



RetailROI SuperSaturday

Saturday, January 13, 2024 • 7:30am-2:00pm

Celebrating our 15th year, RetailROI is once again bringing together retail's most prominent thinkers for revealing discussions on retail technology. Join us on Saturday and you will also change the world for a child.

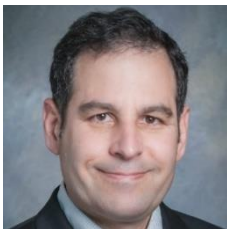
Registration is free to retailers.

Since inception the sponsorships for SuperSaturday have helped over 325,000 children!



Live
and
In-Person

Darryl McDaniels
Rock and Roll Hall of Fame
Run-DMC



Ben Pivar
SVP/CIO
Carter's



John Phillips
SVP Customer
Supply Chain &
Go-to-Market
Pepsico



Nicole Taylor
Executive Director
CFK



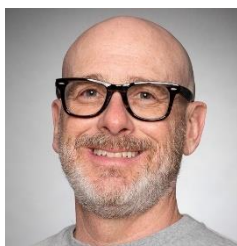
Vicki Cantrell
CEO
*Vendors in
Partnership*



**Giancarlo
Fiorancio**
VP Store &
Omnichannel
Technology
Dollar Tree



Cindy Lincks
VP Operations
KULE



Kevin Ertell
Fmr VP Global
Operations
NIKE



Jenna Posner
Chief Digital
Officer
Solo Brands



Michael Martin
EVP
*Elior North
America*

<https://www.retailroi.org/supersaturday>

As a sponsor of the RetailROI SuperSaturday, you'll enjoy specific benefits that you won't find elsewhere. Depending on your category of sponsorship, you'll get the opportunity to introduce our speakers; mingle with participants; get on stage for a 15-minute exclusive spotlight on your company and more.

Another reason to sponsor – you'll know what retailers are thinking before the show begins. By sponsoring SuperSaturday, you'll plug into the research and opinions that are shaping the industry. You'll also be in a much better position to invite retailers to visit your conference booth.

| LEVEL | Attendees | Logo Recognition on promotional material and onsite, named in Press Releases and Thank You ad linked to website | 3 Banner Ads in Newsletter/ Event Promotional materials, Case Study | Manage Networking Topic Table at Lunch | Sponsorship of Breakfast or Lunch Structured 1 on 1 meetings with Retailers (Limit 4) | Sponsorship of Keynote Speaker, Special Logo Recognition, registration Sponsor, Introduce Speaker/Panel, Video Package** (Limit 4) | RED CARPET SPONSOR Opportunity for Company rep to spotlight company Includes Video Package** (Limit 4) |
|----------|-----------|---|---|--|---|--|--|
| \$2,500 | 1 | | | | | | |
| \$6,000 | 1 | X | | | | Only 2 Left | |
| \$11,000 | 2 | X | X | | | | |
| \$17,500 | 4 | X | X | X | | | |
| \$25,000 | 6 | X | X | X | X | | |
| \$35,000 | 7 | X | X | X | X | X | |
| \$45,000 | 8 | X | X | X | X | X | X |

For any level \$6,000 or above, additional company attendees can be added to \$2,000 each.

Additional Add-on Sponsor Opportunities (these are additional to any levels above)

NEW - ** \$10,000 – Video Package (included in \$35k and 45k levels)

- Up to 30-minute video interview by 3rd Eye Advisory, shared by Jeff Roster, Greg Buzek and others. Cut into 3-5 additional smaller videos.
- Target participation with RETHINK Retail Tri member influencer

\$7,500 – Sponsor individual session Other than Keynote (limit of 4) – your logo would be shown on the Screen by itself, and the announcer MC will announce you as an exclusive sponsor of that session.

To participate, get in touch with:

Greg Buzek – greg@ihlservices.com (615) 591-2955

Dave Weinand – dave@incisiv.com (508) 314-6380

Cathy Hotka – cathy@cathyhotka.com (202) 549-3954

Many thanks for your support of the Retail Orphan Initiative!

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SuperSaturday 2024 Agenda

| | |
|-------------------|---|
| 7:30am | Registration Open/Breakfast Networking |
| 8:15am | Program Start/Housekeeping |
| 8:30am - 9:00am | <p>State of the Store We have persistent staffing shortages, increasing amount of products locked up due to theft, and huge growth in Ship from Store or BOPIS fulfillment. What are best practices to fix or optimize these issues.</p> <p>Marie Driscoll - CFA, <i>Driscoll Associates</i> Giancarlo Fiorancio - VP Store & Omnichannel Technology, <i>Dollar Tree</i> Ben Pivar - SVP/CIO, <i>Carter's</i> John Phillips - SVP Customer Supply Chain & Go-to-Market, <i>Pepsico</i></p> |
| 9:00am - 9:15am | RetailROI Overview |
| 9:15am - 9:45am | <p>Practical AI – Real Life Case Studies of AI/ML and Generative AI Impact for Retail Jose Luis Ortiz – Head of Sales Retail and CPG, <i>Microsoft</i> Michael Martin – EVP, <i>Elior North America</i> Jose Deepak – Global Head of One Demand Data & Analytics Solutions, <i>MARS</i></p> |
| 9:45am - 10:35am | <p>1:1 Networking Meetings/Morning Break Networking Tables: Group 1 – Sponsors and Retailers Only 1:1 Meetings for Retailers/Sponsors – Scheduled by RetailROI Networking with Charities/Trip Signups – All others</p> |
| 10:40am - 11:10am | Charity Keynote – Darryl McDaniels – <i>RunDMC</i> |
| 11:10am – 11:40am | <p>The Forgotten First Responders – Introducing Socialite Program – How you and your company can make a difference Nicole Taylor - Executive Director, <i>CFK</i> Greg Buzek- President, <i>IHL Group</i> and <i>RetailROI</i></p> |
| 11:40am – 11:55am | <p>Next Generation AI Fireside chat on the latest tangible examples with Generative AI and real results being obtained. Pamela Maynard – CEO, <i>Avanade</i></p> |
| 11:55am - 12:10pm | ROI Bobblehead awards – Randy Cucerzan, Vice President, <i>RetailROI</i> |
| 12:10pm - 1:00pm | <p>Lunch - Networking Breakouts Networking Tables: Group 2 – Group 2 Sponsors and Retailers Only Networking with Charities/Trip Signups – All others</p> |
| 1:00pm – 1:30pm | <p>Building Better Teams – In a tough labor market for retailers, see how top retailers are attracting and retaining top talent through better teamwork. Liza Amlani - Principal & Founder, <i>Retail Strategy Group</i> Kevin Ertell – Former VP Global Operations, <i>NIKE</i> Jenna Posner - Chief Digital Officer, <i>Solo Brands</i></p> |
| 1:30pm – 1:50pm | <p>Fearless Technology Predictions for 2024 and Beyond Cindy Lincks – VP Operations, <i>Kule</i> Lee Holman – Analyst, <i>IHL Group</i></p> |
| 1:50pm – 2:00pm | Wrap up and Close - <i>Winners from Drawings, End of Main Session</i> |

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