



Retail Innovation

CONFERENCE

ONLINE EXPERIENCE

retail
TouchPoints®

NOVEMBER 16-17, 2021

2021 SPONSOR PROSPECTUS

About RIC

Target Audience

Who Attends

What Attendees Are Saying

Networking Opportunities

Sponsorship-at-a-glance

Silver Sponsor

Gold Sponsor

Platinum Sponsor

Title Sponsor

Past Sponsors

Past Speakers

Contact

ABOUT #RIC21

The Ultimate Online Experience for the Digital-Driven Era

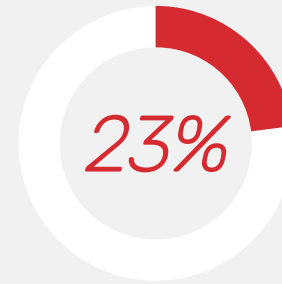
Just like retailers are trying to level up digital experiences and services to meet new consumer needs, the Retail Innovation Conference is responding to our community by building upon our successful digital pivot.

Our sponsors and attendees were clear: while many are craving the connection of in-person events, travel restrictions, personal preferences and increasingly busy schedules make an online event more flexible and realistic.

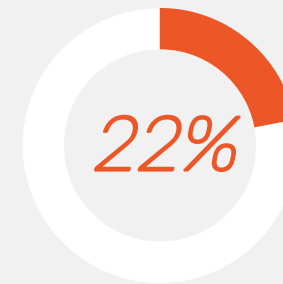
By combining this direct feedback with benchmark data and proprietary audience surveys, we have successfully uncovered new event needs, preferences and expectations. These insights have helped us develop a best-in-class digital model that supports collaborative learning experiences.

Our future-focused, actionable session content, combined with high-touch networking opportunities and a seamless, always-on digital platform, will create a quality end-to-end experience that will drive tangible engagement between your brand and the retail executives you want to reach.

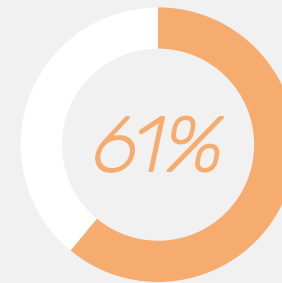
Retailers Spoke, and We Listened! Key Survey Insights Helped Shape #RIC21:



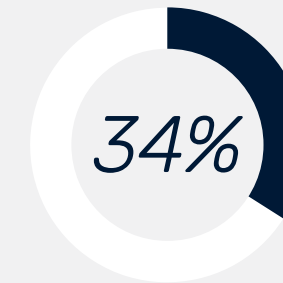
23% of retail executives say they going to an in-person event is "unlikely"



22% say they're not planning to go to in-person events due to company/travel restrictions



61% of retail executives want a relevant, detailed content agenda



34% want executive-level events with lots of networking time and opportunities

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Networking Opportunities

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TARGET AUDIENCE

Tapping into Retail TouchPoints' Digital Roots

The 2021 Retail Innovation Conference (#RIC21) will bring together the industry's best and brightest executives — from Directors of Digital, Marketing and Ecommerce, to Heads of Store Ops, CMOs and even Chief Innovation Officers. With a strong future-forward focus on innovative trends, technology and customer experience best practices, the event will draw a diverse list of brands and a variety of job roles and functions across retail verticals to connect you with the executives you are trying to reach — the decision-makers who impact their brands' bottom line!

The Retail Innovation Conference Online Experience powered by *Retail TouchPoints* will leverage the collective experience of our content strategy, editorial, event and digital marketing teams who have been creating successful online experience for more than a decade!

Retail TouchPoints has been a leading multi-media source for real-time, retail news, education and insights since 2008, delivering technology trends, in-depth research, breaking news and best practices to help retailers differentiate their brands and thrive in an increasingly volatile landscape. A fully digital media firm, *Retail TouchPoints* reaches more than 75,000 retail subscribers through consistent, popular and engaging: online events, webcasts, podcasts, video livestreams, online daily news, special reports and benchmark research.

#RIC21 will deliver an audience of engaged executives by drawing from extensive relationships, experience and expertise in producing the industry's leading events and online content. With vast knowledge across ecommerce, omnichannel and physical store experiences, *Retail TouchPoints* is ideally positioned to build this online experience during this time of retail reinvention.

DIGITAL LEADERS DRIVING AUDIENCE-CENTRIC ONLINE EXPERIENCES



WHO ATTENDS THE RETAIL INNOVATION CONFERENCE

Our audience of executives represents the sheer diversity of the retail world today. Attendees hail from landmark luxury brands, cutting-edge startups, and even some of the most well-known and renowned brick-and-mortar retailers.



Abercrombie & Fitch



claire's

DKNY

Etsy



GameStop

Gap Inc.

H&M Group



JCPenney

J.CREW

Jet



L'ORÉAL



lululemon



MICHAEL KORS



REVLON®



TARGET



TIFFANY & CO.

VICTORIA'S SECRET



MENU

About RIC

Target Audience

Who Attends

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Networking Opportunities

Sponsorship-at-a-glance

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Gold Sponsor

Platinum Sponsor

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Contact

WHAT ATTENDEES HAVE TO SAY

8 out of 10 #RIC20 attendees said they plan to attend again in 2021 and would recommend the event to their retail peers!

“Excellent presentations with knowledgeable experts, and topics that are both timely and critical to understanding changes in the industry.”

– Dion Kenney, Mondofora

“There was such a wide array of topics and speakers from all across the industry here — it covered fantastic insights and discussions around all of today’s most current obstacles and innovations. Top-notch presentations on the most up-to-date trends in the industry made this a strong ROI for the time spent attending.”

– Alex Smith, ProdoKit

“I attended RIC once in person and this virtual event and have found the content, moderators, presenters and peer engagement to be top notch.”

– Michael DiCocco, Best of Seven

“The content was relevant, timely and very engaging. Many of the speakers had Q&As and I was able to interact with them on that level.”

– Josh Smith, Gable

“The content and expertise was exceptional. The unique approach to the market given COVID, along with the impending changes that were already in existence prior to the pandemic, was relevant, engaging and inspiring. I am able to use this in approaching my company, peers and customers. Excellent content!”

– Debra Gutman, sappi

NETWORKING OPPORTUNITIES FOR SPONSORS

Your Booth in the Digital Marketplace

As a sponsor, you will also have a dedicated digital booth. Our marketplace will mimic an online directory that allows prospects to search for solution providers based on category/solution and will lead them to dedicated sponsor hubs where they can access relevant content, chat or request to “meet.”

Target the Brands & Contacts You Want to Meet

As we promote #RIC21 to the retail world, we’ll tap account-based marketing best practices in order to target the specific roles and businesses you want to see at the event. We’ll help bring your most qualified prospects online, so you can have valuable (and profitable) conversations.

Retail Case Studies

Title and Platinum sponsors will be invited to introduce a 30-minute Retail Case Study either during a general session (Title) or during a breakout session (Platinum). As a sponsor, you’ll have the opportunity to choose and introduce a retailer to present a strategic overview of the case study implementation, key results and actionable takeaways.

Roundtables & Interactive Activities

Title and Platinum sponsors will have an opportunity to connect with retailers in an intimate and interactive setting by facilitating roundtable discussions (Title) or hosting fun activities (Platinum). These smaller group activities are designed to inspire casual connection and an opportunity for retailers to share their expectations, challenges and concerns.

Lunch & Learn Sessions

Gold sponsors will have the chance to host a highly targeted content session during lunch. You’ll have the attention of up to 50 retail executive attendees to share a case study and introduce your solutions and services in a more intimate environment.

Scheduled 1:1 Meetings with Retailers

During scheduled networking breaks, you will have the opportunity to meet one-on-one with select retail executives for targeted strategic discussions. *Retail TouchPoints* will identify retailers who are interested in connecting with you and help schedule these virtual meetings in advance so you can come prepared.

BECOME A SPONSOR

	TITLE \$30,000 - Limited to 2	PLATINUM \$20,000 - Limited to 6	GOLD \$10,000 - Limited to 15	SILVER \$5,000 - Unlimited
Passes to conference for your internal staff	12	10	8	4
VIP passes for your clients and/or prospects	50	40	30	15
Targeted promotion to your ABM list	★	★	★	
Pre-event opt-in matchmaking list (name, title and company of registrants who express interest in your area of expertise)	★	★	★	
Post-event opt-in matchmaking list (full contact details of registrants who express interest in your area of expertise)	★	★	★	
Post-event opt-in attendee list	★	★	★	
Post-event opt-in engagement report of those who attend your session(s)	★	★	★	
Post-event booth report of those who visit your sponsor hub/booth	★	★	★	★
Speaking Opportunity	★	★	★	
Dedicated sponsor booth/hub (accessible through the digital marketplace)	★	★	★	★
Speed-dating 1:1 meetings with attendees	★	★	★	★
Ability to send connection requests directly to attendees	★	★	★	★
Option to sponsor a virtual happy hour, tasting or other extracurricular networking event	★	★		
Option to sponsor a virtual roundtable based on industry or topic (limited availability)	★			
Virtual Swag listings	3	2	1	1
Solution Zone listings	3	2	1	1
LinkedIn Live session w/ RTP editor and real-time promotion of your session via LinkedIn	★			
Social amplification of your session through all RTP social channels	★	★	★	
Your executive or client featured on a relevant episode of <i>Retail TouchPoints</i> podcast	★			
30-second ad read in a Retail Remix podcast episode	★	★		
15-second pre-roll ad to be shown prior to keynote session (sponsor to supply)	★			
Prominent online branding	★	★		
Online branding via event microsite and emails	★	★	★	★
Banner ad in-rotation on event homepage	★	★		
Banner ad in RTP Network	One Month	One Month		
Executive ViewPoints article on RTP site			★	★

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SILVER SPONSOR | \$5,000 | UNLIMITED

Event Reporting

You will receive the following lists:

- ✓ **Post-event** (full contact info, opt-in only): Sponsor booth list – All who visit your dedicated booth via the virtual Marketplace

Marketplace

Prominent clickable logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat and instant video calls (sponsor can initiate)
- ✓ A video header at the top of your booth introducing your brand
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download

Virtual Swag

Adding virtual swag to your booth will also aggregate these items into a *Virtual Swag* section of the event (accessible to all attendees via the home page)

- ✓ Up to 1 item (Sponsor to supply, notify winners, fulfill and deliver)

Solution Zone

Adding solutions to your booth will also aggregate these items into a *Solution Zone* section of the event (accessible to all attendees via the home page)

- ✓ Up to 1 item

Access to Attendees

You will be able to view and search for attendees, send connection requests and messages through the *attendees/community* section of the event platform

Speed Dating

You will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute sessions:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees

Access & Promotion

You will be invited to help fill our digital seats with the key team members, clients and prospects you want to see there via:

- ✓ 4 free sponsor passes for your team
- ✓ 15 free attendee passes for qualified retailer clients and/or prospects

Branding & Social Amplification

Leveraging RTP's web, email and social properties, offer includes:

- ✓ Executive ViewPoints article

- About RIC
- Target Audience
- Who Attends
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- Networking Opportunities
- Sponsorship-at-a-glance
- Silver Sponsor
- Gold Sponsor**
- Platinum Sponsor
- Title Sponsor
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- Past Speakers
- Contact

GOLD SPONSOR | \$10,000 | 15 AVAILABLE

Thought Leadership

Lunch & Learn Presentation. Pre-recorded video files to be provided by sponsor. Sponsor will receive contact info of all opt-in registrants who attend session.

Event Reporting

You will receive the following lists:

Post-Event (full contact info, opt-in only):

- ✓ Full event registration list: Sponsor must drive a minimum of 25 registrants to unlock this list
- ✓ Session engagement report – All those who attend your session
- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Sponsor booth list – All who visit your dedicated booth via the virtual Marketplace

Pre-Event (name, title and company, opt-in only):

- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Up to one (1) area of expertise

Marketplace

Prominent clickable logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat and instant video calls (sponsor can initiate)
- ✓ A video header at the top of your booth introducing your brand
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download

Virtual Swag

Adding virtual swag to your booth will also aggregate these items into a *Virtual Swag* section of the event (accessible to all attendees via the home page)

- ✓ Up to 1 item (Sponsor to supply, notify winners, fulfill and deliver)

Solution Zone

Adding solutions to your booth will also aggregate these items into a *Solution Zone* section of the event (accessible to all attendees via the home page)

- ✓ Up to 1 item

Access to Attendees

You will be able to view and search for attendees, send connection requests and messages through the *attendees/community* section of the event platform

Speed Dating

You will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute sessions:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees
- ✓ **Matchmaking:** You will receive an opt-in list (names, titles and companies) with attendees whose interests match your area of expertise prior to the start of the event

Access & Promotion

You will be invited to help fill our digital seats with the key team members, clients and prospects you want to see there via:

- ✓ 8 free sponsor passes for your team
- ✓ 30 free attendee passes for qualified retailer clients and/or prospects
- ✓ Targeted ABM outreach by the RTP team to the accounts you're trying to reach

Branding & Social Amplification

Leveraging RTP's web, email and social properties, offer includes:

- ✓ Executive ViewPoints article



PLATINUM SPONSOR | \$20,000 | 6 AVAILABLE

Thought Leadership

Choose ONE speaking engagements (first come, first served). Pre-recorded video files to be provided by sponsor. Sponsor will receive contact info of all opt-in registrants who attend these sessions.

- Breakout Virtual Panel:** Co-present or lead panel on an agreed-upon topic
- ✓ Featuring your client or, if unavailable, a VP or C-level executive from your team
- ✓ Topic to be approved by RTP edit team
- Breakout Case Study:** Co-present a Case Study with a retailer

Event Reporting

You will receive the following lists:

Post-event (full contact info, opt-in only):

- ✓ Full event registration list: Sponsor must drive a minimum of 25 registrants to unlock this list
- ✓ Session engagement report – All those who attend your session
- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Sponsor booth list – All who visit your dedicated booth via the virtual Marketplace

Pre-event (name, title and company, opt-in only):

- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Up to two (2) areas of expertise

Marketplace

Prominent clickable logo will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat and instant video calls (sponsor can initiate)
- ✓ A video header at the top of your booth introducing your brand
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download
- ✓ Your custom in-booth banner ad

Virtual Swag

Adding virtual swag to your booth will also aggregate these items into a *Virtual Swag* section of the event (accessible to all attendees via the home page)

- ✓ Up to 2 items (Sponsor to supply, notify winners, fulfill and deliver)

Solution Zone

Adding solutions to your booth will also aggregate these items into a *Solution Zone* section of the event (accessible to all attendees via the home page)

- ✓ Up to 2 items

Networking

Sponsor a virtual happy hour, tasting or other extracurricular networking event (sponsor-driven)

Access to Attendees

You will be able to view and search for attendees, send connection requests and messages through the *attendees/community* section of the event platform

Speed Dating

You will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute sessions:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees
- ✓ **Matchmaking:** You will receive an opt-in list (names, titles and companies) with attendees whose interests match your area of expertise prior to the start of the event

Access & Promotion

You will be invited to help fill our digital seats with the key team members, clients and prospects you want to see there via:

- ✓ 10 free sponsor passes for your team
- ✓ 40 free attendee passes for qualified retail clients and/or prospects
- ✓ Targeted ABM outreach by the RTP team to the accounts you're trying to reach

Branding & Social Amplification

Leveraging RTP's web, email and social properties, offer includes:

- ✓ Banner ad in rotation on event homepage
- ✓ Banner ad in the RTP network — 1 month (RTP to provide run dates)
- ✓ 30-second ad read in a *Retail Remix* podcast episode

TITLE SPONSOR | **\$30,000** | ~~2 AVAILABLE~~

SOLD OUT!

Thought Leadership

Choose ONE speaking engagement (first come, first served). Pre-recorded video files to be provided by sponsor. Sponsor will receive contact info of all opt-in registrants who attend these sessions.

Keynote session:

- Virtual Panel:** Co-present or lead panel on an agreed-upon topic
- ✓ Featuring your client or, if unavailable, a VP or C-level executive from your team
- ✓ Topic to be approved by RTP edit team
- Featured Case Study:** Co-present a Featured Case Study with a retailer

Event Reporting

You will receive the following lists:

Post-event (full contact info, opt-in only):

- ✓ Full event registration list: Sponsor must drive a minimum of 25 registrants to unlock this list
- ✓ Session engagement report – All those who attend your session
- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Sponsor booth list – All who visit your dedicated booth via the virtual Marketplace

Pre-event (name, title and company, opt-in only):

- ✓ Matchmaking list – All who express interest in your area of expertise at registration
- ✓ Up to three (3) areas of expertise

Marketplace

Prominent clickable logo (positioned first, as highest-level sponsor) will bring attendees to a dedicated sponsor booth, where they can access:

- ✓ 1:1 scheduled meeting requests
- ✓ 1:1 text chat and instant video calls (sponsor can initiate)
- ✓ A video header at the top of your booth introducing your brand
- ✓ Your company details and brand content explaining your offerings
- ✓ Digital assets for attendees to download
- ✓ Your custom in-booth banner ad

Virtual Swag

Adding virtual swag to your booth will also aggregate these items into a *Virtual Swag* section of the event (accessible to all attendees via the home page)

- ✓ Up to 3 items (Sponsor to supply, notify winners, fulfill and deliver)

Solution Zone

Adding solutions to your booth will also aggregate these items into a *Solution Zone* section of the event (accessible to all attendees via the home page)

- ✓ Up to 3 items

Networking

In addition to connecting with attendees via sessions and your sponsor booth, you will also have the option to choose ONE of the options below:

- Sponsor a virtual roundtable based on industry or topic (limited availability), or
- Sponsor a virtual happy hour, tasting or other extracurricular networking event (sponsor-driven)

Access to Attendees

You will be able to view and search for attendees, send connection requests and messages through the *attendees/community* section of the event platform

Speed Dating

You will have the option to request and accept meetings with attendees during designated networking times throughout the event for 1:1 fifteen-minute sessions:

- ✓ **Inbound:** Attendees may request to meet with you
- ✓ **Outbound:** You may connect with and request to meet with attendees
- ✓ **Matchmaking:** You will receive an opt-in list (names, titles and companies) with attendees whose interests match your area of expertise prior to the start of the event

Access & Promotion

You will be invited to help fill our digital seats with the key team members, clients and prospects you want to see there via:

- ✓ 12 free sponsor passes for your team
- ✓ 50 free attendee passes for qualified retail clients and/or prospects
- ✓ Targeted ABM outreach by the RTP team to the accounts you're trying to reach

Branding & Social Amplification

Leveraging RTP's web, email and social properties, offer includes:

- ✓ Banner ad in rotation on event homepage
- ✓ Banner ad in the RTP network — 1 month (RTP to provide run dates)
- ✓ 20-minute LinkedIn Live broadcast with RTP editor prior to the event (sponsors need to be signed at least one month prior to event date)
- ✓ 30-second ad read in a *Retail Remix* podcast episode
- ✓ 15-second pre-roll ad to be shown prior to a session (sponsor to supply)

PAST SPONSORS INCLUDE:



Magento Commerce



THE INDUSTRIOUS

Uber for Business



PAST SPEAKERS INCLUDE:

Our speakers include the who's who in the retail world — including leading industry analysts, executives, authors and thought leaders. These experts and tastemakers draw a crowd of executives who are eager to learn the ins and outs of the must-know trends and customer experience best practices.



SHANNON WASHBURN
CEO,
Shinola



CHRIS BARBOUR
Head of AR Partnerships
for Facebook and
Instagram, **Facebook**



ANGELA GEARHART
VP Brand Experience,
Sleep Number



DOUG JENNINGS
VP of Data Analytics
& Customer Insights,
Lowe's



DAVE COLES
Senior Manager,
eCommerce Partnerships,
Pinterest



DAN WHITACRE
Senior Director,
Transformation and R&D,
Kroger



JULIE ROEHM
Chief Marketing and
Experience Officer,
Party City



ALLISON MCKANEY
Lead Experience Manager,
Verizon



JASON MCNARY
CEO,
UNode50



SHRENIK SADALGI
Head of Next
Gen Experiences,
Wayfair



MIKE CAIRNES
CEO/COO,
Kirkland's



MATT ALEXANDER
Co-Founder & CEO,
Neighborhood Goods



REBECCA PERKINS,
Co-Founder,
SheSpoke



KATIE OSBERG
Global Retail Partnerships
Lead, Business
Communications, **Google**



LUKE CHATELAIN
VP of Innovation,
West Elm



LOCKIE ANDREWS
CIO & CDO,
UNTUCKit



VIBHU NORBY
CEO,
b8ta



FARAH MALOOF
Strategic Partnerships &
Business Development,
Walmart e-Commerce

ONLINE EXPERIENCE



CONTACT YOUR REPRESENTATIVE TO GET STARTED!

WEST COAST

Nick Lipere

201.257.8528 ext.284

[CONTACT NICK](#)

EAST COAST

Adam O'Brien

201.257.8528 ext.261

[CONTACT ADAM](#)