

SHOPTALK

— BE A PART OF THE —

**COMMUNITY,
CONNECTIONS
& CONTENT!**

**MARCH 26-29, 2023
MANDALAY BAY, LAS VEGAS**



2023 SALES BROCHURE

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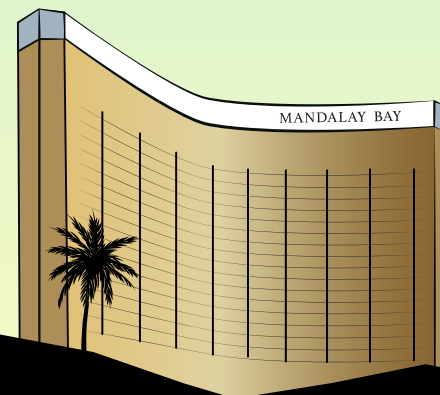
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OVERVIEW

JOIN RETAIL'S COMMUNITY OF CHANGEMAKERS: *HEAR AND BE HEARD*

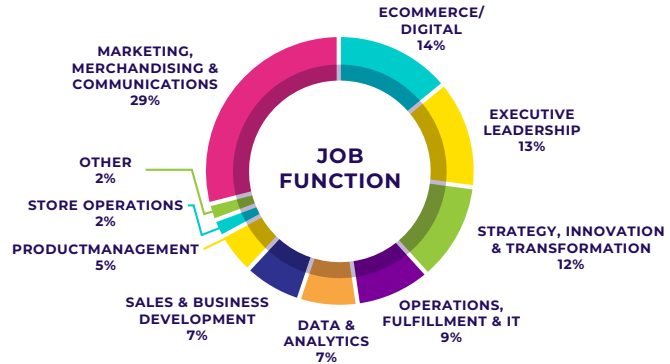
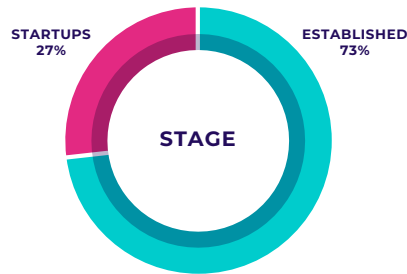
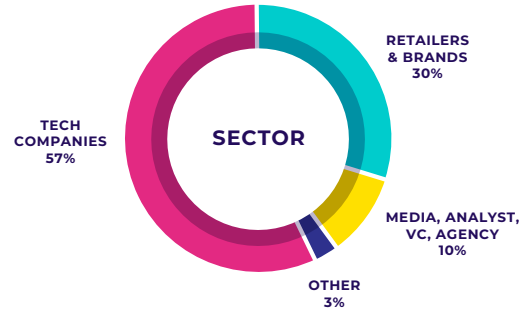
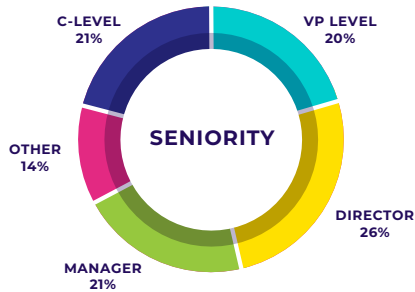
Shoptalk, the world's largest community of retail changemakers, will take place on March 26-29, 2023 at Mandalay Bay in Las Vegas. More than 650 companies will exhibit at and sponsor Shoptalk 2023. Our 10,000+ attendees create a diverse digital community of established retailers and brands together with direct-to-consumer and tech startups, large tech and Internet companies, venture capital investors, real estate developers, equity analysts, media and others.

With over 150 groundbreaking sessions across more than a dozen tracks with important perspectives shared by an unparalleled group of leaders and innovators, Shoptalk leads the narrative for the global retail and ecommerce industry. Shoptalk covers the latest technologies, trends and business models as well as the rapid transformation of how consumers discover, shop and buy products, ranging from apparel and electronics to grocery and luxury as well as everything in between. Shoptalk 2022 also covered the Metaverse and how retailers and brands are using this as a pillar of future growth.

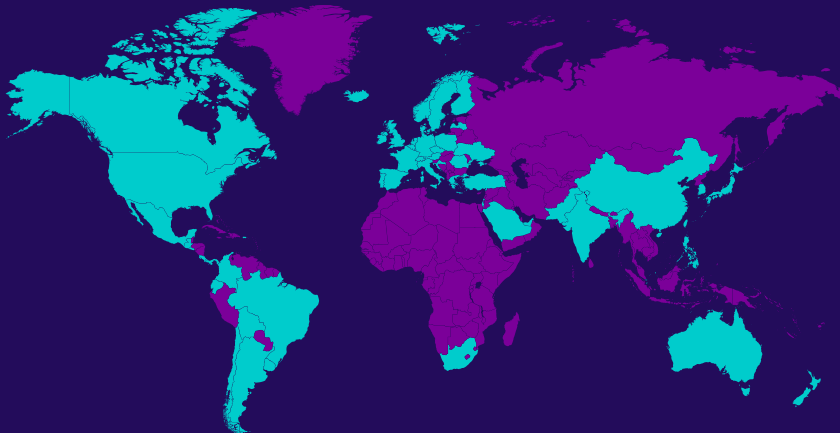


ATTENDEE PROFILE

SHOP TALK



RANK ORDER OF COUNTRIES REPRESENTED AT SHOPTALK 2022



RANK ORDER

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. United Arab Emirates
26. Ireland
27. Finland
28. Argentina
29. South Africa
30. Uruguay
31. Norway
32. Italy
33. Ukraine
34. Saudi Arabia
35. Puerto Rico
36. New Zealand
37. Latvia
38. Croatia
39. Guatemala
40. Turkey
41. Romania
42. Philippines
43. Panama
44. Pakistan
45. Luxembourg
46. Iceland
47. Hong Kong
48. Greece
49. Ecuador
50. Czech Republic
51. Costa Rica
52. China
53. Bolivia
54. Belgium

shoptalk.com

@shoptalk

sales@shoptalk.com

SAMPLE ATTENDING RETAILERS AND BRANDS

Thousands of individuals from hundreds of retailers and brands around the world attend Shoptalk every year to learn about the latest technologies, trends and business models as well as to collaborate with peers, startups, tech companies, investors, real estate operators and others in an open, friendly environment.

RETAILERS AND BRANDS THAT HAVE ATTENDED SHOPTALK IN THE PAST INCLUDE:

- 1800Flowers.com
- 3M
- 7-Eleven
- ABC Carpet & Home
- Abercrombie & Fitch
- Academy Sports + Outdoors
- Ace Hardware
- Adidas
- Ahold Delhaize
- Albertsons Companies
- ALDI
- Alibaba
- American Eagle Outfitters
- American Licorice Company
- Andie Swim
- Anheuser-Busch InBev
- Anthropologie
- Apple
- Ashley Furniture Home Stores
- Associated Wholesale Grocers, Inc.
- Athleta
- Authentic Brands Group
- AutoZone
- Bath & Body Works
- Bed Bath & Beyond
- Belk
- Best Buy
- Birdies
- Bloomingdale's
- Boar's Head Brand
- Boardriders, Inc.
- Brooklinen
- Brooks Running
- Build-A-Bear Workshop
- Burberry
- Campbell Soup Company
- Camper
- Canada Goose
- Casper
- Centric Brands Inc.
- Chalhoub Group
- Charlotte Tilbury
- Chewy
- Chica Beauty LLC
- Chico's FAS, Inc.
- Choice Market
- Church & Dwight Co., Inc.
- Circuit City
- Clarks
- Coach
- Colgate-Palmolive
- Conair Corporation
- Coppel S.A. de C.V.
- Cos Bar
- Costco Wholesale
- Cracker Barrel
- Crocs
- Cub Foods
- CVS Health
- Dagne Dover
- Daily Harvest
- Danone
- Dawn Foods
- Deckers Brands
- Dell
- Delta Galil Industries
- Destination XL
- Diageo plc
- Dick's Sporting Goods
- diptyque
- Discount Drug Mart, Inc.
- Discount Tire
- DITA Eyewear
- Duracell
- Dyson
- e.l.f. Beauty
- Eddie Bauer
- Electrolux
- Endeavour Drinks Group
- EssilorLuxottica
- Etsy
- Express, Inc.
- Fabletics
- Falabella
- Farfetch
- Farmers Fridge
- Farmstead
- Ferrara
- FIGS
- Finish Line
- Floor & Decor
- Food Lion
- Fossil Group
- Francesca's
- Freshly
- FTD Companies
- G-III Apparel Group
- Gap, Inc.
- General Motors Company
- Genesco Inc.
- Giant Eagle, Inc.
- GOAT GROUP
- Good American
- goPuff
- Grove Collaborative
- Guitar Center
- H-E-B
- H&M
- Hain Celestial Group
- HALL Family Wines
- Hanesbrands Inc.
- Harman
- Harvey Norman
- Helen of Troy
- HelloFresh
- Hill's Pet Nutrition
- Hook & Albert
- Hot Topic, Inc.
- Hudson Group
- Hy-Vee
- ipsy
- J.Crew
- Jackson Family Wines
- Jenni Kayne

SAMPLE ATTENDING RETAILERS AND BRANDS

SHOP TALK

- JOANN Stores
- Jockey International, Inc.
- Joe's Jeans
- Johnson & Johnson
- Johnston & Murphy
- K-Swiss Global Brands
- Kate Spade
- KIND
- Kindred Bravelly
- Kitchen Center
- Kohl's Corporation
- Kohler
- L'Oréal
- Lamps Plus
- Lancome
- Lands' End
- LD Products
- Lens.com
- Leslie's Pool Supply
- Levi Strauss & Co.
- LG
- Lifetime Products
- Lovevery
- Lowe's Companies, Inc.
- lululemon athletica
- LuvMart
- Macy's
- Marriott International
- Mars, Incorporated
- Mattel
- McDonald's Corporation
- Meijer
- Michaels Stores
- Moet Hennessy USA
- Mondelez International, Inc.
- Monin, Inc.
- MoroccanOil
- Mrs. Fields Famous Brands
- Murad
- MZ Wallace
- Neiman Marcus Group
- NEST Fragrances
- Newell Brands
- Nike, Inc.
- Nordstrom
- Nuts.com
- Olaplex
- OPI, Inc.
- Organic Valley
- PacSun
- Parachute Home
- Party City
- Peet's Coffee
- Peloton Interactive, Inc.
- PepsiCo, Inc.
- Petco
- Peter Thomas Roth
- Poshmark
- Pricismart
- Procter & Gamble
- Publix Super Markets
- PVH Corp.
- QVC
- Ralph Lauren
- Ray-Ban
- Reckitt Benckiser Group plc
- Reebok
- REI
- Revlon
- REVOLVE
- Richemont
- Rite Aid
- Roku
- Rothy's
- S. C. Johnson & Son, Inc.
- Saks Off 5th
- Sam's Club
- Samsung Electronics Co Ltd
- Savage X Fenty
- Scully & Scully
- Sephora
- Shutterfly, Inc
- Southern Glazers Wine & Spirits
- Southern Tide
- SpartanNash
- Stanley Black & Decker
- Starboard Cruise Services
- Steve Madden
- Sun Bum
- Sunglass Hut
- Tapestry, Inc.
- Target
- TGI Fridays
- That's It.
- The Body Shop
- The Children's Place
- The Clorox Company
- The Coca-Cola Company
- The Goodyear Tire & Rubber Co
- The Hershey Company
- The Home Depot Inc.
- The J.M. Smucker Company
- The Kroger Co.
- The LEGO Group
- The Nile
- The North Face
- The RealReal
- The Scotts Miracle-Gro Company
- The Walt Disney Company
- The Wonderful Company
- Tillamook
- Tillys
- Tommy Hilfiger
- Tommy John
- Torani
- Torrid
- Total Wine & More
- ToughBuilt Industries
- Toys "R" Us
- Tractor Supply Company
- Tweezerman
- ULTA Beauty
- Uncommon Goods
- Unilever
- Valvoline
- Vera Bradley
- VF Corporation
- Vital Proteins
- Voluspa
- Vuori
- Wahl Clipper
- Walgreens Boots Alliance
- Walmart
- Warby Parker
- Washington Shoe Company
- Wayfair
- Wegmans Food Markets
- Weis Markets
- Whirlpool Corporation
- Whole Foods Market
- Williams-Sonoma
- Winky Lux
- World of Books
- WW International, Inc.
- Xcel Brands
- Zappos.com
- Zulily
- Zumiez



SAMPLE ATTENDING RETAILERS AND BRANDS

REPRESENTATIVE TITLES THAT ATTEND SHOPTALK INCLUDE:

- Board Member
- Chairman
- Chief Digital Officer
- Chief Ecommerce Officer
- Chief Executive Officer
- Chief Financial Officer
- Chief Information Officer
- Chief Marketing Officer
- Chief Operating Officer
- Chief Revenue Officer
- Chief Technology Officer
- Digital Marketing Director
- Director of Business Intelligence
- Director of Customer Experience
- Director of Ecommerce
- Director of Marketing
- Director of Operations
- Director, Product Management
- Director, Digital Marketing
- Director, In-Store Environment
- Director, Product Management
- Ecommerce Director
- Executive Vice President
- Founder
- General Manager
- Head of Ecommerce
- Head of Marketing
- IT Director
- Managing Director
- President
- Senior Vice President
- SVP, Marketing Operations
- Vice President
- VP of Ecommerce
- VP of In-Store
- VP of Marketing
- VP of Operations
- VP of Product Management
- VP of Supply Chain
- VP, IT
- VP, Digital



More than 650+ companies sponsor Shoptalk each year. We offer technology companies and solution providers a uniquely large and highly qualified as well as 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 Hosted Retailers & Brands Program will curate over 15,000 onsite meetings for more than 650+ participating sponsors with approx. 2000 individuals from more than 750 retailers and brands.

For 2023, Shoptalk has 5 levels of sponsorship based on aggregate spend on exhibit space, meeting space and branding as follows:

SIZE

Level 5	\$200,000 or more
Level 4	\$150,000+
Level 3	\$100,000+
Level 2	\$50,000+
Level 1	\$50,000 or less

STAR LEVEL BENEFITS

Benefits	Level 1	Level 2	Level 3	Level 4	Level 5
5 complimentary passes	✗	✗	✗	✗	✓
Premium sponsor of Swag Store	✗	✗	✗	✗	✓
Prominent branding at show entrance	✗	✗	✗	✓	✓
Social media promotion	✗	✗	✗	✓	✓
Enhanced Sponsor profile on Meetup platform with logo	✗	✗	✓	✓	✓
Larger presence of logo placements	✗	✗	✓	✓	✓
Logo placements on signage and in pre-show communications	✗	✓	✓	✓	✓
Marketing promotional toolkit	✓	✓	✓	✓	✓
Sponsor profile on show app	✓	✓	✓	✓	✓
Access to our attendee list	✓	✓	✓	✓	✓
Exclusive sponsor rate for additional tickets	✓	✓	✓	✓	✓

STAR LEVEL BENEFITS

SHOP TALK

Now you've had an overview of what's on offer at Shoptalk 2023, let's break it down:



5 complimentary passes

You will receive 5 complimentary passes for you to use to invite your retail partners and customers to attend Shoptalk with you. The complimentary passes are applicable for retail and brand partners only and those invited should be director level and above. Submit names to your account manager for approval and to organize their tickets.



Premium sponsor of Swag Store

Inclusion as premium sponsor of the Swag Store. Subject to confirmation by sponsor and sending additional products prior to delivery deadlines.



Prominent branding at show entrance

You will receive prominent branding in the entrance of the show



Social media promotion

Get the word out there! You will receive an individual social media post on LinkedIn, Instagram, and Twitter promoting your presence at Shoptalk 2023.

The post will be tagged with the sponsor social media handles enabling the sponsor to reshare the posts on their own social media channels.



Enhanced Sponsor profile on Meetup platform with logo

You will be receiving a branding sponsorship on our Meetup platform. All Shoptalk badgeholders will have access to platform during the meeting fulfillment process



Larger presence of logo placements

Your logo will be featured more prominently in comparison to level 1 sponsorship across onsite and digital branding

The higher level, the larger the logo placements on all onsite and digital branding for your company



Logo placements on signage and in pre-show communications

Your logo will be featured on onsite signage & in pre-show communications that include all sponsors by level, displayed in descending order. Subject to print deadlines.



Marketing promotional toolkit

You will have access to personalized banners showing company name and stand location (if applicable) to promote your presence at the show.



Sponsor profile on show app

Make your presence known! Your sponsor profile will be available for all attendees to view.



Access to our attendee list

You will receive the attendee list 2 weeks prior to the show. Terms and details are included in your sponsor contract.



Exclusive sponsor rate for additional tickets

Sponsor ticket rates are lower than General Admission rates. By being a sponsor, you get to enjoy a lower ticket rate as soon as you sign up to be a sponsor.

LEAD GENERATION OPTIONS

At Shoptalk we offer four lead generation opportunities that have proven to be more effective than traditional exhibit spaces:

1

Hosted Retailers & Brands Meetings Program

With Shoptalk's **Hosted Retailers & Brands Meetings Program**, you can participate in over 15,000 15-minute onsite meetings that we schedule for more than 500 participating sponsors with more than 1,800 individuals from more than 750 retailers and brands. You do not need to be an exhibitor to purchase meetings. Lead gen is accomplished via one-to-one meetings. Since meetings are based on a double opt-in process 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. We highly recommend supplementing exhibit space with participation in our Hosted Retailers & Brands Program.



Our Available Hosted Retailer & Brands Meeting Packages Are:

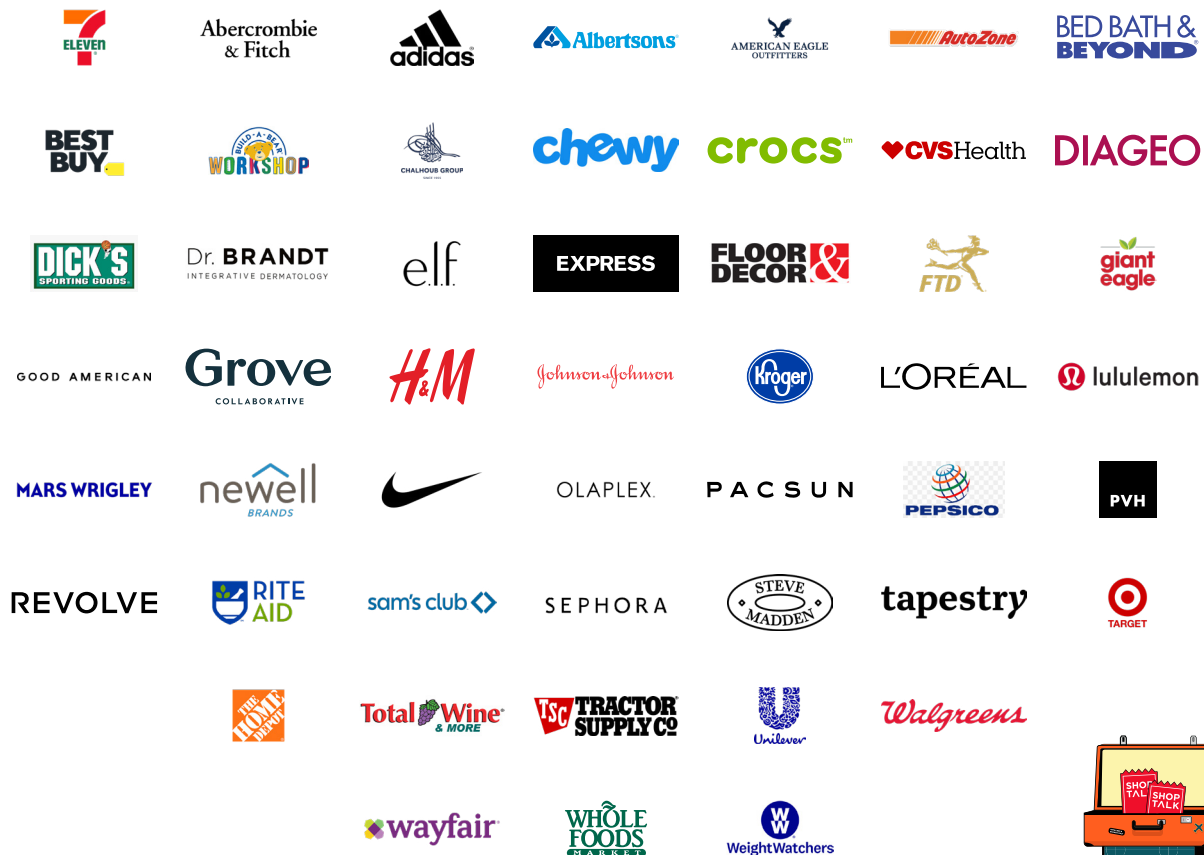
SHOW CYCLE RATE

Standard 1	10	\$7,500
Standard 2	20	\$15,000
Standard 3	30*	\$22,500

*Maximum 30 meetings

Representative Retailers and Brands that have participated in the Hosted Retailers and Brands Program

Include:



LEAD GENERATION OPTIONS



Retailers & Brands Networking Dinners

2

With Shoptalk's Retailers & Brands Networking Dinners, you can exclusively sponsor one of several Shoptalk-hosted, invitation-only dinners on Monday, March 27, 2023 immediately post-event. Held at popular restaurants near Shoptalk and at Mandalay Bay, these dinners bring together a group of 15-20 industry leaders. You will work with the Shoptalk team on curating a preferred list of retailers and brands to attend. While Retailers & Brands Networking Dinners are sponsored, each dinner is facilitated by an independent, respected industry executive—a Shoptalk Ambassador. As part of this sponsorship, you will be able to send two executives from your company to network with retailers and brands at and receive badge scan data of your dinner guests post-event.

Bronze	\$45,000
Sliver	\$55,000
Gold	\$65,000
Platinum	\$75,000

For individual interest in availability, reach out to sales@shoptalk.com

3

Skyfall Cocktail Reception

With this private reception opportunity, a single sponsor can whisk away up to 100 invited guests to the Skyfall Lounge, situated far above Las Vegas at the Delano hotel on Sunday evening. This party is a multi-sensory experience; combining a panoramic overlook of the city, dramatic interiors, chill out sounds, creative plates and artisan cocktails.



4

CMO Connect

If you're looking to connect with a hand-picked group of 20 CMOs or other senior marketing executives, this is the opportunity for you. Shoptalk will curate the list, handle the invitations and secure the dinner location for this VIP dinner event on Sunday evening.



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 (outside of the Hosted Program)
- ★ 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 with our Hosted Retailers & Brands Meetings Program and other lead gen options. We do not, therefore, guarantee any lead gen through organic foot traffic.

EXHIBIT SPACE IS PRICED AS FOLLOWS:



Custom sizes are available upon request

Exhibit space includes pipe and drape

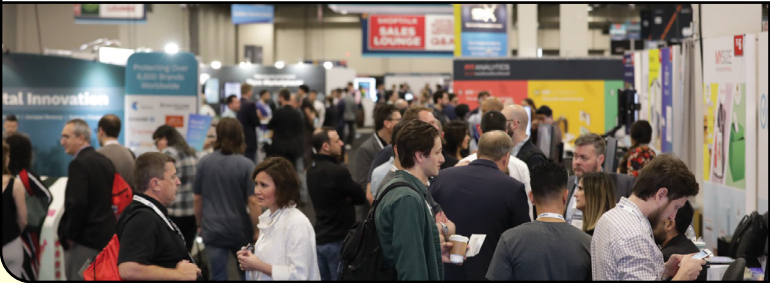
* <5 years old and <\$5M in funding

** <2 years old and <\$2M in funding

+

PLEASE INQUIRE FOR MORE DETAILS

SIZE	SHOW CYCLE RATE	TICKETS INCLUDED
Startup Street**	\$6,000	2
Startup City*	\$9,000	2
10x10	\$19,000	3
20x10	\$35,000	5
20x10 PREMIUM	\$45,000	5
20x20	\$55,000	8
20x30	\$80,000	10
20x40	\$100,000	12
30x30	\$115,000	12
20x50	\$125,000	15
20x60	\$140,000	15
30x40	\$140,000	15
30x50	\$165,000	15
40x40	\$175,000	15



MEETING SPACE

We offer a variety of private meetings spaces separate from Exhibit Space and the Hosted Meeting Program.

Pricing varies. Please inquire at sales@shoptalk.com



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 and a power outlet.



Pods

Includes:

- Branding on the outside panel with your logo
- 1 table and 4 chairs
- Carpeting
- Shoptalk will coordinate all setup and teardown of the meeting pod
- Complimentary wifi will be provided in the exhibit hall, however, if you need a faster, more reliable connection, we strongly recommend ordering a dedicated internet connection from Mandalay Bay Exhibitor Services.

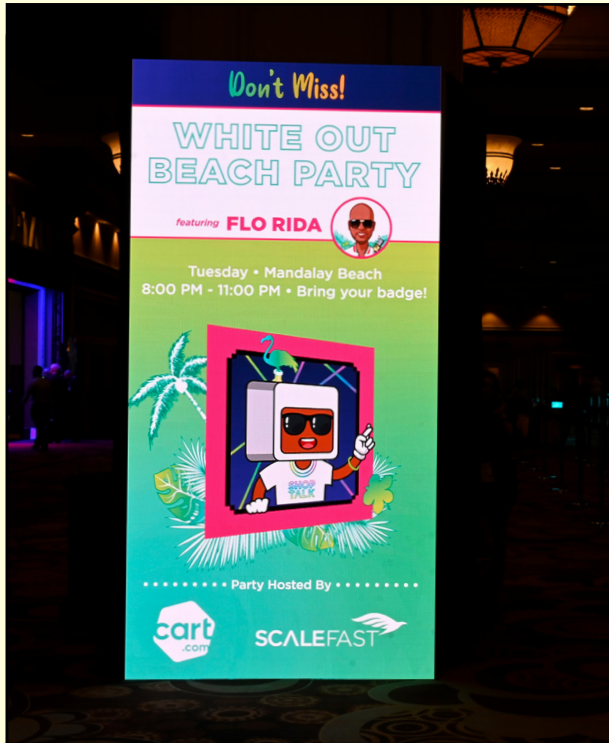


Music up, white on, party all night.

Close out the final night of Shoptalk with an epic beach party! Last year, thousands of Shoptalk attendees gathered on Mandalay Bay Beach to party with Flo Rida - stay tuned to see which celebrity guest will join us in 2023!

Beach Party Sponsorships available (limited) and Cabanas.
Please get in touch with sales@shoptalk.com for more info.

DIGITAL AND RECYCLABLE SIGNAGE



Video Wall

We will provide prominently located digital signage throughout the convention venue. These digital signs are appx. 10 feet high and 5 feet wide.

Your sponsorship allows your video (no sound) or graphic to be on approx. 6 screens that will be rotation along with other sponsors.



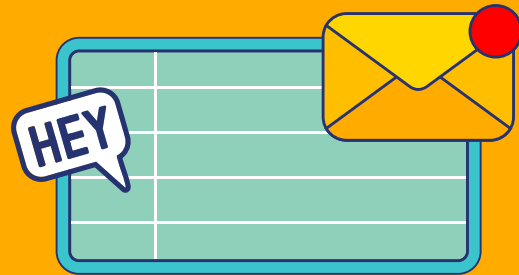
Signage

We have multiple signage opportunities from floor decals, banners, signs that will maximize your exposure at Shoptalk 2023. Inquire for more details and placement

PRE-EVENT BRANDING OPPORTUNITIES

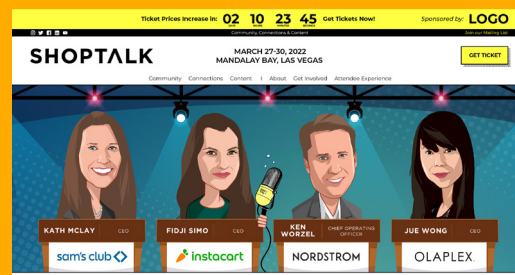
Pre-Show and Post-Show Email Blast

Shoptalk will deploy a content or image-based email on behalf of the sponsor to all attendees registered for the event at the time of the email deployment. (Only four available).



Shoptalk Website Countdown Clock

Thousands of people each week visit the Shoptalk.com Website. Sponsor the site's countdown clock—displayed permanently at the top of the event homepage—and have your logo visible to everyone who visits between now and the event.



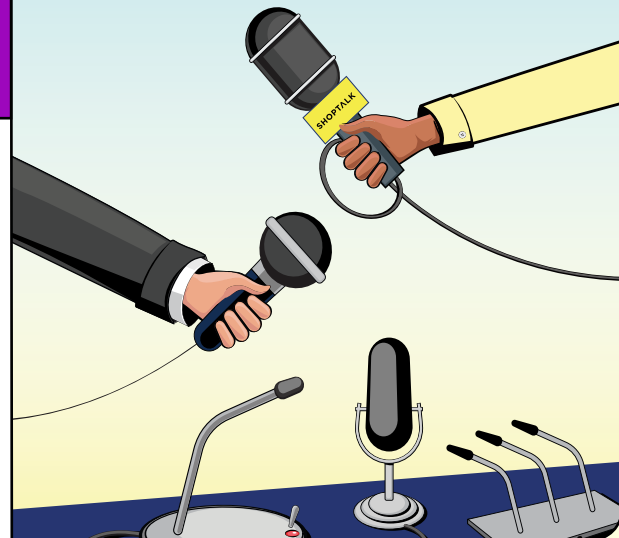
Selfie Wall

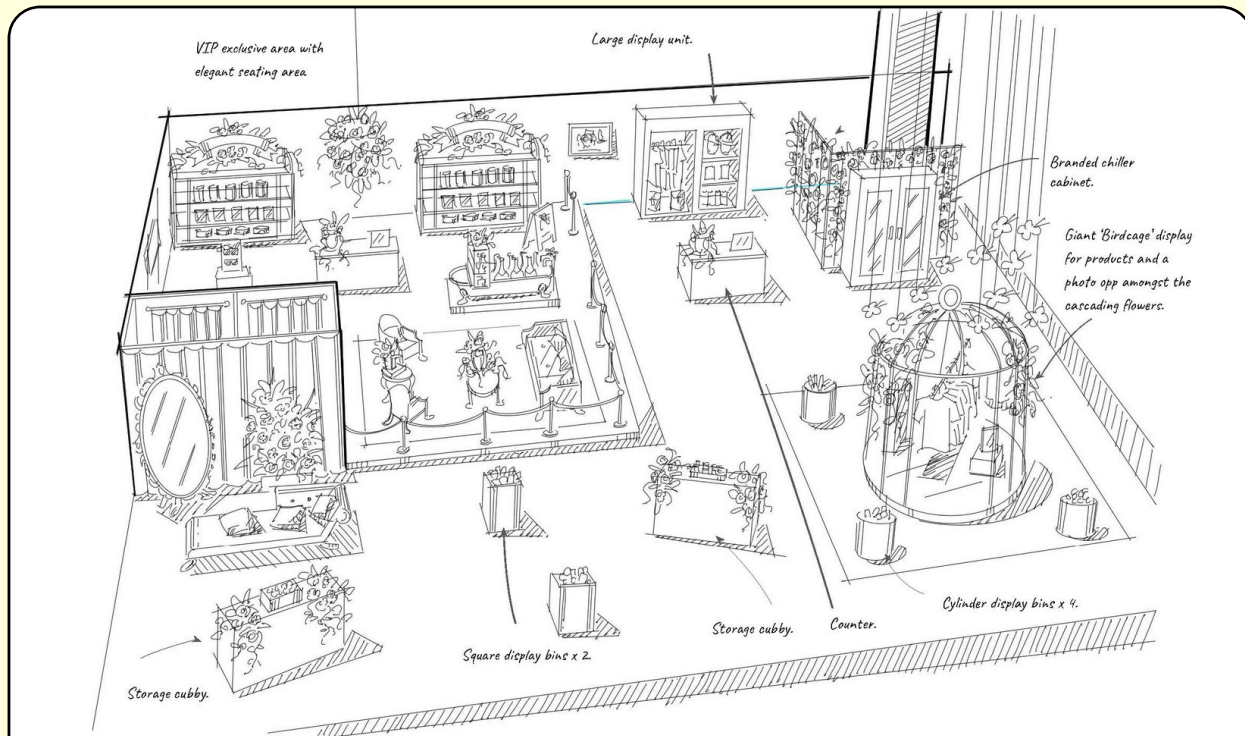
A customizable opportunity where you can create a fun & memorable moment for Shoptalk attendees to stop & take a selfie in front of your branded wall!



Media Lounge

This high-impact opportunity places your brand in front of all the media and press attendees at Shoptalk. This unique sponsorship allows your team to brand the check-in counter, table clings, and meterboard of Shoptalk's Media Lounge. On our website and brochure, your company logo will appear as the Media Lounge sponsor.





Step into the wonderful world of whimsical in the Swag Store

Keeping with the event theme, the swag store has many opportunities for sponsorship with several areas for multiple brand displays or a complete brand take-over.

Sponsor Opportunities:

- Counters
- Digital Screen
- Product Displays/Shelves/Bins
- Refreshments Chiller Cabinet

Pricing starts at \$5,000

ONSITE BRANDING, SIGNAGE AND ACTIVATIONS



SOME MORE IDEAS

SHOP TALK



Play Lounge

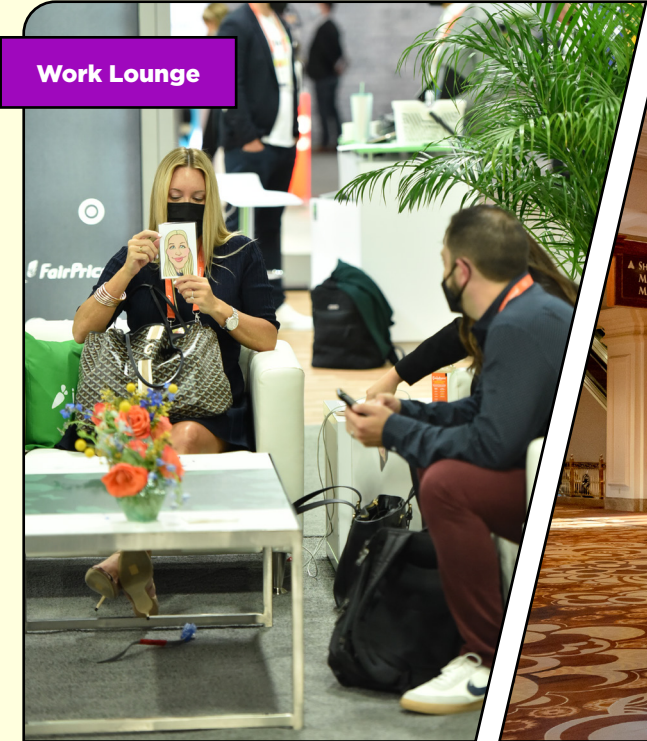


Relax Lounge

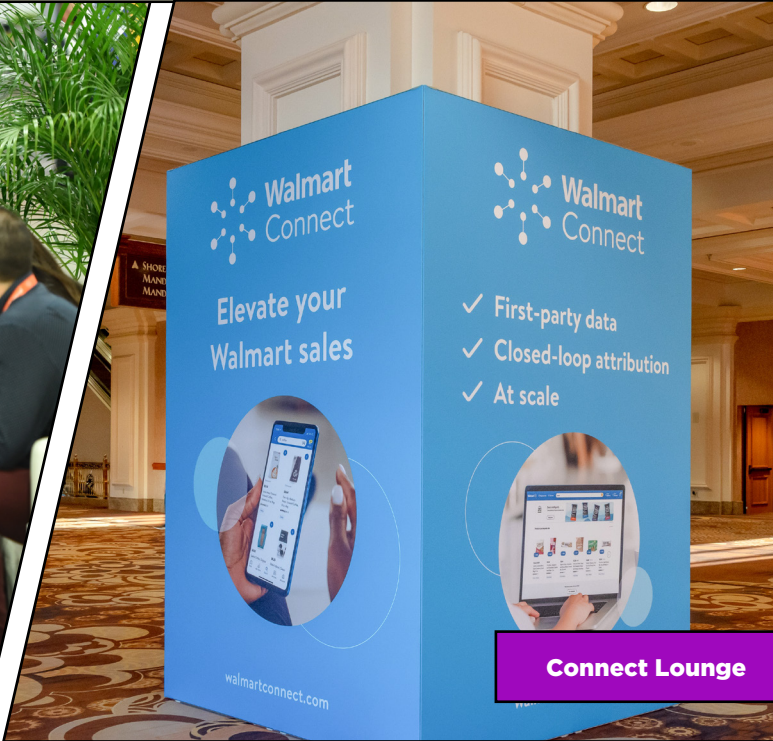


Connect Lounge

SOME MORE IDEAS



Work Lounge



Connect Lounge



Grab & Go Food

ANNOUNCEMENTS & MEDIA COVERAGE

SHOP TALK

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 200 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



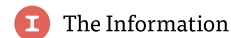
Retail Leader

retail
TouchPoints

RetailWire



SN SUPERMARKET
NEWS



The New York Times

THE
ROBINREPORT

TotalRetail

THE WALL STREET JOURNAL



WWD