

TotalRetail

TECH

Connecting Retail Technology and Marketing

SPONSOR PROSPECTUS

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

PRESENTED BY

TotalRetail



NAPCOMEDIA

WHY SPONSOR? LET'S COUNT THE WAYS...

The Total Retail Tech Value Proposition is Simple...

Marketing and technology are increasingly becoming one in the same within the retail industry. Total Retail's newest event, Total Retail Tech, addresses this dynamic by bringing together retail marketing and technology leaders for two days of education, networking and discussion on the latest technologies in the marketplace.

As a Sponsor, you'll have guaranteed one-on-one time with executive decision makers. These attendees are responsible for evaluating, purchasing, implementing and managing major technology platforms, tools and solutions at their retail companies. Our "1:1 Meeting-Case Study-Boardroom" approach creates results at a fraction of the cost compared to attending a large industry trade event or traditional conference.

- ➔ Pre-scheduled 1:1 meetings with attending senior executives are the ideal way to drive sales and solidify partnerships. Sponsors schedule meetings with Attendees beginning 3-4 weeks before the event through our online scheduling system, as well as on site.
- ➔ Private Case Study Presentations with rotating groups of 10-15 senior executives in the process of reviewing retail marketing technology tools and solutions for implementation at their organizations.
- ➔ Additional networking opportunities including: receptions, breakfasts, luncheons, dinners, casino night and awards presentation, where attending executives vote on the best Sponsor products and presentations.
- ➔ Keynote presentations and panels: in-depth presentations and panel discussions featuring sponsors whose retail marketing solutions are bringing businesses to new heights.

Total Retail Tech is an exclusive forum where buyers and sellers come together, in an environment facilitated by experts, to share their experiences, needs, products and services. The entire event experience – from meals and entertainment to the venue and conference program – provides Attendees and Sponsors with first-class networking and unique business development opportunities.

All qualified attendees receive a full participation package that includes travel, hotel accommodations, meals and networking activities. This ensures 100% qualified audience for participating Sponsors.

What makes Total Retail Tech different from other events?

Total Retail Tech is an invitation-only, hosted summit designed for retail marketing executives & technology leaders who want to understand how current and future technology platforms, tools and solutions can drive their organizations. This exclusive summit offers strategic-level insights into which technologies retail industry leaders should be leveraging to optimize their businesses. Rather than just another tradeshow or exhibition, Total Retail Tech is focused on building relationships so all members in these complex ecosystems can better understand and advance their needs.

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	DIAMOND PACKAGE <i>(limit to 2)</i>	GOLD PACKAGE <i>(limit to 3)</i>	SILVER PACKAGE <i>(limit to 9)</i>
Keynote Introduction Presentation – includes conference opening presentation prior to Retail Keynote to whole conference	✓		
Includes exclusive cocktail reception sponsorship, personal toast and signature cocktail	✓		
Includes solo room drop to all attendees (gift provided from sponsor, Total Retail can coordinate)	✓		
Designated meeting tables in the Attendee 1:1 meeting zone*	Ability to conduct up to 20 1:1 meetings with executive retail attendees First access to 1:1 scheduling system and retail executive meetings <i>*2 Meeting Tables</i>	Ability to conduct up to 15 1:1 meetings with executive retail attendees Access to 1:1 self-scheduling <i>*1 Meeting Table</i>	Ability to conduct up to 10 1:1 meetings with executive retail attendees Access to 1:1 self-scheduling <i>*1 Meeting Table</i>
Includes Case Study Presentations (20 min sessions in Boardroom setting with up to 15 attendees per session*)	✓ <i>*3 Presentations</i>	✓ <i>*2 Presentations</i>	✓ <i>*1 Presentation</i>
Includes free VIP/all access retail passes for clients/prospects to attend, approved and vetted by Total Retail*	✓ <i>*5 Passes</i>	✓ <i>*3 Passes</i>	✓ <i>*2 Passes</i>
Includes VIP/all access sponsor passes	✓ <i>*3 Passes</i>	✓ <i>*2 Passes</i>	✓ <i>*1 Pass</i>
Includes recorded video interview at event with Total Retail editor for own usage	✓	✓	✓
Includes maximum presence on all email, online and live event signage promotions	✓	✓	✓
Total Retail will provide a list of attendees to sponsor which will include attendees' names, titles, companies and contact information	✓	✓	✓
Sponsor can distribute literature at event	✓	✓	✓
Sponsor can provide a gift and/or hand-out for tote bags to all attendees and/or participate in giveaway raffle	✓	✓	✓
Full Page, 4/C ad in Total Retail Fall Magazine	✓	✓	✓
TOTAL	\$40,000	\$30,000	\$20,000

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.



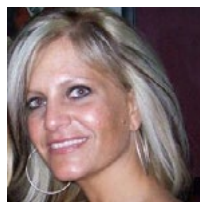
KIM AUDAN
Vice President
of Digital Commerce
Eileen Fisher

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.