# SHOPTALK SPRING

# RETAILER AND CONSUMER BRAND GUIDE

MARCH 24-26, 2026 · MANDALAY BAY, LAS VEGAS



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# THE MOST IMPORTANT SHOW IN RETAIL RETURNS

This guide was created with one goal: to show retailers and consumer brands exactly what Shoptalk Spring 2026 means for you. Inside, you'll find everything from who you'll meet and the programs designed to maximize your time, to what makes this year's agenda impossible to ignore.

At its core, Shoptalk Spring is about business outcomes. Thousands of senior leaders attend because it's where real conversations happen, where new partnerships begin, and where strategies take shape. For retailers and consumer brands like you, it's a chance to connect directly with solution providers, discover ideas that can be applied immediately, and get a clear view of how the industry is moving forward.

# THE AGENDA INVENTING THE FUTURE OF RETAIL

Welcome to retail's main stage. This is the show that sets the industry's heartbeat. The most senior, most ambitious, and most influential leaders in the industry convene at Shoptalk Spring to define, design, and create the future. In 2025, the show set records for retailer and consumer brand attendance, with the highest concentration of senior leaders in Shoptalk history. In 2026, we're cranking the energy up even higher.

Ten years ago, the first Shoptalk launched with the premise that retail was changing fast, and the pace was only going to accelerate. In 2026, the agenda for Shoptalk Spring dives straight into retail's imagination. We believe commerce is at a crossroads that justifies introspection.

Our themes and agenda are designed as a bold exploration of what's going on in the mind of the industry. Think of it as retail therapy complete with real breakthroughs.

This year's agenda spotlights Emotional Retail and how it's essential for overcoming not only the impulse to buy based solely on price, but also the increasing influence of AI. We'll explore how empathy, storytelling, and emotion shape loyalty, while also tackling AI's growing role in reshaping decisions and retail roles.

Finally, The New Market makes its electric return to Shoptalk Spring with content and activations exploring retail media and the blurring line between shopping and entertainment. The New Market will showcase media buyers, agencies, brand CMOs, and the most inventive content creators in the business. These are the companies that grab, and hold, customer attention.

With over 10,000 senior-level attendees and a thoughtfully curated agenda, Shoptalk Spring is where the biggest conversations happen, the newest ideas are sparked, and lasting partnerships are born. Our tenth year means we're planning surprises galore, both on-stage and off, and our best and most senior speaker line-up ever. Join us at the industry's most magnetic show.

Let's imagine what retail does next, together.

Joe Laszlo

Global Head of Insights

Shoptalk





# **2026 AGENDA THEMES**

The agenda for Shoptalk Spring 2026 will explore retail at the dawn of a new era: **the Age of AI**. As Shoptalk imagines what retail does next in 2026, we see an industry at a crossroads. Six big themes will shape the agenda, grounded in a solid foundation of how AI is reshaping the industry as we know it.

### **2026 AGENDA THEMES**

Our 2026 themes include:

#### **ARTIFICIAL INTELLIGENCE**

Artificial intelligence is transforming every part of retail, from product creation to customer experience. Shoptalk Spring will explore how AI and automation are driving efficiency, creativity, and personalization at scale. Sessions will highlight how retailers use AI to make smarter decisions, engage customers in new ways, and shape the next era of shopping through generative, expressive, and operational AI known as GEO.

#### **EMOTIONAL RETAIL**

The rise of AI makes authentic emotional connection more important than ever. Retailers and consumer brands must deepen their understanding of what drives feelings of joy, excitement, nostalgia, and belonging. Personalization is no longer just about data; it is about empathy. Emotional retail explores how technology can amplify humanity, helping brands build loyalty, trust, and genuine connection at scale.

#### THE NEW MARKET: MEDIA + ATTENTION

For the second year, Shoptalk's New Market Stage will spotlight how brands compete in the attention economy. The lines between media, entertainment, and commerce continue to blur, and attention has become retail's most valuable currency. Innovative media companies, retail media pioneers, agencies, and consumer marketers will share bold ideas, big bets, and breakthrough strategies for earning and keeping customer attention.



### **2026 AGENDA THEMES**

Our 2026 themes include:

#### **SEEKING, FINDING, AND DISCOVERY**

Discovery is how shoppers fall in love with something new. This theme helps companies navigate how search, influence, and exploration are evolving in an Al-driven world. Sessions will uncover how purchase decisions happen both online and offline, shaped by Al chatbots, creators, influencers, store design, and visual merchandising. It is about reimagining discovery as an emotional and algorithmic journey.

#### **COMMUNITY**

Seeking community is deeply human. In uncertain times, belonging matters more than ever. Retailers and consumer brands are finding new ways to create, nurture, and tap into communities of fans, followers, and shared passions, both digital and physical. We will explore how community builds loyalty and meaning, turning customers into collaborators and advocates.

#### **NEW BUSINESS OPPORTUNITIES**

The boundaries of retail are expanding fast. Shoptalk Spring will celebrate and showcase innovative business models, partnerships, and technologies that unlock growth in unexpected places. From new revenue streams to cross-industry collaborations, we will explore how leaders are discovering and designing the next big opportunities in commerce.



# THE NEW MARKET IS THE NEW HOME OF MEDIA

At Shoptalk Spring, the leaders redefining media, entertainment, marketing, advertising, and consumer engagement come together. Returning next year, The New Market will have a dedicated space right on the show floor.

It's the hub for what's next in discovery. Whether it's retail media, content-led commerce, social platforms, creators, or new digital touchpoints, The New Market shines a spotlight on how shoppers find, convert, and remain loyal in today's dynamic landscape.

Join media buyers, agencies, publishers, and senior marketing leaders from top retailers and consumer brands as they shape the strategies driving the future.







# THE NUMBERS THAT MATTER

10,000+

**ATTENDEES** 

1 in 3

C-SUITE

180+

**SPEAKERS** 

3,000+

RETAILER & CONSUMER BRAND COMPANIES

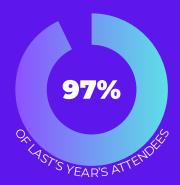
850+

**SPONSORS** 

50,000+

MUTUALLY MATCHED MEETINGS

OVERALL EXPERIENCE SATISFACTION:



SAID "EXCELLENT" OR "GOOD" QUALITY OF ATTENDEE SATISFACTION:



SAID "EXCELLENT" OR "GOOD" MEETUP MEETINGS SATISFACTION:



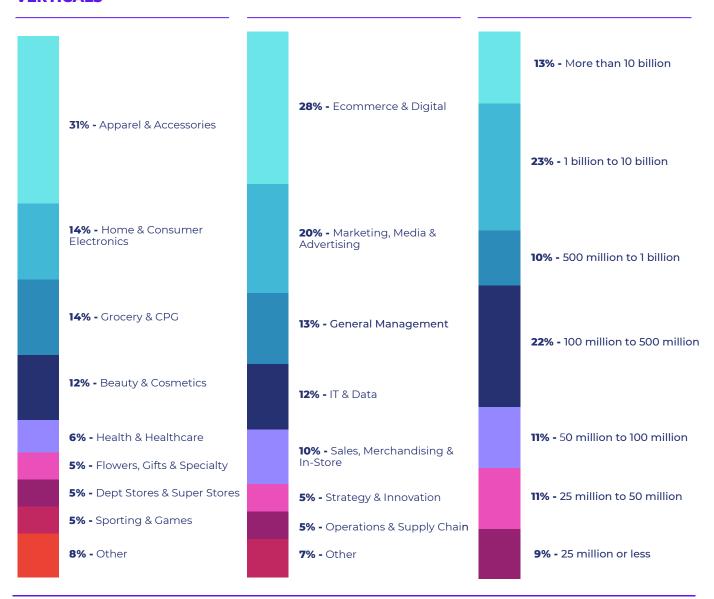
WERE SATISFIED WITH THEIR MEETINGS

<sup>\*</sup>Stats based on Shoptalk Spring 2025 post event attendee survey results

# TOP RETAILER & CONSUMER BRAND VERTICALS

### TOP RETAILER & BRAND JOB FUNCTIONS

### RETAILER & BRAND ANNUAL REVENUE



# EXCLUSIVE EXPERIENCES FOR RETAILERS AND CONSUMER BRANDS

Make genuine connections with peers across the industry with exclusive events just for Retailers and Consumer Brands at Shoptalk Spring.



#### **NETWORKING OPPORTUNITIES**

Exclusive dinners and events with retailer and consumer brand peers, offering an intimate setting at some of the biggest hotspots in Las Vegas, to build meaningful relationships and exchange ideas beyond the show floor.



#### **TABLETALKS**

Join guided roundtable discussions with industry experts and peers. Share insights, tackle challenges, and explore fresh ideas.

# EXCLUSIVE EXPERIENCES FOR RETAILERS AND CONSUMER BRANDS



#### **INDUSTRY NIGHT**

After a big first day at Shoptalk, unwind at Industry Night. Enjoy mini-golf, carnival games, great food and drinks, and plenty of networking fun at Swingers inside Mandalay Bay.



#### **BOOTH TOURS**

Take part in a guided discovery experience. Explore the latest innovations up close and uncover practical ways to enhance your customer journey.



#### **INNOVATION LABS**

A new, limited-capacity session format built for senior leaders like you, who are ready to go deeper. These sessions spotlight high-impact and use-case-driven content in an intimate, collaborative setting.

# LEARN FROM INDUSTRY-DEFINING LEADERS

UNLOCK THE GAME-CHANGING STRATEGIES AND BREAKTHROUGH TECHNOLOGIES FUELING THE FASTEST-GROWING RETAILERS AND CONSUMER BRANDS IN 2026 — AND SHAPING THE FUTURE BEYOND.

MEET THE FIRST FEW OF 180+ VISIONARY SPEAKERS JOINING US IN 2026



**BARBIE CAMERON Chief Stores** Officer **macy**s



**NIRAJ SHAH** CEO & co-Chair wayfair



**NICOLA MENDELSOHN** Head of Global **Business Group** Meta



**RYAN DEN ROOIJEN** Managing Director, Al & Monetization currys



TANA **DAVILA** Chief Marketing Officer **DUTCH BROS** 



**AIMEE LAPIC CEO** 



**KUNDU** SVP, Head of Digital and Ecommerce



**ANNE WALSH** President. North America Retail MICHAEL KORS



**BRADLEY BREUER** SVP. Marketing PETSMART



DAVID KATZ

Chief Marketing Officer





MAX MAGNI

EVP, Chief Customer & Digital Officer





#### MATT BAER

CEO





#### BAZ SAIDIEH

Managing Partner, Ibex





#### JOSH PAYNE

Co-Founder & CEO



Coframe



LESLIE HALL

Founder & CEO

PICED



#### SARAH ENGEL

President

JANUARY **DIGITAL** 



#### AVERY AKKINENI

Chief Marketing Officer

**VAYNER** 



#### ANDREW LIPSMAN

Independent Analyst & Consultant



MEDIA, AUS + COMMERCE

# VIEW THE 2026 SPEAKER LIST

# MEET THE MOST INNOVATIVE SOLUTION PROVIDERS

Shoptalk Spring 2026 guarantees connections with tech companies at the bleeding edge of retail innovation.

**Exhibit Hall:** Our world-class selection of the most important solution providers in the industry. Experience demos, connect directly with industry experts, and see the future of retail on display all in one place.

**Meetup:** Unlock the power of precision networking. Shoptalk Spring's Meetup program connects you with the solutions you need via 100% mutually matched meetings. No guesswork, no wasted time, just meaningful conversations that solve your problems.

**Innovation Sessions:** Discover what's next in retail: exclusive, sponsor-led conversations designed to spark new ideas, partnerships, and ways of thinking. From cutting-edge technologies to fresh approaches in retail and brand strategy, these sessions offer a closer look at innovations driving the industry forward.

**Startups:** Meet the cutting-edge of innovation. Our curated startup cohort at Shoptalk Spring brings the future of retail to you, allowing you to connect directly with the minds shaping the future.





### UNLOCK INSIGHTS FROM LEADING NDUSTRY PARTNERS

TAKE A LOOK AT OUR FIRST 900+ INNOVATIVE TECH PARTNERS TO ACCELERATE YOUR DISCOVERY































































**SEE ALL 2025 SPONSORS** 



# EXPERIENCE THE POWER OF MEETUP

Meetup at Shoptalk is the world's biggest retail meetings program, enabling you to efficiently meet with a shortlist of solution providers tailor-made for solving your most pressing challenges, cutting down months of tech discovery into 3 productive days.

#### **HERE'S HOW MEETUP WORKS:**

- 1. You tell us which technology providers, investors, start-ups, or retail peers at Shoptalk Spring you would like to meet with.
- **2.** Participants review requests and opt into the most relevant meetings
- **3.** We facilitate your mutually matched meetings into 15 minute dedicated meeting slots (that don't conflict with any content!)

94%

RATED THEIR MEETINGS AS EXCELLENT OR GOOD



"Fantastic event! It really felt like everyone was there and it was a great networking opportunity to meet with both new and existing partners in-person."

ANJALEE VASVANI VP OF PAID MEDIA WILLIAMS-SONOMA "So much effort goes into making the Meetups and Tabletalks as worthwhile as possible."

STEPHEN LORENCE
SENIOR PRODUCT MANAGER
H-E-B

**FIND OUT MORE** 

# **EVERY RETAILER AND CONSUMER BRAND TICKET INCLUDES:**

As a valued Retailer or Consumer Brand, we offer exclusive discounts with incredible perks. Get full access to the most important show this Spring to explore the latest technology solutions, gain insights from 200+ speakers, and network with peers to drive your business forward.



Full access to the event with all content sessions, networking opportunities, tech showcases, and parties.



Curated one-to-one meetings through our revolutionary Meetup program.



Personal concierge service through our Attendee Experience team to maximize your time onsite.



Breakfast, lunch, and refreshments served throughout the day.



One epic party
with previous year's
headline acts including Lil
Jon, Busta Rhymes, and
Ludacris.



**Exclusive retailer and consumer brand events**including Tabletalks,
Industry Night, and VIP
Networking Dinners.



Group discounts, meeting space for teams, VIP access to events and parties.



Shoptalk Kids: an engaging, safe and free daycare service for your little ones. Enjoy the event with a peace of mind!

### **THREE WAYS TO ATTEND**

### RETAILER & CONSUMER BRAND TICKET

This option provides preferential pricing and full access to all content, networking and events for Retailer and Consumer Brand attendees.

2

# RETAILER & CONSUMER BRAND GROUP DISCOUNTS

With so many meetings and sessions in store, attending as a team is the most efficient way to show up at Shoptalk. Bringing your team also unlocks special group discounts!

3

#### HOSTED PROGRAM

For Retailer and Consumer Brand leaders who evaluate or source tech. If you qualify, you'll receive a complimentary Shoptalk Spring ticket plus up to **\$750** in travel reimbursement to cover expenses with enrollment in our Meetup program.

**CHOOSE YOUR TICKET NOW** 



#### **BRING YOUR TEAM**

By bringing your whole team, you can cover more sessions, explore solutions from every angle, and multiply your networking power.

#### **HOW TO MAXIMIZE YOUR ROI:**

- **Personalized support:** Enjoy the dedicated assistance of an Attendee Experience member to maximize your teams onsite experience.
- Private meeting rooms: Host your team onsite with exclusive access to private spaces.

**FIND OUT MORE** 

#### **ACTIVATE YOUR BRAND**

Make a big bold impact at retail's most important event by featuring your brand in front of the industry most influential leaders.

#### **WAYS TO ACTIVATE:**

- Experiential Activations Buzz-worthy experiences such as branded lounges, gamified experiences and even instagrammable installations.
- **Swag Store** Put your products in the hands of top retail leaders.
- Branding & Sponsorships Maximize visibility to make your presence known
- **Custom Opportunities** Your big idea, brought to life.

### JOIN THE BIGGEST NAMES N RETAIL

Join senior leaders to forge the connections that will drive your strategies forward from retailers and consumer brands like these:

#### **Shoptalk Spring 2026 Attendees Will Include:**







































**Glossier.** FREE PEOPLE



































ULLA JOHNSON Lulus













John Bead J. McLaughlin LANE BRYANT



# THE MOST EPIC PARTY IN RETAIL

No one throws an industry party like Shoptalk, and this Spring we're taking the experience to all new heights. Previous Shoptalk performers have included Lil Jon, Busta Rhymes, and Ludacris. Stay tuned for party details you won't want to miss.



## FREE CHILDCARE FOR ATTENDEES

We're making it easier for everyone to attend Shoptalk by offering free, professional childcare for attendees for all three days of the conference. Shoptalk Kids provides a safe, engaging environment for your little ones, so you can focus on building the future of retail. **Deadline is January 19, 2026.** 

**EXPRESS INTEREST** 

## **MEET THE SHOPTALK TEAM**

#### GET IN TOUCH AT RETAILERSANDBRANDS@SHOPTALK.COM



**Amy Darlison-Lee** VP, Global Retailers & Consumer Brands



**Isabel Caiulis** Director, Retailers & Consumer Brands



Meghan Punjabi Director, Retailers & Consumer Brands



Hannah Perri Director, Retailers & Consumer Brands



**Tom Davison** Director, Retailers & Consumer Brands



**Angela Cestero** Director, Retailers & Consumer Brands



**Natalie McGuiness** Director, Retailers & Consumer Brands



**Katie Matarese** Global Deputy Head of Retailers & Consumer Brands



**Haley Cohen** Director, Retailers & Consumer Brands



Laura Setterfield-Smith Director, Retailers & Consumer Brands



Danelle Brown Director, Retailers & Consumer Brands

# SHOPTALK AROUND THE GLOBE

CAN'T GET ENOUGH? WHY NOT JOIN US AT OUR OTHER SHOWS AROUND THE WORLD.

### SHOPTALK

LUXE

27-29 JANUARY, 2026 • EMIRATES PALACE, ABU DHABI

**FIND OUT MORE** 

Addressing the global luxury sector and the retail ecosystem dedicated to delivering elevated customer experiences.

### SHOPTALK

SPRING

MARCH 24-26, 2026 · LAS VEGAS

FIND OUT MORE

Adressing the entire retail ecosystem, focusing predominantly on the North American market.

### SHOPTALK

EUROPE

JUNE 9-11, 2026 · BARCELONA

FIND OUT MORE

Addressing digital transformation in retail for the evolving European market.



SEPTEMBER 22-24, 2026 · LAS VEGAS

**FIND OUT MORE** 

A specialized focus on the grocery, consumer packaged goods (CPG), and adjacent sectors.

# SHOPTALK

SEPT. 29 - OCT. 1, 2026 · CHICAGO with Meetup for Women

**FIND OUT MORE** 

Addressing all facets of retail transformation, from digital to physical.

# SHOPTALK SPRING

**GET TICKETS NOW**