

NEW FOR 2016...  
INTRODUCING  
INTERNATIONAL  
DELIVERY &  
ECOMMERCE  
TRACKS

**RETAIL** SHOW  
**TECHNOLOGY**  
USA 2016

**MARCH 30-31, 2016**

Atlanta Convention Center at AmericasMart  
Atlanta, GA

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INNOVATION.  
TECHNOLOGY.  
PERFORMANCE.

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Together with:

**homeDELIVERY**  
WORLD 2016

**E**COMMERCE  
**SHOW** USA 2016

Created by

**terrapi**n  
use your brain

# E-COMMERCE SHOW USA 2016

The most senior marketing executives and Heads of Ecommerce from the leading retail giants will join up and coming brands, ecommerce startups, subscriptions services and marketplaces. Join them in tackling how 'buy now' buttons will transform social commerce, the future of loyalty retail & mobile apps, virtual shopping assistants, the advent of new pricetracking companies, and data analytics as well as SEO and SEM strategies.

# homeDELIVERY WORLD 2016

The leading retail operations and logistics executives shipping products across the US will come together for the 4th year running. This is still the original home delivery event and the gathering place for large retailers to new subscription services looking for new innovations for getting their product to their customer. Join them in exploring opportunities for efficiency and improved experience across multi-channel fulfillment, reverse logistics, ship from store operations, click & collect and final mile innovation.



## NEW INTERNATIONAL HOME DELIVERY CONTENT

How can I expand beyond the US? How can I expand into the US? Which market should I start with? How should I create my international distribution strategy? These are the questions retailers shipping internationally or looking to expand internationally are saying keep them up at night! Join global retail executives in tackling the major international ecommerce and delivery issues including ensuring a visible 'total landed cost', international returns, compliance, payments and selecting local partners.

# RETAIL TECHNOLOGY SHOW USA 2016

The fusion of online and brick & mortar retail is upon us. Retailers need to embrace the technological opportunities that can transform their physical locations into stores of the future. Join the leading retail CIOs, Heads of Retail Technology and Omnichannel in addressing contextual & in-store technology, social commerce & analytics, assortment optimization techniques, next gen supply chain, augmented reality and the internet of things.



1  
EVENT

Bringing you the latest strategies, technology and innovation in marketing to customers, enhancing their experience both online & in store and delivering products to the customer within the US & internationally

The earlier your book, the more you save. Join America's top retailers in March. Visit [www.terrapinn.com/AttendRetail](http://www.terrapinn.com/AttendRetail).

# Event at a glance

**RETAIL**<sup>MOHS</sup>  
**TECHNOLOGY**  
USA 2016

**BOOK TODAY  
AND SAVE ON  
YOUR TICKET**

Leading topics for retailers shipping within the US include:

- Creating the store of the future – pioneering technology integration with in-store experience
- Contextual technology: the whys and hows of the retail context
- How to get great results with In-Store Social Commerce
- What In-Store Mobile will mean for your business
- In-store analytics: the future of retail
- Assortment optimization techniques and technology
- Using big data to create localized assortments
- Real time stock visibility is very, very near
- What Augmented Reality is bringing to retail
- The Big Retail CIO debate

As a delegate of the Ecommerce Show USA, you can also check out the other sessions taking place.

**E**COMMERCE  
**SHOW** USA 2016

**homeDELIVERY**  
WORLD 2016

- Will 'buy now' buttons on social networks transform the retail playing field? Are they a threat or opportunity?
- Combining vision with vote – how an empowered consumer turns into a loyal and evangelist customer
- Clicks to revenue
- Personalization & segmentation algorithms
- Customer acquisition and retention strategies for mobile: email, new user experience, product design, end viral loops
- Direct fulfillment centers - supporting online business, information technology transformation and interconnected retail strategy
- Managing multichannel returns – turning a logistical challenge into an opportunity
- How Multichannel retailers can leverage physical stores as mini fulfillment centers
- Facilitating end-to-end visibility and location-based inventory across your online and retail networks
- Will the Send-a-Box boom last?



**Alexis Maybank,  
Founder of Gilt Groupe,  
entertaining the delegation  
in 2015!**



For more information, contact **André Singer** on +1 646 619 1797 or at [andre.singer@terrapinn.com](mailto:andre.singer@terrapinn.com)

# Class of 2016



**Aaron Guild**  
Strategic Solutions Manager  
Green Mountain Technology



**Aaron Marino**  
Founder, IAmAlphaM,  
Co-Founder, Pete and Pedro and  
Co-Founder, Stylecon



**Aaron Surasky**  
Sr. Dir., Assortment Planning  
and Analysis  
The Home Depot



**Abir G. Thakurta**  
Vice President,  
Global Supply Chain  
Haverty Furniture Companies



**Albert Vita**  
Senior Director - Digital Store  
Transformation, In-Store  
Environment, The Home Depot



**Douglas King**  
Director- Transportation &  
Drop Ship  
QVC



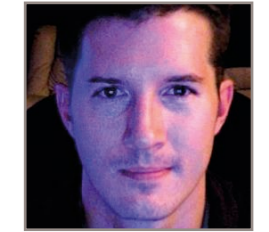
**Eduardo Adriaio**  
Multichannel Director  
GPA (Grupo Pão de Açúcar)



**Eli Weiss**  
Chief Mobile Strategist  
B&H Photo Video



**Eric Bandholz**  
Founder  
Beardbrand



**Eric Easton**  
Director of process and  
improvements, Omnichannel and  
RFID, Macy's



**Alex Wright**  
Director of Research  
Etsy



**Andy Whiteside**  
CEO  
SprintShip



**Brian Laney**  
VP of Sales  
Alert Technologies



**Ann-Marie Campbell**  
President - Southern Division  
The Home Depot



**Benjamin Babcock**  
Director of UX Research and  
Conversion Optimization  
Jet.com



**Gary Hawkins**  
CEO  
Center of Advocacy Retail and  
Technology



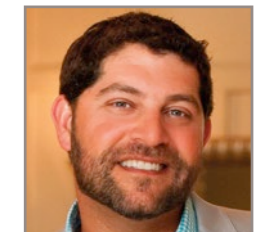
**Geraldine Schlueter**  
CIO  
Pet Supermarket



**Grant Anderson**  
CIO  
Living Spaces Furniture



**Greg Dahlstrom**  
Director of Global Transportation  
Bodybuilding.com



**Greg Shugar**  
Co-Founder, Thread Experiment  
and Founder  
The Tie Bar



**Bernard Luthi**  
President  
Monoprice.com



**Brian Bourke**  
Vice President- Marketing  
SEKO Logistics



**Brian Elliott**  
General Manager  
Google Express



**Carl Miller**  
Managing Director, Founder  
Global Retail Insights Network  
(GRIN)



**Charles Ickes**  
Vice President of Operations  
Rent the Runway



**Guru Rao**  
CEO  
nuVizz



**Hadi Irvani**  
Founder  
PeachDish



**Hardeep Chaggar**  
Product Manager - Supply Chain  
Technology  
BuildDirect



**Patrick Allard**  
Vice President of Sales  
and Business Development  
Newgistics



**Jack Hanlon**  
Vice President, Analytics  
Jet.com



**Chieh Huang**  
CEO  
Boxed



**Chris Jones**  
EVP, Marketing & Services,  
Descartes



**Christine Pfeckl**  
Vice President- Operations &  
Logistics  
Better World Books



**Clay Parnell**  
President and Managing Partner  
The Parker Avery Group



**Cy Fenton**  
President, Digital Business & CIO  
Books-A-Million



**Janet Sherlock**  
CIO  
Carter's/OshKosh B'gosh



**Jeff Gantt**  
VP, Product Management  
nuVizz



**Jeffrey Talajic**  
VP Sales and Marketing  
Live Out There



**Jim Burns**  
Corporate Sales and Marketing  
Manager  
Shorr Packaging



**Joe Jaconi**  
Co-founder & General Manager  
Tech Armor



**Daniel Murray**  
Co-Founder  
Grabble



**David Tull**  
Customer Engagement Manager  
JackThreads



**Dennis Goedegebuure**  
VP Growth & SEO  
Fanatics, Inc.



**Dennis Nicoski**  
Manager Field Strategy and  
Contracts  
United States Postal Services



**Don La France**  
Vice President, Logistics & Supply  
Chain Solutions  
1800flowers.com



**John Trainor**  
CIO  
Aaron's Inc



**Jon Harari**  
Chief Executive Officer  
WindowsWear



**Jose Nino**  
Vice President of E-Commerce,  
Digital Marketing  
Perry Ellis International



**Justin Bergson**  
Content Marketing Manager  
Build.com



**Justin Honaman**  
SVP, Digital Solutions  
Moxie

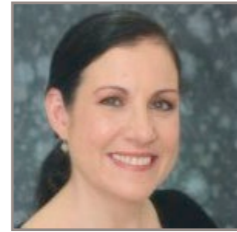
# Class of 2016



**Keith A. Cornell**  
Chief Commercial Officer  
Starship Technologies



**Karen Hansen**  
Digital Product Manager  
The Vitamin Shoppe



**Kim Hansen**  
SVP Marketing and Ecommerce  
Winston Brands



**Kurt Hasson**  
Assistant Vice President,  
E-Commerce  
Hy-Vee



**Kyle Pindar**  
North American Operations  
Manager  
Long Tall Sally



**Reid Wegner**  
Merchant Development Manager  
Rakuten



**Riccardo Bocci**  
Product Manager  
WorkWave Fleet



**Rick Keller**  
President/CEO  
U-Freight



**Rick Miller**  
Strategic Solutions Manager  
Green Mountain Technology



**Robert Escobar**  
VP Operations  
Gwynnie Bee



**Lee P. Halladay**  
VP, eCommerce Business  
Development  
Global Access



**Lily Rogers**  
Merchant Success Lead  
Shopify Plus



**Lior Lavy**  
COO  
Artizone



**Lior Sion**  
CTO  
Bringg



**Manish Kapoor**  
President/COO  
Cheetah Software Systems



**Robert Foster**  
Senior Director- Business  
Development  
MXD Group



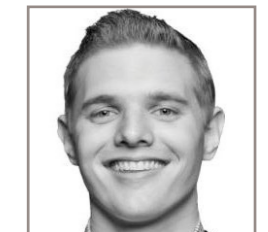
**Robin Copland**  
Vice President of Retail for the  
Americas  
ThoughtWorks



**Roe Palermo**  
DVP of Visual Merchandising  
Lord & Taylor



**Ronald A. Oleynik**  
Partner  
Holland & Knight



**Ronald Dod**  
Partner & CEO  
Visiture LLC



**Marge Laney**  
President  
Alert Technologies



**Marnie Raines**  
Digital Analytics, Insights, and  
Optimization Lead  
The Home Depot



**Martin Baumgartel**  
Site Search Manager  
Verizon Wireless



**Marty Anderson**  
VP Merchandising Business  
Process  
Belk



**Michael Jaconi**  
Co-Founder and CEO  
Button



**Ryan Miller**  
Vice President of Global  
eCommerce Strategy  
Rakuten



**Scott Adel**  
Head of Omnichannel  
Frank & Oak



**Scott Langley**  
President of Global Sales and  
Strategy  
Intelligent Audit



**Scott Raio**  
Co-founder and CTO  
Combatant Gentlemen



**Scott Torian**  
Director Domestic Transportation  
Pier 1 Imports



**Michael Macintyre**  
Director of Strategy  
Indochino



**Michael Mashintchian**  
Senior Director, Logistics &  
Customer Service  
ShopRunner



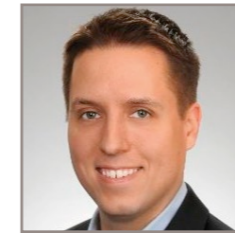
**Michael Moore**  
Chief Marketing Officer  
Lowes Foods



**Michael Pezzicola**  
Head of Business-Overnight  
Delivery  
Google Express



**Michael Skrypek**  
Director Transportation Services,  
Claire's



**Scott Viohl**  
Senior Manager, International  
Strategy & Operations  
Gilt



**Sean Bunner**  
VP New Business Development  
HSN



**Scott Emmons**  
Head of the Innovation Lab  
Neiman Marcus



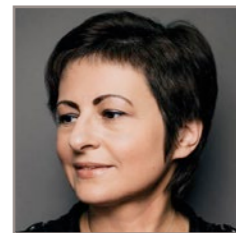
**Tim Lowe**  
President  
Lowes Foods



**Tom Cagney**  
President/CEO  
Cagney Global Logistics



**Monica Maltby**  
VP, Customer Success  
TurnTo



**Nadia Shouraboura**  
Founder and CEO  
Hointer



**Nicholas Sanderson**  
CEO  
Luxer One



**Paul Tessy**  
Senior Vice President of Latin  
America & Canada  
DHL eCommerce



**Prakash Thiyagarajaa**  
Head of Supply Chain Strategy &  
Vice President of Mass Channel  
Operations and Global Sourcing  
Carter's | OshKosh B'gosh



**Tom McIntyre**  
Senior Director- B2B Consumer  
Sales  
SEKO Logistics



**Vince Atkin**  
Director of Supply Chain Logistics  
Overstock.com



**Vishaal Melwani**  
Co-Founder & CEO  
Combatant Gentlemen



**Zach Miller**  
VP Commerce Partnerships  
Spring



**Zack Crafton**  
Global Operations Director  
NakedWines.com

8:00 Breakfast and Registration

8:50 Chairman's Opening Remarks

**FUTURE RETAIL**

9:00 **The next big thing is a *button away* – the impact of mobile commerce on the future of retail**

- Putting the customer at the center is not enough – how to create real value for retailers by monetizing partnerships
- What lessons can be learned from a successful mobile commerce implementation when developing your omnichannel approach
- Leading the way in contextual commerce - how to cater to personalization when integrating multiple customer profiles and business models
- Buy Buttons – why retailers shouldn't wait to long to embrace

**Michael Jaconi**, Co-Founder and CEO, **Button**

9:30 **Contextual technology: the whys and hows of the retail Context**

- Essential elements: sensors, mobiles, social, data, location-based
- Where we are, where we are going and how we will get there
- Getting more personal, less personal
- How contextual technology will change
- Success in the retail Context

**Eli Weiss**, Chief Mobile Strategist, **B&H Photo Video**

10:05 Opening of the Exhibition area & Speed Networking

10:50 Networking break



(Room 3)

**INSTORE CONTEXTUAL, MOBILE, SOCIAL**

11:00 **Magic Mirror on the wall, who's innovating after all? Pioneering technology integration with in-store experience**

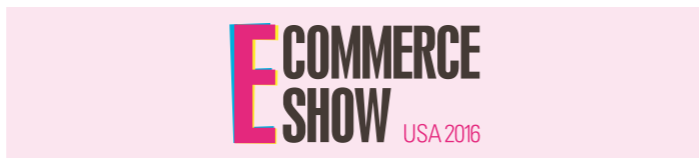
- Using RFID technology to solve in-store customer nightmares – product availability, fitting rooms and customer service
- The aftermath of Magic Mirrors: improving product assortment, increasing engagement and streamlining operations
- Exchanging customer engagement for experience personalization
- Linking in-store and omnichannel experience to brand loyalty
- Developing a technology foundation in-house to achieve greater agility and process control

**Scott Raio**, Co-founder and CTO, **Combatant Gentlemen**  
**Vishaal Melwani**, CEO, **Combatant Gentlemen**

11:25 **Getting customers excited about physical retail through digital engagement**

- 'Harmonizing' ecommerce, PR / social media, merchandising and store design teams
- Digital strategies that can add to the multiplicity of customer engagement channels for the physical store
- New digital technologies and opportunities

**Jon Harari**, Chief Executive Officer, **WindowsWear**  
**Roe Palermo**, DVP of Visual Merchandising, **Lord & Taylor**



(Room 4)

**DATA, ANALYTICS & PAYMENTS**

**Everything all the time – predictive and reactive analytics for customer-fueled eCommerce**

- Who are your customers and who aren't they? Managing the 360 view of the modern digital customer
- Predictive and reactive systems: creating 'decision engines' to create optimal outcomes for both retail partners and customers throughout their entire journey
- Advanced context: crossing from recognizing the "who" to recognizing the "when"

**Jack Hanlon**, Vice President, Analytics, **Jet.com**

**Community-driven commerce**

- Humanizing data: Bridging UX research with data analysis to deepen our understanding of customer needs
- Continuous deployment: Creating a development environment to support ongoing, iterative product design
- From insight to action: Reducing the distance between analysis and design prototyping
- Design values: Building a two-sided marketplace with a progressive social mission

**Alex Wright**, Director of Research, **Etsy**

11:50 **Creating the store of the future**

- All of the things that Amazon will never be
- Retail analytics that drive store performance
- Integrating digital with physical
- How building a muscular brand through impressive stores can drive web sales
- In-store technology that is authentic and useful
- Going long on experience and functionality

**Albert Vita**, Senior Director - Digital Store Transformation, In-Store Environment, **The Home Depot**

**CUSTOMER ANALYTICS**

12:15 **Building customer data foundations to deliver connected-e-commerce experiences**

- Determining ways to measure a feature before it's launched – rapid A/B testing, innovation, and iteration
- Combining customer data for a broader shopping experience context of the digital outreach
- Understand your customer's journey – user research, analytics, click stream data, transactional data

**Benjamin Babcock**, Director of UX Research and Conversion Optimization, **Jet.com**

12:40 **In-store analytics: the future of retail**

- Using the entire In-store data ecosystem: from Wi-Fi through weather
- Organising and analysing the data
- Creating useful actionable insights
- Improved commercial performance and enhanced customer experience

**Reserved for sponsor**

1:05 Networking Lunch

**ROUNDTABLES**

2:30 **1** Same merchandising, multiple channels, different customers – adapting your channel strategy with personalization

**Kim Hansen**, SVP Marketing and Ecommerce, **Winston Brands**

**2** Customer Service: establishing a social media footprint more effective than 1-800

**David Tull**, Customer Engagement Manager, **JackThreads**

**3** Top 5 eCommerce predictions - what's changing, what's going away and what you never saw coming

**Robin Copland**, Vice President of Retail for the Americas, **ThoughtWorks**

**4** Cross-border pricing: challenges, products, categories, and competitive environments

**Reid Wegner**, Merchant Development Manager, **Rakuten**

**Turning clicks into revenue**

- Personalized offers to make consumers book now! Killing the broad brush
- Neurological connectivity: creating an addictive, irresistible experience
- Unique shopper insights: understanding customer segments, knowing interactions to give personal touch and tech strategies to achieve that
- Mobilizing personalization algorithms to drive revenue growth across channel

**Reserved for sponsor**

**SOCIAL**

**Will 'buy now' buttons on social networks transform the retail playing field? Threat or opportunity?**

- Simplifying the path to purchase
- Pinterest vs Barneys through Instagram – who is the queen of the picture based purchase?
- Which social network will be the most powerful in driving commerce? Why?
- How will these partnerships evolve?

**Lily Rogers**, Merchant Success Lead, **Shopify Plus**

**Social curation approach that complements your sCommerce strategy**

- Why can they offer a better experience than the website for millennials?
- Co-branding - partnering retailers and brands to curate and promote their products via original and engaging content
- Which social network will be the most powerful in driving commerce? Why?

**Daniel Murray**, Co-founder, **Grabble**

3:10

Networking Afternoon Break

MERCHANDISING TECH

MOBILE

4:00

**Ensuring a strong technology foundation and effective big data to create localized assortments**

- Creating more localized and personalized offerings
- Improving value pricing, smart merchandising and customer experience
- Customer / segment focused assortments v product based assortments
- Using all digital touch points: kiosks, beacons, digital signage, smart phones, associate tablets
- Integrating systems, processes and people

**Aaron Surasky**, Sr. Dir., Assortment Planning and Analysis, **The Home Depot**

**Customer acquisition strategies for mobile: email, new user experience, product design and viral loops**

- Email marketing optimization for mobile – what is different from the regular web?
- Ensuring your mobile design is optimized using analytics – speed, simplicity, feel
- Growth hacking for retailers – using viral loops and are you a retailer that can do this?
- How to choose the right technology partners?

**Zach Miller**, VP Commerce Partnerships, **Spring**

4:25

**Can merchandising optimization technology help merchandise new store mixture?**

- Using SAS analytics to solve the complexity of size optimization
- Coupling size and allocation together to deliver more effective replenishment
- Can visual analytics push the omnichannel approach to consistent customer experience by solving multiple stores assortment
- Challenges of implementing integrating BOPIS to streamlined assortment optimization

**Marty Anderson**, VP Merchandising Business Process, **Belk**

**Mobile shopping apps: how important are these for retailers?**

- Why can they offer a better experience than the website for millennials?
- The role of simplicity when designing your app for the on-the-go shoppers
- Are consumers just attracted by discounts on apps?
- App vs mobile website visits – is the app more of a loyalty or convenience play?

**Reserved for sponsor**

COMMODITIZATION

4:50

**Keynote address: Next level loyalty: is it even possible with eCommerce?**

- Omnichannel, free shipping and next day delivery are now just table stakes – how can you encourage repeat business and build loyalty in today's eCommerce?
- Introducing the concept of “continuous loyalty” built on new models of sustainable innovation and the integration of behavioral economics principles
- The role of context for building loyalty - what are the broader problems your customers are trying to solve? What dreams are they trying to achieve?

**Robin Copland**, Vice President of Retail for the Americas, **ThoughtWorks**

5:15

**Keynote address: Disrupting the ecommerce pricing status quo and bringing fairness to consumers**

- Removing markups from layers of intermediates – is it cost-effective?
- Tackling the ‘pocket experience’ – what customers want is fair price
- The things that cost-effectiveness allow an etailer to do – new distribution centers, relevant loyalty program, optimized personalization and product recommendation, and more

**Bernard Luthi**, President, **Monoprice.com**

5:40

Close of Conference Day 1

5:45

Networking Drinks Reception



8:00 Breakfast and Registration

8:50 **Chairman's Opening Remarks**  
**Clay Parnell**, President and Managing Partner, **The Parker Avery Group**

**CIOs ROLE**

9:00 **Keynote panel: The Retail CIO debate**

- Key tech and trends
- Harnessing digital disruption
- Leadership and vision - are CIOs becoming CMTOs (Chief Marketing Technology Officers)?
- Project, risk and change management
- Assessing competing technologies and vendors

**Cy Fenton**, President, Digital Business & CIO, **Books-A-Million**  
**Grant Anderson**, CIO, **Living Spaces Furniture**  
**Geraldine Schlueter**, CIO, **Pet Supermarket**  
**John Trainor**, CIO, **Aaron's Inc**

9:50 Networking Break



(Room 3)

**SUPPLY CHAIN MANAGEMENT**

10:50 **Building the next generation retail supply chain**

- Customer expectations and the multi-channel offer
- Unifying Distribution Centers and using stores as DCs
- What the agile supply chain really means
- Dynamic and flexible inventory management
- Transforming physical stores into micro warehouses in retailer's network

**Nadia Shouraboura**, Founder and CEO, **Hointer**

11:15 **Omnichannel inventory and fulfillment management – how to 'buy anywhere, fulfill anywhere, return anywhere'**

- Integrating back-office technology across channels
- Optimizing workflow to pick, pack, and ship in stores
- Gaining real-time inventory visibility across stores and distribution centers

**Reserved for sponsor**



(Room 4)

**SEARCH**

**Searching for the future - cross-channel SEO integration in organizations**

- How user generated content elements such as Q&A can make your personalization strategy more assertive
- Should personalization be seamless across channels, or distinguished for each touchpoint?
- Championing user experience so google doesn't punish you
- Loss of keyword data and the revival of ranking data

**Dennis Goedegebuure**, VP Growth & SEO, **Fanatics, Inc.**

**How using data can amplify your content and social media signals to maximize SEO**

- How to use various SEO tools such as Searchmetrics, Ahrefs, and SEMRush to have better insights and make better decisions with your SEO efforts
- Use of SEO tools to make better informed decisions when creating the right content for the right audience.
- How to research and use data to create more engaging social media content for the right audience

**Ronald Dod**, Partner & CEO, **Visiture LLC**

**ROUNDTABLES**

- 11:40
- 1 Marketing and personalization strategies that increase repeat purchases and have high ROI  
**Lily Rogers**, Merchant Success Lead, **Shopify Plus**
  - 2 After SEO/SEM brings visits – how Site Search helps your customer find what they need within your domain  
**Martin Baumgartel**, Site Search Manager, **Verizon Wireless**
  - 3 'What men want': exploring men's style and how retailers can adapt to new male consumer trends  
**Aaron Marino**, Founder, **IAmAlphaM**, Co-Founder, **Pete and Pedro** and Co-Founder, **Stylecon**

12:20 Networking lunch

**BLEEDING EDGE**

1:50 **Retail enters the second half of the chessboard**

- How cheaper, faster processing power, growing use of artificial intelligence, big data, and the cloud are driving today's retail innovation
- Disruptive waves of innovation are getting faster and larger – how to not let them sweep you away
- The democratization of technology: large scale is no longer an advantage
- A look into future innovation that's here today: segment-of-one shopper level personalization, in-store analytics on shoppers, demographics and mood, and 3D sensors that understand customer behavior
- No time-outs for industry leaders as disruptive innovation will continue to accelerate

**Gary Hawkins**, CEO, **Center of Advocacy Retail and Technology**

2:15 **How cutting edge customer experience in-store can push rebranding efforts**

- Innovation is all about experiences and supporting capabilities – technology is just an enabler
- Bringing your omnichannel strategy into life!
- Stores that serve as 'live learning labs' to test in-store merchandising and marketing innovation
- What are you doing to fundamentally change the customer experience?

**Michael Moore**, Chief Marketing Officer, **Lowes Foods**

**PERSONALIZATION**

**(Not) Rocket-science – the path to API-driven personalization & segmentation algorithms**

- How user generated content elements such as Q&A can make your personalization strategy more assertive
- Should personalization be seamless across channels, or distinguished for each touchpoint?
- Championing user experience so google doesn't punish you
- Loss of keyword data and the revival of ranking data

**Reserved for sponsor**

**The inspiration to installation approach – how build.com's social media mastered product recommendations personalization**

- User-generated content (UGC) that leads to an entire authentic, customer-driven campaign that supports your overall brand objectives
- Getting higher CTRs and low cost per click through Pinterest promotion of Build.com's customers Before & After stories
- Next steps: incorporating UGC more heavily into the shopping experience, and on product detail pages

**Justin Bergson**, Content Marketing Manager, **Build.com**

**MULTI-CHANNEL RETAILING**

3:45 **Keynote panel: Thinking 'phygital' – successes and challenges of taking e-commerce off-line**

- Touch and feel opportunity
- Building the brand experience
- Off-line as a marketing tool
- Additional revenue opportunities
- Redefining retail

**Moderator: Justin Honaman**, SVP, Digital Solutions, **Moxie**  
**Michael Macintyre**, Director of Strategy, **Indochino**  
**Sean Bunner**, VP New Business Development, **HSN**  
**Scott Adel**, Head of Omnichannel, **Frank & Oak**

3:20 **Keynote address: Creating the store of the future – pioneering technology integration with in-store experience**

- Understanding how, when and what customers want – just because you can do it doesn't mean you should
- Beacons put in practice – BLTE, RFID and other technologies bringing to the store what online shopping has to offer
- Integrating digital with physical
- Staying one step ahead of consumers - in-store technology that is authentic and useful
- Going long on experience and functionality

**Scott Emmons**, Head of the Innovation Lab, **Neiman Marcus**

3:45 Close of Conference





Mark wakes up early with his alarm. As he goes to hit snooze, he notices 3 new Jublia notifications - he has received three more requests for meetings through the **Retail Technology Networking Portal**. He rejects one and accepts the other two as they have interesting technology he wants to learn more about. He gets ready, makes sure he is looking his best and feeling ready to network. He walks over to **Building 2 of the AmericasMart Atlanta Convention Center** conveniently located just over the road from his hotel the Hyatt Regency eager for a quick coffee before the conference gets started. He is greeted by Freya, a smiling young lady from Terrapinn who points him in the right direction. He knows he is in the right place when he stumbles across the Registration desk. He picks up his badge and then heads over to grab that much needed coffee. He bumps into Tim, a fellow Head of Logistics at the coffee station, who he met at the event last year.

At 8:50am, Mark and Tim head up the escalator to enjoy the keynote session delivered by the Co-founders from Rebecca Minkoff. Mark is particularly interested in hearing what they have to say about creating the store of the future. He takes notes and asks a question about their supply chain which provokes a little debate in the audience.

Then a video came on explaining **'Speed Networking' - speed dating for business!** Mark smiles to himself thinking that he met his wife at a speed dating event – perhaps he'll be lucky once more and meet his next business partner? He heads down to the 'Speed Networking' area and takes his place at a cocktail table behind a green card. All of a sudden business cards are flying and the conversations are flowing. First, he meets a Head of Ecommerce from an online shoe retailer based in New York, then a guy who is designing the store technology for a furniture retailer. Before Mark realizes, half an hour has passed and he has met over 60 fellow ECommerce & Retail Technology delegates. Glad I remembered to bring 200 business cards, he says to himself!



After a busy networking session, Mark decides on a gentle stroll around the exhibition stands. He sees the usual suspects, but then in the corner of his eye, he sees a collection of companies he has never heard of. He heads over to the **Innovation Zone** to check out their demos and pick up some literature to take back to the office with him. He spots that the on-floor seminars are taking place and welcomes the opportunity for a much needed rest. **A text comes through from the "Match App" – it's time for his 1-2-1 meeting.** He heads over to the VIP zone and takes his place at table 7. He is greeted by Sarah from Terrapinn who introduces him to the VP, Business Development of an up and coming tech firm based in Atlanta. A great 15 minute meeting ensues! Turns out he could well use their service – and save on internal costs.



He heads back up the escalator and rejoins Tim in the conference sessions. They decide to check out what the **NEW retail technology track** is all about. They learn a thing or two about contextual technology before Mark heads into the ecommerce room. He has never even heard of virtual shopping assistants. Mark gets hungry. He spots Chick-Fil-A – a Southern favorite in the Expo Hall! He grabs a delicious fried chicken sandwich and heads to the on-floor networking lounge to see who else is at the event. He spots an old contact who helped him ship products from the US to the UK. Mark challenges him to a **game of ping pong** and emerges triumphant!

Back in the sessions, Mark really wants to catch the **unlocking China session by the Head of International from Gilt**. He takes away some tips and makes a note of some ideas to implement back in the office. Just enough time to catch the keynote by **Marc Lore, Founder of Jet.com**, before heading down to the networking drinks reception. Learning is a thirsty business!



He has a well-deserved beer and joins a circle of similar retailers from across the US. They end up challenging another group of consultants to a beer pong match. **Mark has never seen beer pong at a conference before...** he likes it! He gets invited to a dinner in downtown Atlanta and confirms his plans for the night ahead.

**What a great first day! Mark heads off into the night a happy delegate, eager to see what the second day will bring.**



# Here's a glimpse of the retailers who attended in 2015

- |                              |                               |                               |
|------------------------------|-------------------------------|-------------------------------|
| Aaron's Inc                  | Domino's Pizza Inc            | Overstock.com                 |
| Adcock Furniture             | Dot & Bo                      | PeachDish                     |
| Alex and Ani                 | Estee Lauder Online           | Peapod                        |
| Alibaba Group                | Favorite Foods                | PEI                           |
| All Wrapped Up               | felix + iris                  | Petflow.com                   |
| Ally Commerce                | Frank & Oak                   | Pfizer                        |
| Alternative Apparel          | FreshDirect                   | PGA Tour Superstores          |
| American Eagle Outfitters    | Fun.com                       | Pizza Hut Inc.                |
| American Signature Furniture | Gap Inc.                      | Planet Retail                 |
| Ann Inc                      | Gilt Groupe                   | Plated                        |
| Austin Lloyd                 | Giselle Avenue                | Polyvore                      |
| Avon                         | Groupon                       | QVC                           |
| Bags Inc                     | Gwynnie Bee                   | Raley's Family of Fine Stores |
| Barclays                     | H.E.B. Grocery Company        | RC Willey                     |
| Bare Bliss, LLC              | H.S.N.                        | Rent the Runway               |
| Bark & Co.                   | Harry and David               | Restoration Hardware          |
| BarkBox                      | Harvey Norman                 | Rickshaw                      |
| Bed Bath & Beyond            | HelloFresh                    | Ricoh America Corp            |
| Bedroom Furniture Discounts  | Honey Baked Ham Company       | Royal Canin                   |
| Benchmark Brands             | Hotels.com                    | Saks 5th Avenue               |
| Better World Books           | ICON Health & Fitness         | Samsung                       |
| Birchbox                     | IKEA                          | Sears Holding Corporation     |
| BirdieBox                    | JackThreads                   | Sears Hometown & Outlet       |
| BizzyBee Co., Ltd.           | JCPenney                      | Serta Inc.                    |
| Blank Label                  | JewelJam Inc                  | ShirtCycle                    |
| BodyBuilding.com             | John Lewis plc                | ShoeMe                        |
| Bohemian Guitars             | JulieBees Shoes               | ShopRunner                    |
| Books-A-Million              | Kimberly-Clark Corporation    | Smart Furniture               |
| BuildDirect                  | Kraft Foods                   | Soft Surroundings             |
| buybuy Baby                  | Le Tote                       | SPUD.com                      |
| Cacao Atlanta Chocolate      | Lilly Pulitzer                | SR Appliance Depot            |
| Cafe Press, Inc.             | Limited Brands                | StrideBox                     |
| Calendars.Com                | Little Gradz                  | Tempur-Pedic International    |
| Carnivore Club               | Living Spaces Furniture       | The Home Depot Inc.           |
| Carter's, Inc                | Local Roots                   | The Ivory Company             |
| Century 21 Stores            | Long Tall Sally               | The Lucky Group               |
| Chico's FAS, Inc.            | Los Angeles Times             | Things Remembered             |
| Chinese Laundry              | Love With Food                | Treatsie                      |
| Clean Boutique               | Lowes Foods                   | Uber                          |
| Coca-Cola Refreshments       | Luxer                         | UrbanStems                    |
| Coco Curls LLC               | M.W.I. Veterinary Supply Inc  | US-Mattress                   |
| Combatant Gentlemen          | Macy's                        | Vitacost.com                  |
| Coppel S.A. de C.V.          | Macy's Logistics & Operations | WallMonkeys.com               |
| Costco Wholesale             | MARTA                         | Wine Awesomeness              |
| Damas Jewellery              | Logistics/Victoria's Secret   | Youredi                       |
| Deckers Brands               | Minibar Delivery              | Zazzle.com                    |
| Deckers Outdoor Corporation  | N&N Moving Supplies           |                               |
| Delivery.com                 | Nasty Gal                     |                               |
| Directv                      | Newegg.com Inc                |                               |
| Disney                       | Nike Inc                      |                               |
| Dixons Retail Plc            | Nordstrom                     |                               |
| Dollar Shave Club            | Office Depot                  |                               |

Join these top retailers and more in 2016!  
Book today at [www.terrapinn.com/AttendHD](http://www.terrapinn.com/AttendHD)

# 2016 Sponsors & Exhibitors

## Sponsors



## Exhibitors





## Our high-value packages offer:

- The chance to show over 1000 retailers, etailers and grocers your home delivery solution
- The opportunity for you to invite your customers and prospects
- A 1-2-1 partnering service, where we help set up meetings for you
- The opportunity to raise your credibility and establish thought leadership

## Who will you meet?

Heads of Operations, Logistics, Fulfillment, Transportation, Distribution and Supply Chain from:

- Supermarkets and online grocers
- Drugstores and neutraceuticals
- Department stores
- Clothing and beauty
- Home appliances, electronics and accessories
- Furniture
- Office appliances
- Entertainment and book stores
- Marketplaces
- Subscription services/boxes
- Fast Food

## Why exhibit?

- Debut new products
- Demonstrate existing and complicated processes
- Provide a branded meeting place for clients at the event
- Keeping your brand front of mind
- Brand and marketing exposure
- Raise credibility
- Generate leads and make sales

## Pursue & partner

- 1000 + of partnering meetings in 2 days
- 1000 + attendees
- 5+ hours of assisted networking during 40-minute coffee breaks and 1 ½ hour lunch breaks
- Over 30 intimate roundtable focus-group discussions to participate in
- Speed Networking sessions
- Networking drinks reception!

## Who should sponsor & exhibit?

- 3PL, 4PL
- Cross border solutions
- Fulfillment centers
- Regional, White Glove, and Final Mile carriers
- Transportation Management System (TMS)
- Warehouse Management System (WMS), Warehouse Control Systems (WCS)
- Parcel pickup
- Logistics, Supply Chain, Operations Software
- Packaging and labelling

# Floor plan

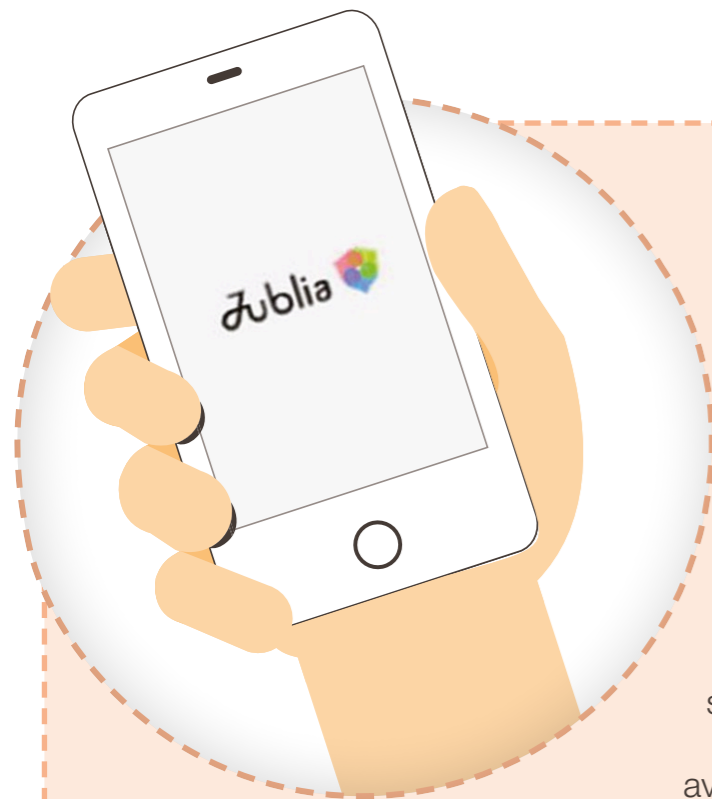
ECommerce and Retail Technology solution providers will be presenting their products here



Home Delivery solution providers will be showcasing their latest innovations here

# Introducing our NEW event technology partner Jublia

The Retail Technology Show USA recognizes the importance of networking. Jublia offers a unique service, combining the latest in networking software with a personal touch to provide an easy-to-use approach for you to facilitate quality networking opportunities.



## So, how does it work?

3 weeks before the event, you will be sent an email containing your personalized link. Click on this link to access the full attendee list. Once here, you can input search criteria. Jublia then uses this information to rank the attendee list in order of their relevance to you!

Simply click on the name of who you would like to meet and send them a secure meeting request. The system acts as your meeting agenda, keeping track of your availability and avoiding double bookings. The system will also assign you a "Meeting Table", so you are guaranteed a nice spot onsite to conduct the meeting.

Terrapinn staff will be on hand to help!



**Peter Riddell,  
Last Mile Home**

**“This was an incredible show...I have already closed several multi million deals”**





## reasons to attend Retail Show USA 2016

1. Get to know how the store of the future will (and already does) look like – smart walls, virtual assistants, magic mirrors and dynamic check-out
2. Hear how **Button** is working with Airbnb, Uber, and OpenTable to contextualize commerce through strong mobile integration
3. Partner with solution providers in beacon, in-store, and omnichannel technologies that increase your cross-channel sales revenues and customer retention rates
4. Learn how to provide the same personalization in-store as the one online from **WindowsWear's** fashion retail virtualization
5. Understand how to build physical and digital customer data foundations to deliver connected-ecommerce experiences
6. Hear Amazon's former Technology Vice President talk about developing the next generation of the retail supply chain like dynamic inventory management, innovative distribution centers and multichannel fulfillment
7. Learn how to excel in real time stock visibility through data management, RFID and POS integration, and inventory accuracy
8. Watch the Retail CIO debate to find out about the new role of information management in the implementation of retail technology and innovation
9. Stay abreast of the new assortment optimization techniques and technologies that increase your profit margins and customer satisfaction rates
10. Join the only conference to bring together heads of in-store operations, omnichannel, fulfillment and ecommerce to discuss advances in retail technology

## Reserve your place today



The earlier you book the more you'll save.

It's really easy to book your place online. And our online calculator will ensure you take advantage of the best deal.

Go to and book now on  
[www.terrapinn.com/AttendRetail](http://www.terrapinn.com/AttendRetail)

Don't forget to enter special code **BD2016** to claim the Early Bird discount.

	INDIVIDUAL	GROUP OF 3	GROUP OF 10
<b>VENDOR PASS</b>			
Final Price	\$3,000	\$1,505	\$755
Before Mar 11 <sup>th</sup>	\$2,750	\$1,380	\$690
<b>RETAILER PASS*</b>			
Final Price	\$875	\$440	\$220
Before Mar 11 <sup>th</sup>	\$825	\$415	\$210

\*SUBJECT TO TERRAPINN APPROVAL



**Book now and get the offer price - on your phone**

Scan this QR pattern with the camera on your smartphone and register with a discount code **BD2016** at the special offer price.

Don't have a QR reader app? You can download one for free from App Store.

Don't have a smartphone? You can also register and get the offer on our website [www.terrapinn.com/AttendRetail](http://www.terrapinn.com/AttendRetail)

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Go to [www.terrapinn.com/AttendRetail](http://www.terrapinn.com/AttendRetail) and book with a special discount code **BD2016** or call **+1 212 379 6320**



For more information, contact **André Singer** on **+1 646 619 1797** or at [andre.singer@terrapinn.com](mailto:andre.singer@terrapinn.com)

# 2016 Media Partners



If you are interested in learning more about our Retail Technology Show USA 2016 media partners, contact Freya Smale on +1 646 619 1811 or at [freya.smale@terrapi.com](mailto:freya.smale@terrapi.com)