



SHOPTALK EUROPE



SPONSOR GUIDELINES 8-MINUTE READ

Programme Overview:

Shoptalk Europe's Hosted Programme brings together the industry's most innovative tech companies and solution providers (like you!) with a diverse and senior group of pre-qualified retail and brand executives responsible for buying or evaluating retail or ecommerce technology. In return for taking a series of double opt-in onsite meetings, retailers and brands join Shoptalk budget free - with complimentary tickets and travel reimbursement.

This document will provide you with everything you need to know to secure your meetings, from deadlines to action items and helpful tips!

Since the Hosted Programme operates on a shared timeline for all participants, we cannot make any exceptions or extend any deadlines, but don't worry, we'll guide you each step of the way with emails and reminders. If you don't get an email, check spam (from donotreply@shoptalk.com), then let us know at hosted@shoptalk europe.com. Also, remember to tell your IT wizards to whitelist shoptalk.com and shoptalk europe.com so you'll never miss an important email from us!

 ACTION:	 WE'LL EMAIL YOU ON:	 YOUR DEADLINE:
• Complete Your Hosted Programme Profile and Share Your Number of Meeting Reps	19 April	29 April at 5:00pm BST
• Select Who You Want to Meet	3 May	6 May at 5:00pm BST
• Opt-In to Retailer or Brand Requests and Prioritise Mutual Matches	17 May	20 May at 5:00pm BST
• View Your Meetings and Assign Your Meeting Reps	23 May	25 May at 5:00pm BST
• Add Meetings to Your Calendar	26 May	30 May at 5:00pm BST
• Select Additional Retailers/Brands (If any) for Unfulfilled Meetings	23 May	30 May at 5:00pm BST
• Dropout and Potential Meeting Replacements	23 May	30 May at 5:00pm BST

**19-29 APR 2022**

Build and Create Your Company Profile

- 1 Complete Your Profile:** Sponsor contacts in your organisation will receive an email with details to login to our platform to complete your organisation's profile.
 - *Your profile helps participating retailers and brands decide if they want to meet with your organisation as part of our double opt-in process*
 - After 29 April, you can't make any changes to your profile. Contact us at hosted@shoptalkeurope.com with any important updates needed after the deadline.
- 2 Add, edit or delete sponsor contacts:** All sponsor contacts will receive the same access and communications.
- 3 Add Number of Meeting Reps:** Add the **maximum number of concurrent meeting reps** you'll have available for each hour of the Hosted Programme.

Pro Tip:

The more meeting reps you make available concurrently, the more likely we'll be to schedule all of the meetings you have purchased.

**3-6 MAY 2022**

Let the Selections Begin!

- 1 Let the selections begin!** Sponsor contacts will receive an email to login to the platform and start making selections from the list of participating retailers and brands. We've got 500+ interesting participants to choose from!
 - We recommend selecting a minimum of 5x the number of meetings you purchased, however, you *cannot* select more than 10x the number of meetings you have purchased (*i.e. if you have purchased 10 meetings, you cannot select more than 100 individuals*).
- 2 State Your Case:** Provide a reason for each of your selections -- these reasons will be shared with the individuals you select to encourage them to opt-in to your meeting request.

Pro Tips:

- Profiles provide detailed information about each individual, including their job title, company name and areas of decision making, but not names or contact details. Names will be shared once a request becomes a scheduled meeting.
- Select everyone you want to connect with. The more people you select, the more meetings we can schedule.
- Be sure to consult others in your company, such as your sales teams, when making your selections.
- Once you select an individual from a retailer or brand, you cannot deselect that individual after **6 May at 5:00pm BST**.

**17-20 MAY 2022**

See Who Wants to Meet You & Prioritise Your Selections

Sponsor contacts will receive an email to login to the platform to complete these 3 steps:

- 1 Opt-In to Any Retailer or Brand Selections For Mutual Matches:** These are individuals from retailers and brands, if any, that you did not initially select, but who have indicated interest in meeting with you as part of the Hosted Programme.
Don't Forget! Mutual matches from your initial selections AND requests you opt-in to now will be included in our scheduling process.
- 2 Prioritise Mutual Matches:** Assign your level of interest ('Interested' or 'Very Interested') for each mutual match from your initial selections.
- 3 Change Number of Meeting Reps:** If the **maximum number of concurrent meeting reps** you will have available for each hour of the Hosted Programme has changed, this is the very last chance to update this information.

Pro Tip:

Some of these requests may be from participants that joined the Hosted Programme after you completed your initial selections. We recommend opting in to every individual that you're interested in meeting with.

Pro Tips:

- We'll attempt to prioritise your 'Very Interested' selections from both your opt-in and initial selections over your 'Interested' selections.
- Meetings are scheduled based on all mutual matches, prioritisation of level of interest ('Interested' or 'Very Interested') and calendar availability.
- Regardless of the total number of mutual matches, you will not be scheduled for more than the number of meetings you have purchased.

Pro Tip:

The more meeting reps you make available concurrently, the more likely we'll be able to schedule all of the meetings you have purchased.

**21 MAY 2022**

Let the Algorithm Run it's Magic:

- Our scheduling algorithm accounts for (1) the level of interest in a meeting provided by individuals from retailers and brands (*in addition to your level of interest*) and (2) multiple matches for the same meeting times. We cannot guarantee that our process will result in fulfilling all of the meetings you have purchased or provide meetings that prioritise your 'Very Interested' preferences over your 'Interested' preferences. In the end, you may be scheduled with any of your mutual matches.
- Remember...the more meeting reps you make available concurrently, the more likely we'll be able to schedule all of the meetings you have purchased.
- You won't be connected with more than 1 person from the same company (*determined at the subsidiary level*).

**23-25 MAY 2022**

Finalise Your Meeting Schedule!

Sponsor contacts will receive an email to login to the platform to view your organisation's final set of meetings and assign meeting reps for these meetings.

The 3 Things You Need to Know Now

- 1 Get your meeting reps registered:** Meeting reps must be registered attendees in order to be assigned to Hosted Programme meetings in the platform. Email us at hosted@shoptalkeurope.com now if you need assistance.
- 2 Assign your meeting reps:** If you do not assign a meeting rep to a meeting by the deadline, that meeting will not be scheduled and you will not be refunded for that meeting.
- 3 Change your reps as needed:** You can change an assigned meeting rep in the platform and/or reassign the meeting to another rep at any time prior to the meeting taking place onsite.

NOTE: If at any time you indicate "No Meeting Rep Available" this action cannot be undone - the meeting will be cancelled and cannot be reinstated.

Note: If you don't have a replacement for a previously assigned rep, the corresponding meeting will be cancelled and you will not be refunded for that meeting.

**26-30 MAY 2022**

Mark Your Calendars!

Meeting reps will receive an email to login to the platform to add their meetings to their calendars by clicking the "Add to Calendar" button.

- 1 Click the "Add to Calendar" button to trigger calendar invites for each meeting.** Your calendar invites include the table number and time of each meeting. Be sure to open each email and accept each calendar invite.

Note: If a meeting rep does not click the "Add to Calendar" button by the deadline, the corresponding meeting(s) will be cancelled and you will not be refunded for those meetings.

**23-30 MAY 2022**

And Just in Case...

Unfulfilled Meetings?

If we were unable to fill all of your purchased meetings, you may have the opportunity to select additional retailers/brands who joined the Programme late. If you've been chosen for this option, you'll receive an email to access the platform and select retailers or brands to help fill those unfulfilled meeting slots.

- 1 Login to the platform and select new retailers or brands to meet, AND**
- 2 Assign a meeting rep to the newly scheduled meeting** (*failure to assign a meeting rep by the deadline will result in the meeting being cancelled and you will be refunded for that meeting*).

Other Things You Need to Know Here:

- Unlike all other meetings, these particular meetings will not be double opt-in, and retailers or brands you select at this stage will be required to meet with you.
- Selecting a late entrant participant from a company that you already have a meeting with will result in additional scheduled meetings with the same retailer/brand organisation (*determined at the subsidiary level*). Please do account for this when making your selections during this stage -- we won't be able to refund you for meetings scheduled with more than one individual from the same organisation if one of those meetings resulted as part of this fulfilment stage!

Meeting Cancellations?

Your Meetings are scheduled (tick!) and your meeting reps are assigned (tick, tick!), but a retailer or brand you were scheduled to meet drops out of the Hosted Programme. If this applies to you, we'll notify you that the meeting was cancelled and will try to replace that meeting by:

- 1 Automatically replacing that meeting with an existing mutual match**--in which case, we'll email your meeting rep with details of the newly scheduled meeting. If there's no previous mutual match available, we'll notify each sponsor contact and the meeting reps with an update that the meeting is cancelled.
- 2 If we can't automatically replace the cancelled meeting, you may have the opportunity to select additional retailers or brands who joined the Programme late.** If you've been chosen for this option, you'll receive an email to access the platform and select retailers or brands to help replace the cancelled meeting.
 - After successfully selecting a retailer(s) or brand(s) who joined the Programme late, that meeting will be scheduled and will be assigned to the meeting rep previously assigned (*reminder: you can change meeting representatives at any time*).
 - The meeting rep will receive an email to access the platform and add the newly replaced meeting to their calendar by clicking the "Add to Calendar" button".

Important to Note:

- If we're unable to replace a cancelled meeting through the above processes, you may be eligible for a refund for the meeting(s). If a retailer or brand participant cancels a meeting after **2 June** the meeting will be cancelled and no other meeting will be scheduled. The calendar invite will also be cancelled and you may be eligible for a refund for the meeting(s). Please review our terms and conditions [here](#) to learn more.
- Retailer or brand interest in meeting with your organisation as part of the Hosted Programme is not an indication of interest in meeting with you outside of the Hosted Programme: You are not permitted to reach out to these individuals based on their indicated interest in the Hosted Programme.

**10 JUNE 2022**

Help us to help you!

On 10 June, you'll receive an email to provide feedback on your meetings and help us improve future Hosted Programmes! We'll also use your feedback to confirm the status of meetings for reconciliation and determine your refund (*if applicable*).

JUST A FEW MORE "TO-DO'S" BEFORE YOU GO:

- One final reminder to get your meeting reps registered for their Shoptalk Europe tickets!
- Make note of all deadlines now, and make sure your meeting reps are also aware of these deadlines.
- Mark your calendar for all dedicated Hosted Programme hours [Monday 6 June 2022 at 3:15pm - 4:21pm BST, Tuesday 7 June 2022 at 1:00pm - 2:06pm BST and Wednesday 8 June 2022 at 12:55pm - 2:01pm BST.
- Check out our onsite best practices and FAQ's [here](#).
- Book your flights to London. We suggest arriving on Monday (6 June) before 12:00pm and leaving on Wednesday (8 June) after 5:00pm.
- Don't miss your chance to stay onsite! Book hotel rooms in our discounted room block [here](#).



If you have any questions, please email hosted@shoptalkeurope.com.