



# HIGH-TECH Retailing

## THE NEXT GENERATION OF CONNECTED COMMERCE AT CES® 2018

The High-Tech Retailing Conference and exhibition at CES delivers the latest news, companies, products and providers leading the next-gen commerce experience.

**CES® 2018**  
**January 9-12, 2018**  
**Las Vegas**

### THE CONFERENCE

½ day conference featuring center-stage speakers, panel discussions, product demos, and interactive activities

### THE CES SHOW FLOOR EXPERIENCE

3,000 – 5,000 square foot exhibition area on the show floor dedicated to high-tech retailing

Connected services are the next wave in retail commerce. Whether online, in-store, or a mixed channel experience, retailers must keep up with the technology now required to reach their customers whenever, wherever and however their customers choose. And retailers must leverage the technology to better understand and predict their customers' needs better than their competitors. It's a survival imperative.

### Cutting-edge retailers can look to CES to stand out as a leader in high-tech retail.

Winning retailers are pivoting to think like start-ups as we enter this new way of doing business, acquiring new technologies for every edge to capture the consumer's loyalty. But they also want to be able to tell their success stories. For them, it's a story of risk-taking and foresight that pays off on the brand and the bottom line.

### Retailers seeking the high-tech competitive advantage can gain answers at CES.

As retailers are required to leverage technology, an army of high-tech solutions have been created or re-applied to this booming industry. With products ranging from interactive displays to virtual mirrors, from robot greeters to in-store navigation systems, these technology product and service providers are seeking meaningful conversations with retailers about their capabilities.

### CES brings the leaders in connected retailers, the retailers seeking technological solutions, and the retail tech providers together for the right connections.

Participants and attendees include retailers, AI/AR content firms, distributors, manufacturers, developers, graphics display community, boutique marketing firms, consultants, and more.

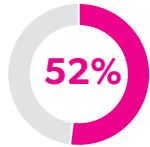
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**For more information:**  
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*The High-Tech Retailing Experience at CES® is presented by Living in Digital Times LLC, producers of the Kids@Play, FamilyTech, FitnessTech, Wearable Tech and TransformingEDU Marketplaces and Conference Tracks at CES® 2018.*



## HIGH-TECH RETAIL BY THE NUMBERS



Investing in digital technology platforms



Are being pressed to evolve before competition disrupts



Agree that trust is a cornerstone to the digital economy

Source: Accenture

## Retail technologies showcased and discussed include:

- POS and Database Tech
- In-store training firms
- Biometric Devices
- Augmented Reality and Virtual Mirrors
- Unboxing and Video Tech
- Digital Signage and Interactive Displays
- Robots in Retail
- RFID and NFC
- Smart Carts
- Beacons and Sensors
- AI and Subscription models
- Loyalty and Rewards systems

## Attendees will gain actively learn:

- Which retailers are leading the charge in the new retail experience?
- How is the vision for a personalized, directed experience being expressed?
- What new technologies should retailers know about?
- How do retailers differentiate goals for the back end and front end systems?
- How do retailers leverage smart, immersive retail technologies?

**Review the different levels of sponsorship and conference marketing options, and select the mix that maximizes your exposure and effectively builds your brand at the world's largest consumer technology tradeshow.**

SPONSOR COSTS & BENEFITS	PLATINUM	GOLD	SILVER	BRONZE	BASIC
Cost	\$37,500	\$25,000	\$14,000	\$10,000	\$7,500
Exhibit Space Size	20 x 30	20 x 20	10 x 20	10 x 10	6' turnkey pod
Advertising in Program Book	Full Page	Full Page	1/2 Page	Listing	Listing
Rotating Banner Ad on In-Room Monitor	10 sec.	6 sec.	3 sec.		
Invitations to Networking Party	8	6	4	2	2
Participation on Conference Panel	✓				
Listing in CES Print and Online Directories	✓	✓	✓	✓	✓
Listing on High-Tech Retailing Website	✓	✓	✓	✓	✓
Public Relations Outreach	✓	✓	✓	✓	
Access to Show Floor Meeting Room	✓	✓	✓	✓	

