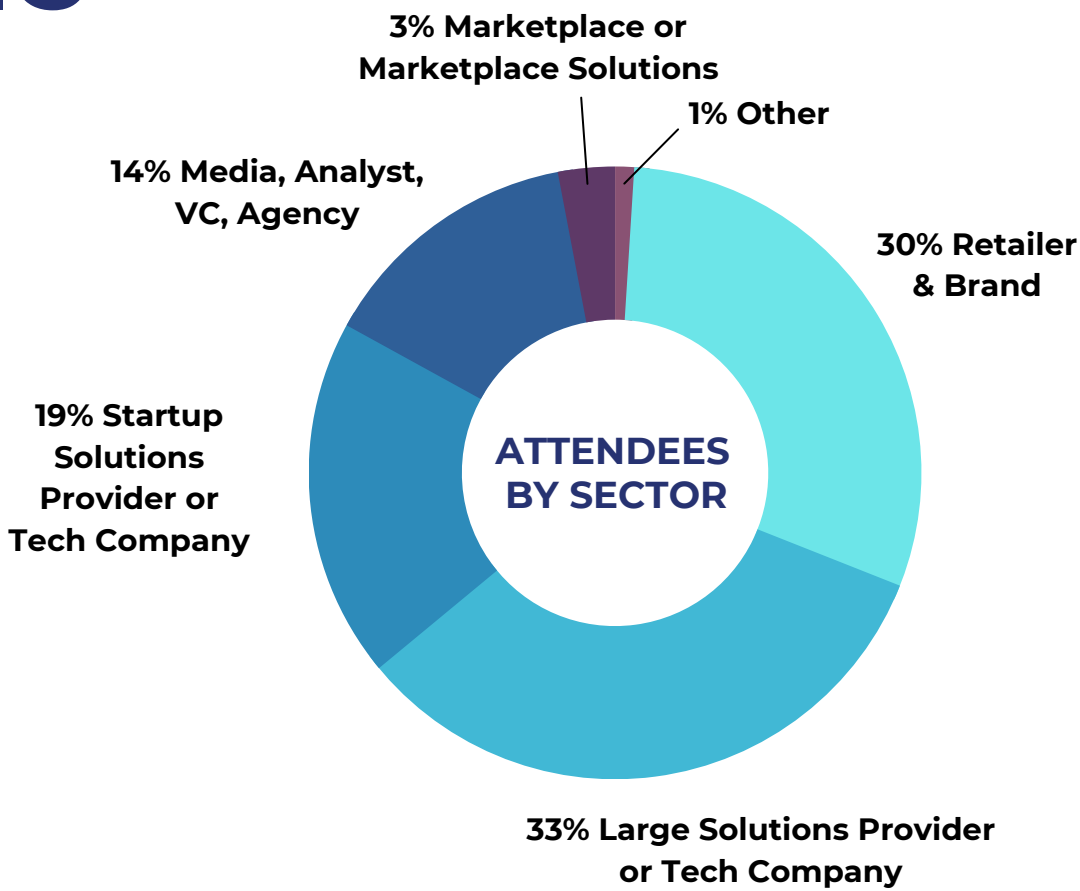


Attendee Profile

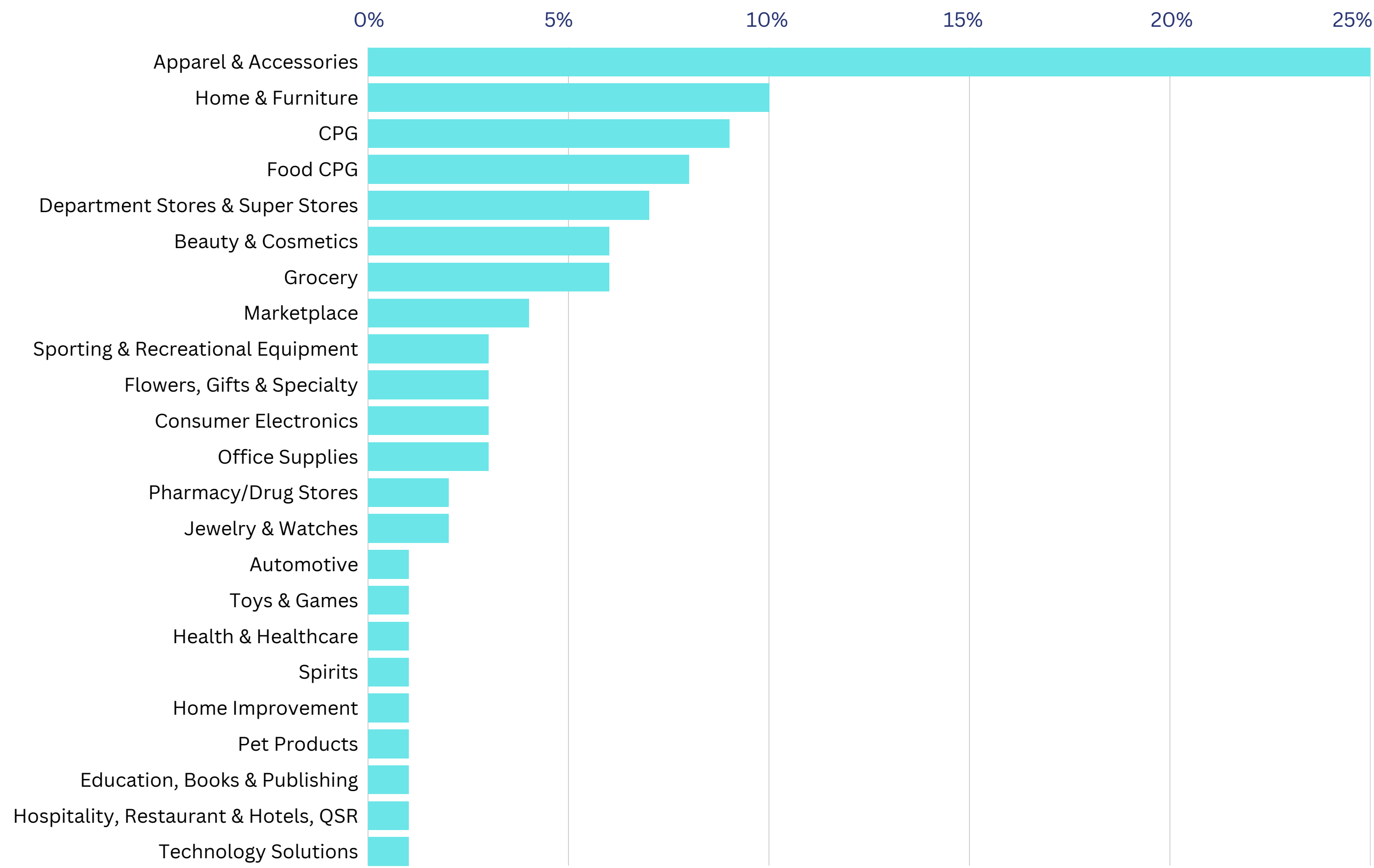


RANK ORDER OF COUNTRIES REPRESENTED AT SHOPTALK 2023

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



Retailers and Brands Attendee Profile



Attendee List at a Glance

PLUS 100s
MORE!

RETAILERS

BRANDS

Saks Fifth Avenue **meijer**  

THREDUP bloomingdales  

H&M **BEST BUY**  *macy's*

  **FLOOR & DECOR** NORDSTROM

SEPHORA  **COSTCO** WHOLESALE

PET SMART  

   **URBN**

 **HyVee** EMPLOYEE OWNED **petco**

 **PEPSICO** **tapestry** 

 *P&G*  Bath & Body Works®

KOHLER    

COACH Abercrombie & Fitch **sanofi** **MARS** Petcare

   **ZENNI**

   THE *Coca-Cola* COMPANY

L'ORÉAL  Nestlé **PURINA**

 MADISON REED®  DAVID YURMAN

  PARACHUTE 

scJohnson  The Clorox Company  **Altria**



Sponsor Shoptalk 2024

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

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

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!

\$895 PER HOSTED MEETING



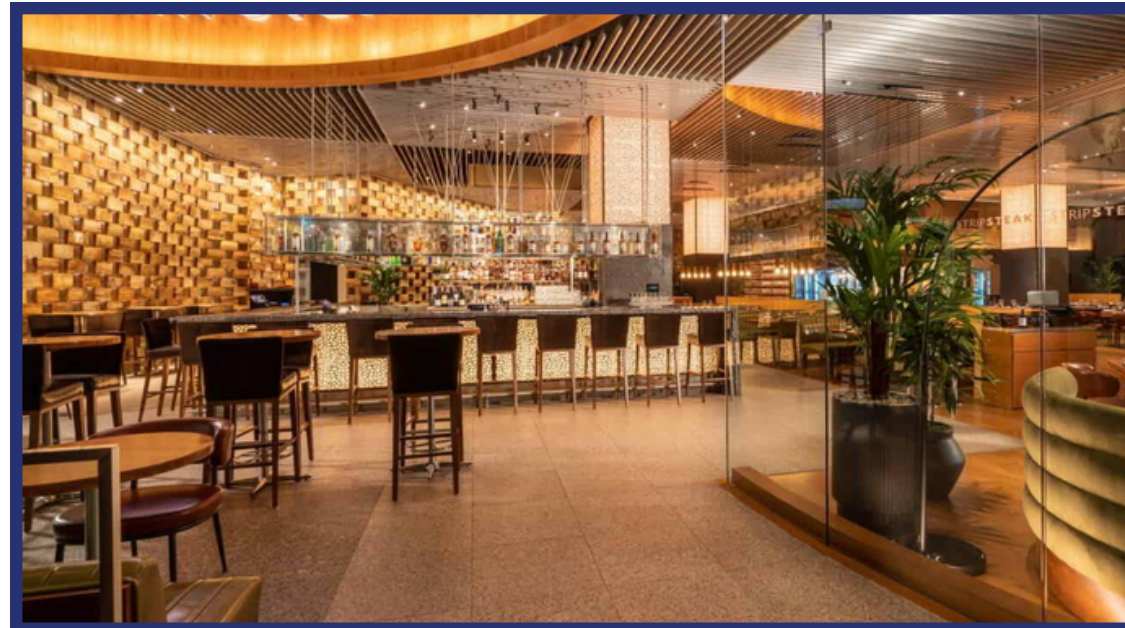
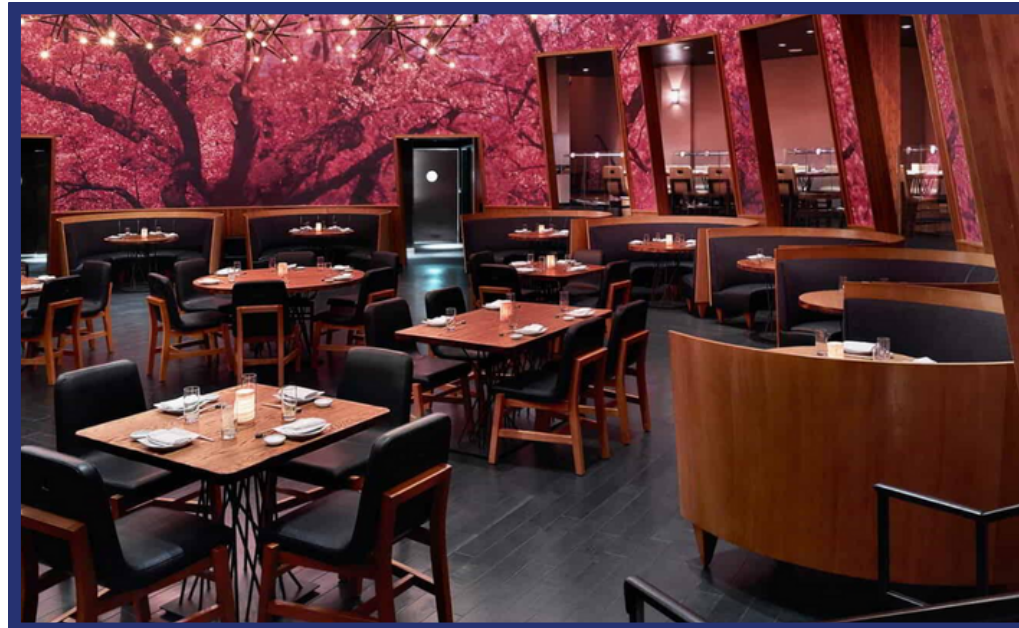
SALES TIP: The minimum package of Hosted meetings is 10, but Shoptalk sponsors purchased an average of 24 Hosted meetings in 2023.



Mandalay Bay Onsite Events for 50+

Host your event at one of Mandalay Bay's premier venues for 50+ attendees and promote your event through our platform activity listings that will be seen by everyone attending Shoptalk 2024!

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 sponsors who want to host co-located events and activities and promote them within our platform to Shoptalk 2024's full attendee list.

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

Sponsorship Includes:

1. An Activity Listing in our Shoptalk tech platform to promote your sponsored dinner to attendees, facilitate pre-event signups and reduce your costs/admin.
2. Through our platform, Sponsors can:
 - a. Access the entire attendee list to select who can see your Activity (i.e. open to everyone, only handpicked individuals, or defined attendee segments)
 - b. Efficiently manage attendee requests to join, prioritize attendees, send calendar invites, and track attendance
 - c. Configure and customize the Activity listing, including the Activity name, description and banner image as well as attendance limit, and whether attendees can select other Activities being held at the same time
3. Contact information including name, title, company, and email address for those attendees present at your Activity (provided to you post-event)




Groceryshop Retailers & Brands Networking Dinner at La Cave (The Wynn), sponsored by Adobe

📍 La Cave, The Wynn 🏷️ Sponsored by Adobe

Groceryshop's Retailers & Brands Networking Dinner Series brings together hundreds of retail industry leaders for casual, fun networking dinners at Las Vegas's top restaurants. At this dinner, sponsored by Adobe, you'll dine at La Cave at The Wynn with up to 40 of your retailer and brand peers. At La Cave—Wine & Food Hideaway you'll find Chef Billy DeMarco's menu [... Read more](#)

Exclusive Attendance: Yes Eligibility Criteria: All Retailers & Brands can view and select this Activity



[Edit](#)

6:00 PM - 8:00 PM PT

Wed **20** Sept

Approved

Networking Dinner Series

20 networking 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 you.

- 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:

- Cost of all F&B (Shoptalk will select and share set menu with Sponsor)
- Transportation to the dinner venue (if not located at Mandalay Bay)
- Branded menus (e.g. "Shoptalk Networking Dinner sponsored by [Sponsor]")
- An Activity Listing in our Shoptalk tech platform to promote your sponsored dinner to attendees, facilitate pre-event signups and reduce your costs/admin.
- Through the platform, Sponsors can:
 - Access the entire attendee list and select who can see the Dinner listing (i.e. open to everyone, only handpicked individuals, or defined attendee segments)
 - Efficiently manage attendee requests to join, prioritize attendees, send calendar invites, and track attendance
 - Configure and customize the Dinner listing by including a Dinner description and image
- Dinner promotion through bespoke Shoptalk communications to attendees and promotion through our website
- Contact information including name, title, company, and email address for those attendees present at your dinner (provided to you post-event)



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:

SIZE	SHOW CYCLE RATE	TICKETS INCLUDED
10x10	\$22,000	3
20x10	\$38,500	5
20x20	\$60,500	8
20x30	\$88,000	10
30x10	\$55,000	5
20x40	\$110,000	12
30x30	\$126,000	12
20x50	\$137,500	15
20x60	\$154,000	15
30x40	\$154,000	15
30x50	\$181,500	15
40x40	\$192,500	15
40x50	\$220,000	18
50x50	\$260,000	20

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.



Onsite Branding, Signage and Activations

VIDEO WALL



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

LOUNGES



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.

SIGNAGE



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



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



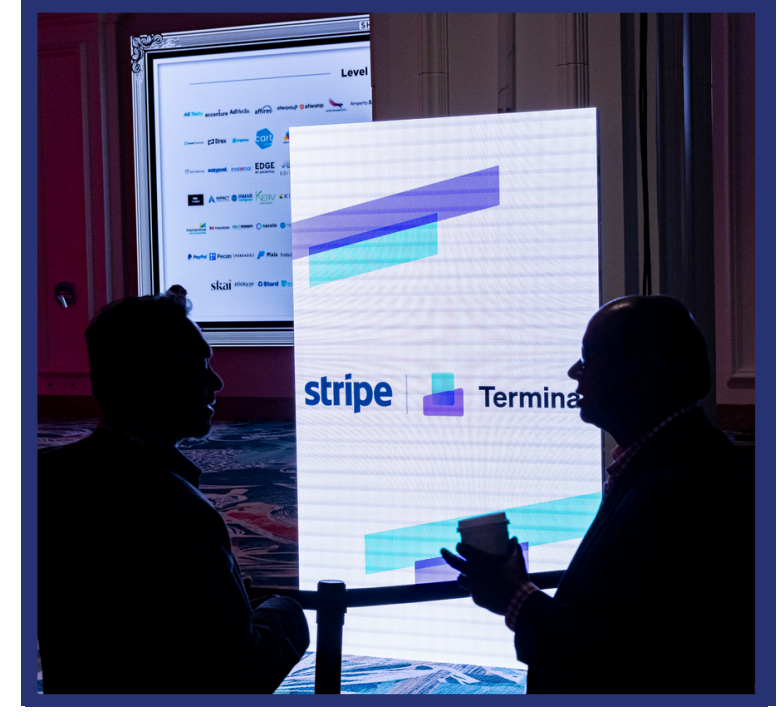
Show your commitment to sustainability and connect with your target demographic in a meaningful way. You'll keep the crowd hydrated with branded water bottles or water stations placed prominently throughout the event.

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.



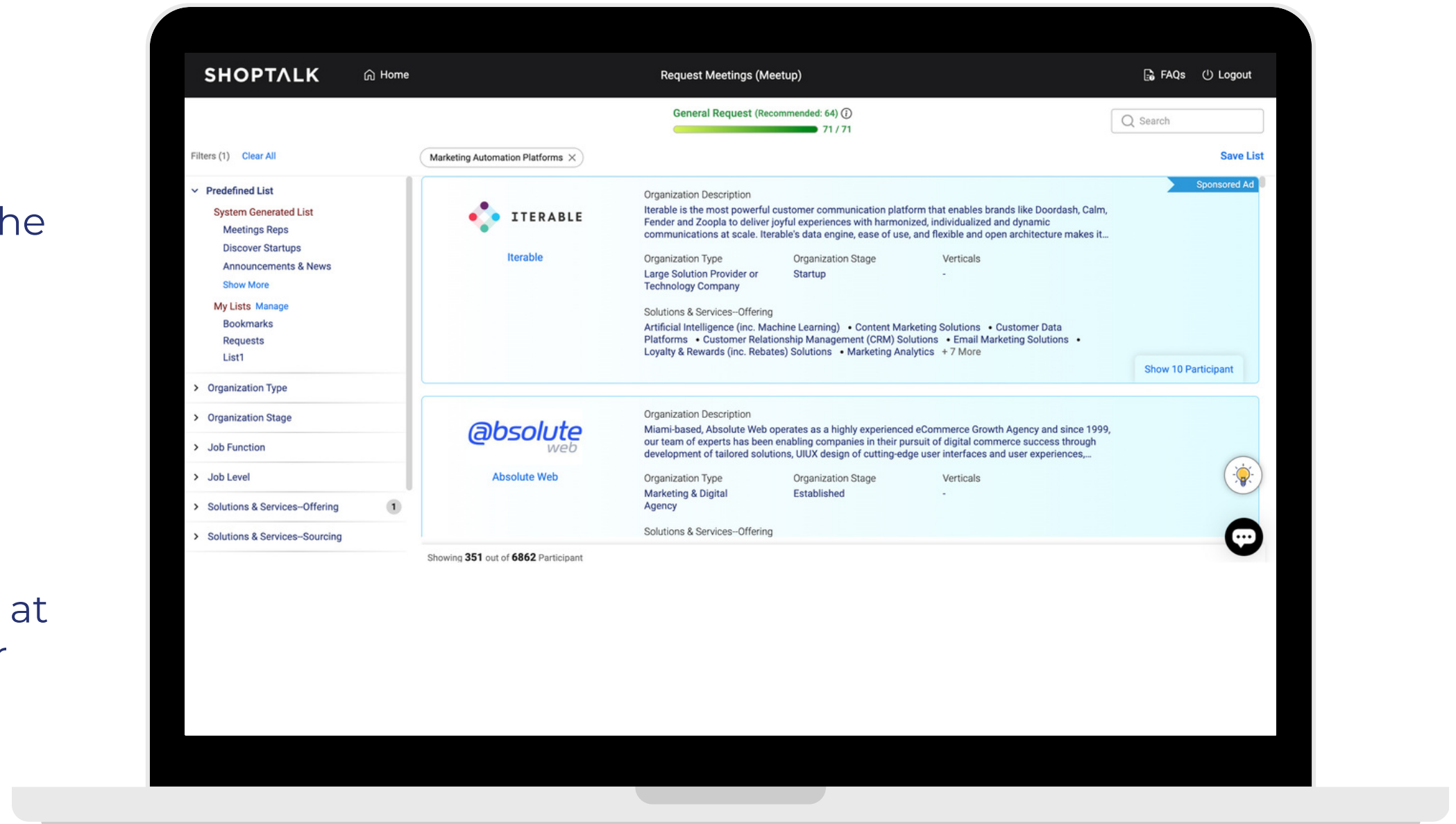
Digital Branding Opportunities

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**



Forbes

Inc.

NIKKEI

recode



Retail Leader

**retail
TouchPoints®**

RetailWire®



**sn SUPERMARKET
NEWS**

I The Information

The New York Times



Sponsors

Level 5

SEE OUR 2024
SPONSORS
HERE!

BANK OF AMERICA 

esw.

Google

 GRIN

J.P.Morgan

 Kustomer

 Meta

 salesforce

 *shopify*

 synchrony



 TikTok

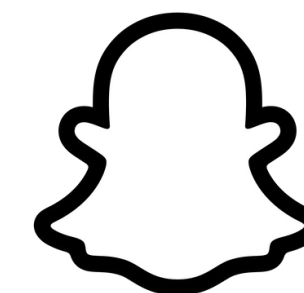
Walmart
GoLocal



Sponsors

Level 4

SEE OUR 2024
SPONSORS
HERE!



Sponsors

Level 3

SEE OUR 2024
SPONSORS
HERE!



amazon pay



BOLT



Epsilon



Global

inMOBI



klaviyo



Québec



stripe



yotpo.

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
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sales@shoptalk.com

