

TotalRetail

# TECH

Connecting Retail Technology and Marketing

**ATTENDEE PROSPECTUS**

SEPT. 18-20 | DALLAS, TX  
[tech.mytotalretail.com](http://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?

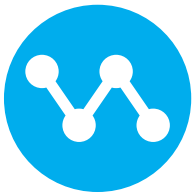
Let's face it, keeping up with all the latest technologies powering the retail industry is a Herculean task. Spending weeks and months gathering technology intel, sorting through vendor pitches and watching endless demos can often be a complete waste of your valuable time.

**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 one-to-one 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 retail organizations. Total Retail Tech offers the opportunity for attendees to network with their peers and leading industry service providers, discussing 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 sponsors.

## 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 Total Retail Tech is to bring retail marketing and technology leaders together to formalize relationships. 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 retailers and partners, as well as retailers and other retailers that are scheduled prior to the event.

**Beyond 1:1 meetings, are there any other opportunities to network with retailers and partners?**

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](http://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](mailto:jdipasquale@napco.com) or go to [tech.mytotalretail.com](http://tech.mytotalretail.com).