



Retail Innovation

CONFERENCE & EXPO

“A really great opportunity to understand the global trends happening in retail both in-store and online!”

GO-TO-MARKET LEAD, GOOGLE

FEATURING



EXHIBITOR PROSPECTUS



June 13-15, 2023



McCormick Place, Chicago

A NEW RETAIL EVENT

ATTENDEE EXPERIENCE

AUDIENCE EXPERIENCE

TWO DISTINCT EXPOS

WHO ATTENDS?

ABOUT IRCE

ABOUT DESIGN:RETAIL

EXHIBITOR EXPERIENCE

WHO EXHIBITS?

CONTACT

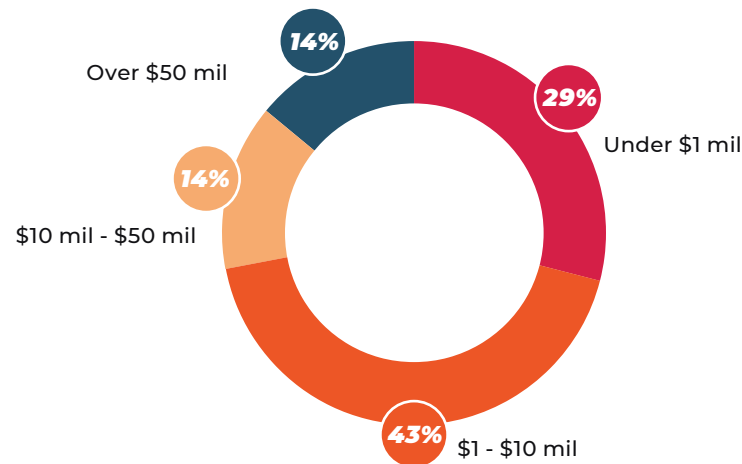
A New Retail Event for a New Retail Reality

As the world returned to in-person events in 2022, the Retail Innovation Conference & Expo came on the scene as a one-stop shop for retail and CPG execs to hear trends and discover applications for both their in-store and online businesses. With a strong emphasis on the digital world, the show also marked the return of the IRCE show, one of the most established and highly regarded brands in the ecommerce sector.

The Retail Innovation Conference & Expo will feature distinct show floor areas for two defining expos under one roof.

design:retail
CONFERENCE & EXPO

The finest store design, visual merchandising and tech providers

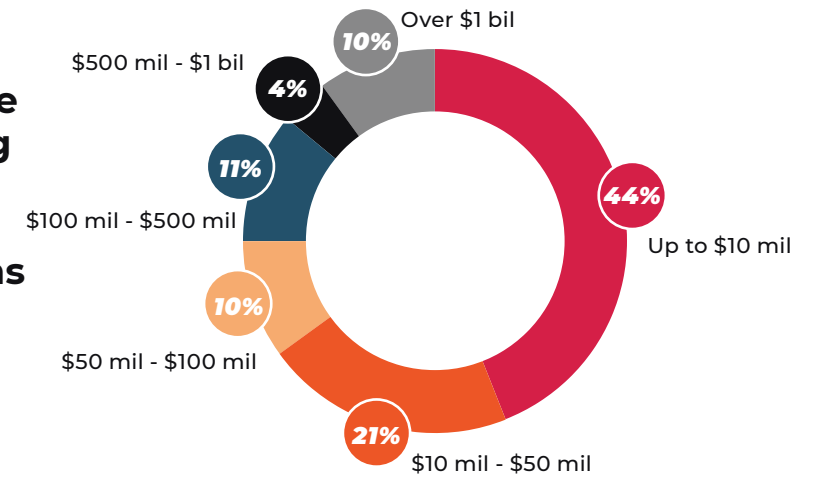


NEW IN-STORE BUYERS

IRCE

Everything retailers need to optimize their digital marketing, commerce and delivery experiences

Tap Into the Purchasing Power of Today's Retail Teams



ECOMMERCE BUYERS

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What Attendees Had To Say

The 2022 conference and expo saw an increase of 220% in attendance over the prior year and received high praise from attendees and exhibitors:

“The RICE event checked all of the boxes. As a traditional brick-and-mortar retailer, it is exciting to meet and learn from other businesses and emerging technologies to build a relevant and engaging experience for our clients.”

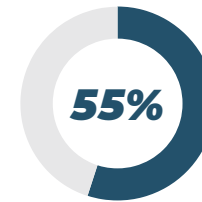
MARY TODD-MCGINNIS,
BEN BRIDGE JEWELER

“I was very impressed with the quality of content, the engagement and the networking opportunities that were provided. The perks / giveaways were great too!”

ALICIA LITTLETON,
GERBER CHILDRENSWEAR

“Our clients look to us to keep them at the forefront of retail and with our partnership with RICE and *Retail TouchPoints* we are able to consistently be first to market in new service lines and offerings supporting the retail industry.”

JOE SCARETTA,
CS HUDSON



**of attendees
were new to the
event in 2022**



Where Digital & Physical Converge To Drive Connected Commerce

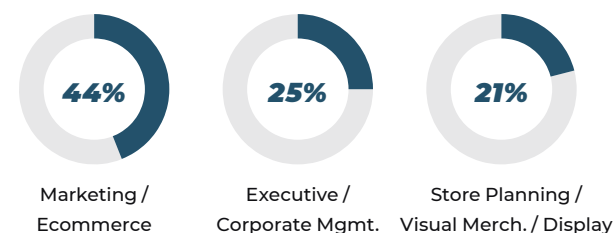
The common denominator for all brands—from the largest CPGs to legacy brick-and-mortar retailers to high-growth DTC brands—is a goal to drive growth through connected commerce and seamless customer experiences for digital and in-person channels. The new RICE event has emerged as a “must-attend” for executives looking to stay ahead of omnichannel trends, cutting-edge applications and disruptive models.

Tapping into the case studies and trends *Retail TouchPoints* delivers to an audience of 75,000+ on a daily basis, the inaugural event received high marks for its outstanding conference program and real-world activations on the Expo floor.

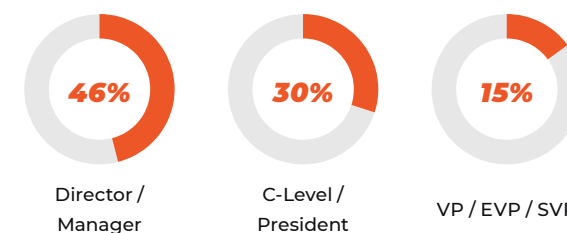
TOP AREAS ATTENDEES ARE INTERESTED IN:

- Ecommerce platforms
- Email, affiliate and online media marketing
- In-store marketing/POP
- Signage and graphics
- UX, conversion, analytics and site search
- Lighting
- Search engine marketing
- Fixtures

DEPARTMENTS



JOB LEVELS



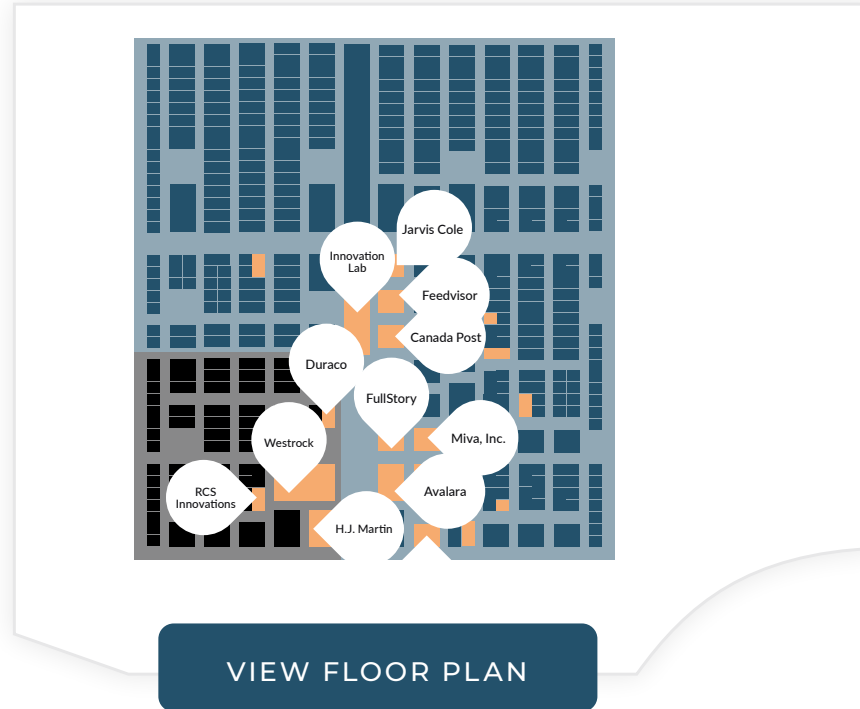
The 2022 RICE event brought together a cross-section of established executives — from Directors of Digital, Design, Marketing and Ecommerce to Heads of Store Ops, CMOs and Chief Innovation Officers.

Two Distinct Expos United by Innovation

design:retail CONFERENCE & EXPO

Hyper-focused to inspire innovation, collaboration and idea sharing among our store design and experience community

[LEARN MORE](#)



[VIEW FLOOR PLAN](#)

IRCE

One of the most recognizable and highly regarded event brands in the digital and ecommerce space

[LEARN MORE](#)

A central Innovation Lab will create a vibrant space for brands and retailers to discover up-and-coming solution providers across the retail spectrum, including:

- Companies that are helping create connected commerce experiences in stores.
- Vendors that are helping accelerate digital strategies, including personalization, delivery and fulfillment.
- Platforms that are helping CPGs and DTC players scale across all channels.
- Disruptive fintechs and buy now, pay later (BNPL) players transforming the payment experience.

Who Attends?

Past Attendees Represent a Diverse Mix of High-Growth Brands and Omnichannel Leaders



IRCE

Just as digital has emerged as the core driver of customer engagement, the IRCE Show serves as the main Hub for the RICE Experience. Within this centerpiece of the Expo floor, attendees are able to discover the latest in ecommerce platforms, as well as targeted applications for marketplaces, social commerce, digital marketing, order fulfillment, payment and more.

TARGETED AUDIENCES:

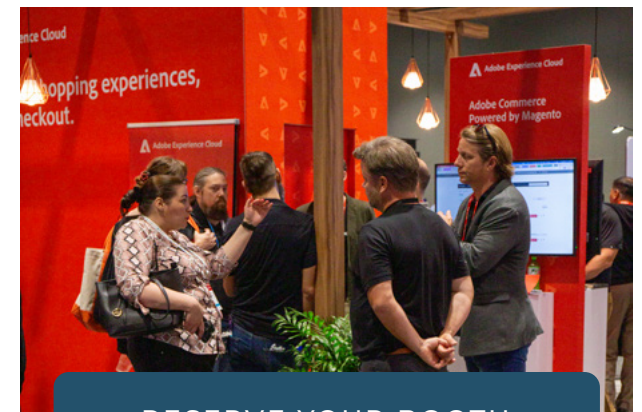
- High-growth ecommerce merchants
- CPG brands seeking an expanded digital presence
- Emerging DTC brands
- Top omnichannel brands seeking more synergistic digital and physical experiences

FEATURED SOLUTIONS:

- Marketplaces
- Omnichannel fulfillment
- Payment
- Growth marketing
- Advertising optimization
- Site optimization
- Loyalty programs and strategies
- Social Commerce
- Livestreaming
- Supply Chain & Logistics

“RICE brings together retailers of all sizes in one place to network and learn about retail innovation. Not only does it allow us to connect with customers and partners in our space but it generates leads that convert into opportunities and business. With the renewed focus on ecommerce we are looking forward to future expos.”

YVONNE LUNCEFORD, AVALARA, INC



RESERVE YOUR BOOTH

A NEW RETAIL EVENT

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design:retail

CONFERENCE & EXPO

In-person experiences are still critical for customers, and the Design:Retail area provides real-world activations where brands can explore the latest in fixtures, displays, packaging and digital applications to provide more connected experiences within their face-to-face shopping environments.

TARGETED AUDIENCES:

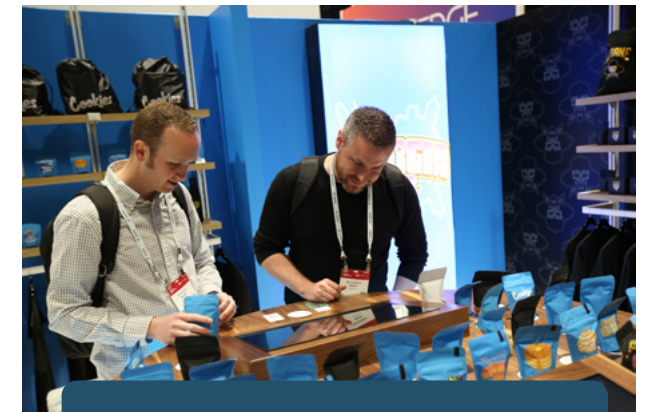
- CPG brands launching pop-ups or store-within-store experiences
- Emerging DTC brands launching or expanding their physical presence
- Top omnichannel brands aiming to strengthen their store “core” and tighten the connection between their digital and physical experiences

FEATURED STRATEGIES & SOLUTIONS:

- Brand storytelling and creative execution
- New store formats and concepts
- Experiential strategies
- Pop-ups and rotating brand partnerships
- Omnichannel fulfillment scenarios
- Sustainable packaging
- Visual merchandising
- Connected commerce
- Digital signage and store-as-media
- Store fixturing
- Point of purchase experiences
- Supply Chain & Logistics

“The Retail Innovation Conference & Expo is on my annual event marketing and business development calendar as a must-attend event. As a solutions provider, it gives me access to lean in and learn about the issues that are most important to retailers. It also provides content, context and commercially creative experiences that make for a living laboratory of learning and sharing.”

BETH WARREN, CREATIVE REALITIES, INC.



RESERVE YOUR BOOTH

Your Curated Exhibitor Experience

The Retail Innovation Conference & Expo will serve the needs of cross-functional retail teams by providing a destination that houses the best solutions for physical and digital transformation all under one roof. With distinct show floors for IRCE and Design:Retail, you can choose the expo catered to your target buyers and prospects.

AS AN EXHIBITOR, YOU WILL ALSO GAIN:

- All-access passes to the show floor, sessions and networking events (varies by booth package/size)
- First dibs on additional sponsorship opportunities
- Prominent online, onsite and in-app branding

“A great forum to stay connected and/or learn current innovation and trends impacting retail. It provides a one-stop point of engagement to learn how to optimize and maximize ROI.”

DJ SMITH,
LA-Z BOY

“The content was great—current and applicable, some good nuggets I can incorporate into my work! Loved the app feature of providing ‘stores to visit’ suggestions and the Expo hall had a good mix of both physical and digital vendors to connect with. I plan to attend this show next year!”

FRANCESCA NIST,
THE SHERWIN WILLIAMS COMPANY

“This was my first year attending RICE and I was thoroughly impressed. There was a great amount of diverse exhibitors from different fields all pertaining to growing the retail sector. The mobile app was fantastic. It was easy to book meetings and network with companies...I will be encouraging my company to send more people next year!”

DALTON BROSNAN,
DHL EXPRESS

Who Exhibits?

Past Exhibitors Include a Range of Industry Leaders and Innovators Across Physical and Digital Technologies

DRIVING IN-STORE INNOVATION



LEADING DIGITAL TRANSFORMATION



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Get in Touch to Learn More



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