

LEVEL UP Q4 PERFORMANCE:

Turn Quick Wins into High-Value Customer Relationships

OCTOBER 2-6, 2023

There are a multitude of social and economic factors changing the way consumers browse and buy: wavering confidence in the economy, a volatile job market, the heightened desire to buy from brands that reflect personal values. And all these factors remain present and even intensify during the often make-or-break holiday season.

At a time when organizations are hyper-focused on performance and profitability, this year's Retail Strategy & Planning Series will showcase how business leaders can blend art, science and leading-edge tech to craft a gift that will keep on giving — compelling multi-channel experiences that drive long-term loyalty.

Retail TouchPoints will curate thought leadership presentations and conversations to help retailers identify new ways to acquire customers, boost basket sizes and delight consumers to drive loyalty throughout the holiday season — and beyond.

As a sponsor, you'll have the chance to share your unique perspectives and offer best practices for brands and retailers as they develop their 2024 strategies. The *Retail TouchPoints* editorial team will work in tandem with sponsors to identify and tailor topics, using a combination of reader insights, traffic data and trend analysis. We will also offer guidance on expert speakers on an as-needed basis. Topics can cover all facets of the modern customer experience, including, but not limited to:



1,000+
REGISTRANTS
IN 2022



PROMOTED
TO 80,000+
SUBSCRIBERS



PRODUCED
BY RETAIL
TOUCHPOINTS



WEEK-LONG
DIGITAL
EVENT



- Store Networking
- Associate Tools & Apps
- Digital Signage
- Beacons



- CRM
- Loyalty
- Clienteling
- Personalization
- Omnichannel Customer Service



- Merchandising
- Order Fulfillment
- Employee Training
- Assortment
- Supply Chain
- Last Mile



- E-Commerce
- Social Commerce
- Checkout/POS
- Payments



- Location-Based Tech
- Digital Advertising
- Social & Mobile
- SEO/SEM

BENEFITS OF SPONSORSHIP



ENGAGEMENT REPORT FOR YOUR SESSION



REGISTRATION LIST FOR ALL SESSIONS



ALWAYS-ON ASSET FOR ON-DEMAND VIEWING



FULL RIGHTS TO RECORDING OF YOUR SESSION

- **Custom 30-minute simu-live webcast:** RTP editor to moderate and facilitate Q&A
- **Guided content:** RTP to work with you on the title and focus of webcast
- **Custom engagement report:** detailing the interactions of those who engage with your session
- **Full opt-in list:** from all sessions (co-promotion required)
- **Custom HTML invite and social image:** to promote your session to your database
- **Logo inclusion:** on joint promotional page
- **MP4 file of the webcast:** to host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Guest blog post:** opportunity to submit a post on the RTP Blog
- **Solution Spotlight:** your solution posted on the RTP home page (first-come, first-served)
- **Multi-channel promotion:** RTP will promote the series through all available channels, including our weekly newsletters (80k+ subscribers), dedicated emails, ads, and social channels

► INVESTMENT - \$16,000 PER WEBINAR

Contact your account manager with any questions, or to secure your spot:

WEST COAST

Nick Lipere

CONTACT NICK

EAST COAST

Matthew Singer

CONTACT MATTHEW