



OVERVIEW OF SHOPTALK'S HOSTED RETAILERS & BRANDS PROGRAM

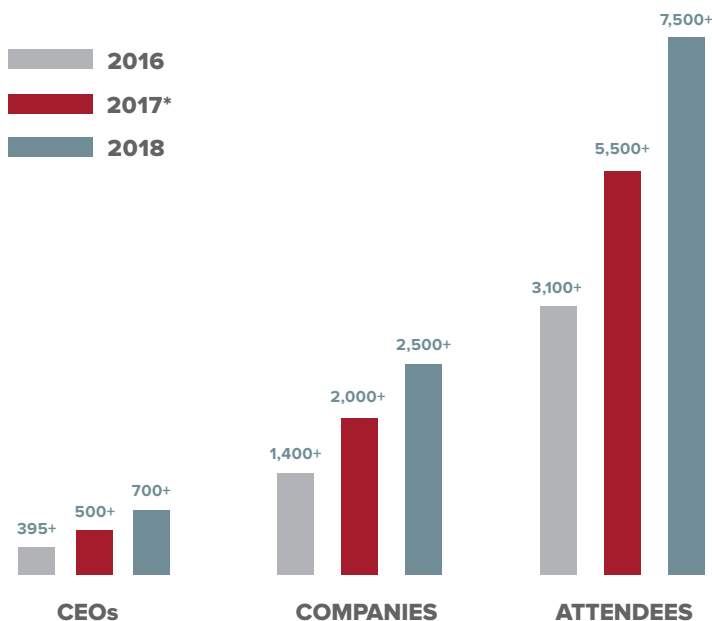
THE WORLD'S LARGEST CONFERENCE FOR RETAIL & ECOMMERCE INNOVATION

Shoptalk is the groundbreaking retail and ecommerce event that covers the global trends, technologies and business models reshaping how consumers discover, shop and buy in an age of digital disruption. For over 2 years, Shoptalk has successfully led the development of a fresh, modern industry narrative and community of innovators.

Shoptalk is the place where established retailers and brands, venture-backed direct-to-consumer startups, tech and Internet companies, investors, media, analysts and others come together from across the world to learn, collaborate and evolve. The event has grown quickly and more than 7,500 attendees are expected at our Las Vegas event in March 2018, our third year. That makes Shoptalk the world's largest conference for retail and ecommerce innovation.

For 2018, we're bringing our U.S. and European events together into one expansive event in Las Vegas to create the industry's first global dialogue and community.

SHOPTALK'S GROWTH IS UNPRECEDENTED



*2017 is exclusive of Shoptalk Europe's 2,000+ attendees. Shoptalk and Shoptalk Europe are being brought together as one global event in 2018 to be held in Las Vegas.

HOSTED RETAILERS & BRANDS PROGRAM

Individuals from established retailers and brands can attend Shoptalk by either:

- Buying a ticket
- Participating in our Hosted Retailers & Brands Program

With the Hosted Retailers & Brands Program, qualifying individuals from retailers and brands receive:



(\$1,000 if you stay onsite at the Venetian)

Shoptalk's Hosted Retailers & Brands Program provides complimentary Shoptalk tickets and a travel/hotel allowance of up to \$750 (\$1,000 if you book your room through Shoptalk's room block)

To qualify, you must be responsible for buying or evaluating retail or ecommerce technology or other solutions for their companies, and:

- (1) Take up to eight (8) 15-minute onsite meetings with our exhibitors and sponsors, which we base on a combined opt-in and opt-out process so that they are useful to you (total of up to two hours), and
- (2) Visit at least two of five Discovery Zones in the Exhibit Hall where we will showcase the latest in Artificial Intelligence, Store of the Future, Emerging Technologies, Grocerytalk and Startup Emerging Technologies (estimated one hour).

Your eight (8) 15-minute meetings (total of up to only two hours) will be held during two to four of the following slots: 3/18 (Sunday) at 4:00-5:05 pm; 3/19 (Monday) at 8:00-9:05 am; 3/19 at 12:40-1:45 pm; 3/20 (Tuesday) at 8:00-9:05 am; 3/20 at 12:40-1:45 pm; and 3/21 (Wednesday) at 8:00-9:05 am. Your final schedule will be sent to you prior to the event. You will not need to miss any agenda sessions for these meetings.

Individuals from retailers and brands enrolled in the Hosted Program must: (1) provide accurate and updated information that let us arrange worthwhile meetings, (2) prepare for meetings in advance and (3) provide post-event feedback for each meeting. We also solicit post-event feedback from participating sponsors and exhibitors, which will be a factor in determining the eligibility of retailers and brands for the Hosted Program at subsequent events. The reimbursement of up to \$750 (\$1,000 if you stay onsite at the Venetian) in travel/ hotel expenses is based on receipts which must be submitted electronically following the event.

FEEDBACK FROM RETAILERS & BRANDS

In 2017, hundreds of individuals participated in thousands of meetings as part of Shoptalk's Hosted Retailers & Brands Program, including from:

ANN INC.

BED BATH & BEYOND
Beyond any store of its kind

COACH

Dixons
Carphone

ESTÉE LAUDER
COMPANIES

Gap Inc.

GENERAL MILLS

GLOBAL BRANDS GROUP

HBC

Hyland's

Johnson & Johnson

L'ORÉAL

LEVI STRAUSS & CO.

macy's inc

MARC JACOBS

MK
MICHAEL KORS

Nestlé



Sainsbury's

Sams^onite

SWAROVSKI

Kellogg's

TJX
THE TJX COMPANIES INC.

TOPSHOP
TOPMAN

URBAN OUTFITTERS

VI

west elm

WILLIAMS-SONOMA, INC.

HERE ARE THE 10 MOST COMMON WORDS PROGRAM PARTICIPANTS USED TO DESCRIBE THE PROGRAM IN A POST-EVENT SURVEY

Awesome

Efficient

Excellent

Useful

Valuable

Worthwhile

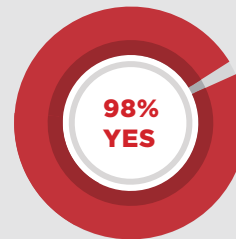
Beneficial

Helpful

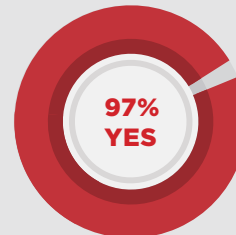
Convenient

Informative

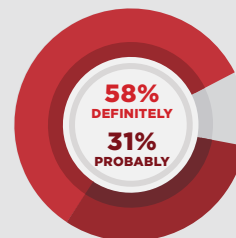
AND HERE IS THE KEY QUANTITATIVE FEEDBACK THEY SHARED



Were your meetings worthwhile?



Has there been any follow up or do you plan to follow up on any meetings?



How likely are you to apply for the 2018 Shoptalk Hosted Retailers & Brands Program?

APPLY NOW!

We provide complimentary registration and up to \$750 in Travel reimbursement (\$1,000 if you stay onsite at the Venetian)

We expect 1,000+ individuals from across the U.S., Europe, Asia and other geographic regions to join the 2018 Hosted Retailers & Brands Program in Las Vegas

Spaces are limited so [APPLY NOW](#) to lock in your spot!