

TotalRetail

TECH

Connecting Retail Technology and Marketing

ATTENDEE PROSPECTUS

SEPT. 12-14 | MIAMI, FL
tech.mytotalretail.com

PRESENTED BY

TotalRetail



NAPCOMEDIA

TotalRetail TECH Connecting Retail Technology and Marketing

Total Retail Tech is an invitation-only event that brings together retail executives with the technology providers that are transforming the industry. It's a free, all-inclusive experience for qualified attendees, who will be key decision makers overseeing marketing and technology strategy at leading retail companies.

WHY ATTEND?

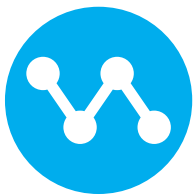
Let's face it: keeping up with all the latest technologies powering the retail industry is a Herculean task. Spending weeks and months gathering technology intel, sorting through vendor pitches and watching endless demos can often be a complete waste of your valuable time.

Total Retail Tech's goal is to change all that.

Simply put, Total Retail Tech brings the right people together for the right conversations. By matching like-minded retailers, Total Retail Tech enables honest and open discussions about technology and other business challenges. Furthermore, instead of learning about technologies you don't need or can't implement, Total Retail Tech will match the right retailers with the right technology providers, saving time for all those involved. Those interactions will serve as the start of profitable relationships between retailers and service providers.

With select attendance and an event designed around the small group concept, Total Retail Tech is a quality peer-to-peer experience that you won't want to miss.

This unique format provides Sponsors with 1:1 meetings with executives intimately involved with strategy and purchasing across major technology areas:



**Digital and New
Technologies**



**Marketing and
Merchandising**



**Omnichannel
and In-Store**

All qualified executives receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures a cost-effective and quality peer-to-peer experience for attendees.

BENEFITS of Attending

- ➔ Free full participation package that includes travel, hotel accommodations and meals ensuring a cost-effective experience.
- ➔ Peer exchange sessions, industry roundtables and daily networking activities will also be featured.
- ➔ Accelerate your strategic knowledge of available technology solutions, advancements and capabilities.

NETWORK WITH FELLOW EXECUTIVES

Our attendees are key executive leaders and decision makers within their organizations. This allows for tremendous opportunities for end-user participants and vendors to share experiences by participating directly with industry experts/visionaries and end-user peer executives, discussing the key issues driving their businesses.

Total Retail Tech has limited attendance and is designed around the small group concept. In order for key executives to participate, they must pre-qualify based upon specific criteria. Because all executives are fully hosted, each attendee is committed to participating in all scheduled business-intensive engagements with vendors.

ATTENDEE FAQs

How much does it cost to attend?

There is no charge for qualified executives to participate. Due to limited space, executives are encouraged to secure their place as soon as possible.

Why is this event different from other retail industry events?

The goal of this meeting is to bring retail marketing and technology leaders together to formalize relationships in order to advance the use of marketing technology in retail. This event is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

What are the 1:1 meetings?

These are private sit-down business meetings between attendees and sponsors that are scheduled prior to the event through an easy-to-use scheduling system.

Beyond 1:1 meetings, are there any other opportunities to network with sellers?

Yes. You can meet with them during luncheons, dinners and other networking activities.

What do I need to bring?

We take care of your transfers, hotel, meals and functions. Bring your business cards and inquisitiveness.

Do You Qualify? tech.mytotalretail.com

DO YOU QUALIFY

- Qualified attendees receive a fully hosted conference package including airfare, hotel, meals and all Total Retail Tech sessions!
- If you're interested in attending Total Retail Tech, please contact Jennifer DiPasquale at jdipasquale@napco.com or go to tech.mytotalretail.com.



Advisory Board



BRIAN SCHULTZ
Director of Product
Management
Crate and Barrel

Brian Schultz is director of product management for Crate and Barrel. He leads the development team responsible for the company's three websites. Brian's team relies on customer interactions and feedback to build interactive experiences that customers love.



CHARLIE LARKIN
Senior Director
GameStop Technology Institute

Charlie Larkin is senior director of the GameStop Technology Institute. GTI creates affiliations with leading technology corporations and academic institutions to discover and deliver business innovation and technology solutions. Charlie has more than 15 years of retail technology experience.



SCOTT EMMONS
Head of the Innovation Lab
Neiman Marcus

Scott Emmons heads Neiman Marcus' Innovation Lab. This responsibility includes researching, testing and piloting new technologies and applications. Scott and his team connect the business, I.S. and vendors together and provide the facilities and resources to build out innovation projects.



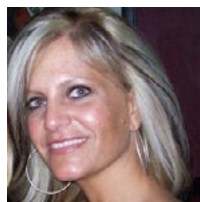
KIM AUDAN
Vice President
of Digital Commerce
Eileen Fisher

Kim Audan is vice president of digital commerce at Eileen Fisher, a maker and seller of upscale women's clothing. She has deep experience in starting up, building and managing profitable online businesses focused on delivering superior customer experience.



SAMANTHA LEE
Vice President, Site Management
and Customer Experience
Tailored Brands

Samantha Lee is vice president of site management and customer experience for Tailored Brands (Men's Wearhouse, Jos. A Bank, Joseph Abboud, Moore's Clothing, K&G Superstore). She drives customer experience, product strategies, and site optimization and merchandising across all digital platforms.



DARA MEATH
Vice President, Retail Systems
and Information Technology
Camuto Group

Dara Meath is vice president of retail systems, IT, at the Camuto Group. She oversees IT application needs as well as supports new operations within the business. Meath was formerly director of system implementations at Apparel Business Systems.