



The High-Tech Retailing
Conference and Exhibition
looks at the bevvy of new
products, companies and
services leading the next
generation of retail.
Join the transformation.

THE CONFERENCE

 V_2 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

Today's retailers need to put technology to work. They need to better understand and predict their customers' needs. At the same time, product manufacturers need to be super-creative in how they enter the retail market.

CES Brings Retailers and Products Together to Serve Their Customers Best

Over 3,000 new products launch at CES every year, with their ultimate destination the retail shelves of online and brick and mortar stores. Reaching consumers where, when and how they want has become a technology-dependent art form. We explore the cutting edge of how big data, IoT, new payments, AR and VR, and innovative omni-channel experiences are changing the face of retail.

Reach Show Floor Attendees and Thought Leaders with this Integrated Program

On the show floor, you can be part of the immersive high-tech retail marketplace showcasing everything from magic mirrors to virtual try-on rooms, from order-taking robots to luxury virtual shopping experiences. At the conference, you can be a part of the network of thought leaders, analysts and pioneers who are working to kick the retail experience into high gear. At our 2018 conference, speakers included Amazon, Target, Walmart, B8ta, Indiegogo, PSFK, Fung Retail, IQMetrix and more.

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, the display signage community, boutique marketing firms, consultants, analysts, VCs, supply chain providers, distributors, and more.

Retail technologies showcased and discussed include:

- The Rise of Self-Serve and Automation
- New POS Developments
- Biometric recognition systems
- AR and VR technologies at Retail
- Digital and Interactive Signage
- Robots in Retail
- Tagging with NFC and RFID
- The Sensor Driven Shopping Experience
- Loyalty and Reward Systems
- New Models to Entice Shoppers
- Data as Retail Gold

Attendees will learn:

- The latest pathways into the retail marketplace
- How IoT devices are changing retail
- The effect of automated systems including voice and chatbots translating to sales
- How blockchain and other systems are transforming the backend of retail
- How immersive technologies like AR and VR translate to retail sales
- How to personalize sales using big data and analytics
- New tools for training sales staff
- Combining high tech and high touch experiences for maximum effect
- The watch words for 2019: Community, Personalization, Data, Experiential Retail, Direct to Consumer

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

There are two radical shifts occurring in retail. The first is technological, and the other a result of changes in consumer behavior. Stores that get both shifts will thrive.

SPONSOR COSTS & BENEFITS

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.

	PLATINUM	GOLD	SILVER	BRONZE	BASIC
Cost	\$38,700	\$25,800	\$14,400	\$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 P age	Listing	Listing
Rotating Banner Ad on In-Room Monitor	10 sec.	6 sec.	3 sec.		
Invitations to Networking Party	8	6	4	2	2
Videos of all Conference Proceedings	✓				
Listing in CES Online Directory	√	✓	✓	√	√
Listing on High-Tech Retailing Website	✓	✓	✓	√	✓
Public Relations Outreach	√	✓	√	√	
Access to Show Floor Meeting Room	√	✓	√	√	
Social Media Campaign	✓	✓	✓	✓	✓



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