

# YOUR 2016 EVENT GUIDE



## FUTURE STORES

Retail. Reimagined.

June 20- 23, 2016  
Sheraton Seattle, Seattle, WA  
[www.future-stores.com](http://www.future-stores.com)

Welcome Back to Our Returning Sponsors:



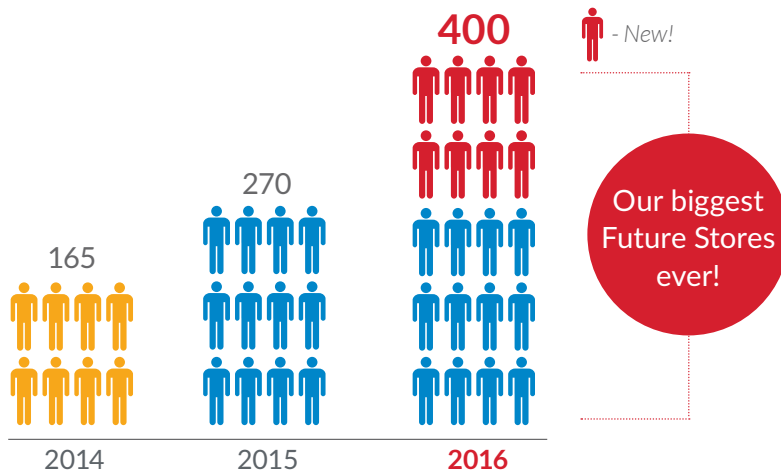
# Future Stores is Growing Fast!

**FUTURE STORES**  
Retail. Reimagined.



**The word is out!** Future Stores is the leading event for retail innovators. With a more spacious venue in the heart of downtown Seattle, brand new sponsorship opportunities and a senior-level attendee list that's set to multiply...it's easy to see why everyone is reserving their spot early for 2016.

## Attendee Growth

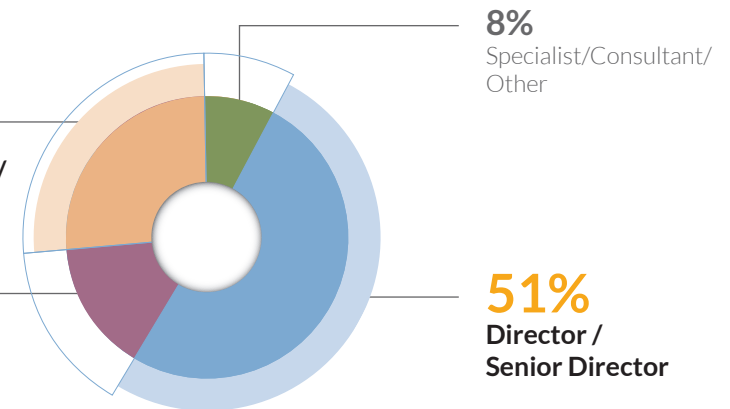


## 2015 Audience Snapshot

### Seniority

**26%**  
C Level / President /  
Founder / VP

**15%**  
Senior Manager /  
Manager



**8%**  
Specialist / Consultant /  
Other

**51%**  
Director /  
Senior Director



# New Sponsorship Opportunities for 2016



## Sponsor a Station at the “Taste of Pike’s Place” Cocktail Reception!

Share your interactions with attendees at one of four sponsored stations at this lively reception. Sponsors will each host a uniquely themed station featuring decor, food, wine and cocktails. This is an opportunity to **network with the audience, promote your brand and demonstrate goodwill with attendees.**

Stations include:

- **Farm To Table Fare** - Enjoy delicious local specialties
- **The Flower Shop** - Sip from specialty cocktails embellished with flowers
- **Catch of the Day** - Sample fresh local seafood
- **Coffee and Liquor Bar** - Savor coffee flavored cocktails

By sponsoring the Pike’s Place Cocktail Reception, you will:

- **Differentiate your brand with a larger than life position** at Future Stores! Forge new relationships while differentiating your brand as an exclusive host of a regional tasting
- **Be front and center** at our official Future Stores reception! Establish connections in an informal and fun setting
- **Be quick!** Remember, there are only four themed areas to pick from!

# New Sponsorship Opportunities for 2016

## Invite-Only Think Tank

Imagine being in a room of **15-20 retail executives sharing their pain points and best practices**. Now imagine you are the **only** solution provider in that room. What would that be worth?

You have the opportunity to be the exclusive sponsor in this closed door session:

- **Demonstrate thought leadership** by hosting a session for the biggest minds in the industry
- You'll be able to shape the content of the session **and get an insider look** at their most pressing challenges
- Have **complete exclusivity!**



## Site Tours

Be a part of what everyone is talking about! Retailers love our site tours, which is why they requested more for 2016... and we're delivering!

Contact us about hosting a site tour at your **innovation lab** or at a **retail store** featuring your technology. If you have a location in downtown Seattle that you would like to open up to our group, this is an amazing opportunity to **showcase your brand in real time** and get invaluable face-time with leading retail decision makers.





# New Sponsorship Opportunities for 2016

## Larger Innovation Lab

Due to popular demand, our Innovation Lab is now larger than ever before and can accommodate up to 40 booths! The Innovation Lab also gives you the ability to sponsor: the Cyber Café, Networking Lounge, Specialty Coffee Stations, Mimosa Breaks and much more.

This is the perfect opportunity for you to **demonstrate your technology** to our audience. Show retailers how you can help them bridge the gap between the digital and in-store experience.

This is by far the best chance to **have your sales team network with the entire audience** - But be quick, space at the Innovation Lab goes like hot cakes!



## “Technology Partner Appreciation” Cocktail Reception

Our new mixer designed for our sponsors, exhibitors and vendor attendees to network, discuss partnerships and channel opportunities. As the host of this event, **you will be uniquely positioned to connect with potential channel partners** and expand the reach and impact of yours and their technology.

But remember, this is an exclusive opportunity – **Only open to one sponsor**, so get in touch now!



# Back by Popular Demand!



## Interactive Roundtable Host

Roundtables are one of our most popular formats...  
And for a good reason!

After a busy day of presentations and panels, our attendees get to take control of their event experience and sign up for topics that matter most to them. This unique opportunity allows you to **lead an informal discussion with two unique groups of 10-12 retail executives on a topic of your choosing.**

With champagne to get the conversation flowing, meet new attendees, hear their specific challenges and get a chance to **offer solutions in a candid environment.**



## Master Class

The Future Stores Master Classes are designed to provide an in-depth examination of the future of the brick and mortar store experience. These **intensive one hour sessions** will allow attendees to roll up their sleeves and walk away with practical tips, strategies and methodologies for their store.

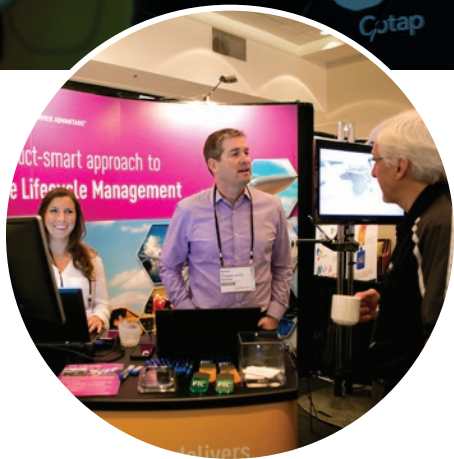
As a master class facilitator, you can **lead the way** with examples of best practices, technologies and tools that are transforming the retail experience.



# Know Who's Ready To Spend Before You Arrive!



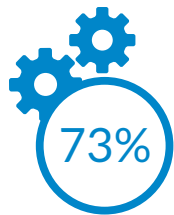
FUTURE STORES  
Retail. Reimagined.



## We Profile The Executives, So You Know Where They Want To Invest

As part of your sponsorship package, you will have access to the **Future Stores Profiling Report**. This report gives you direct access to where retail operations, strategy and experience executives plan to invest their dollars, and most importantly, when they plan to do it. This will allow you to develop your on-site strategy.

### In 2015, Attendees Told Us They Are buying The Following Solutions & Services:



Omni-Channel Personalization



Mobile Solutions

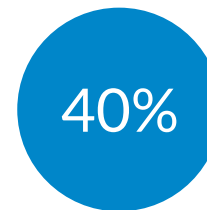


Digital and Interactive Signage/Displays

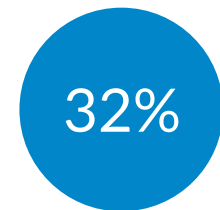


Customer Engagement Solutions

### And Indicated their Investment Timeline:



said IMMEDIATELY



said Within the Next 12 Months

*\*These represent the Top 4 Solution Categories of the 15 on which attendees reported.*

# We're Now Offering Customized Digital Content!



## Easily Energize Your Brand, Build Thought Leadership and Generate High-Quality Leads in a Format You Can Share Effortlessly.

Take on the virtual spotlight at Future Stores with content our audience won't find anywhere else. Pick from:

1. **Pre Event Newsletter Series** - Introduce your brand to all event attendees via a 3x newsletter before the event even starts
2. **Pre/Post Event Webinars** - Generate leads and interest in your top solutions with access to niche audience. On topic of your choice
3. **Future of In-Store Retail Market Research** - Align your company with our new research report while also generating high quality leads

Contact Dave Matthews for more information on customizing a campaign!

Contact Dave Now





FUTURE STORES

# An Amazing Experience!

From the leading industry speakers, to our Innovation Lab, fun receptions, site tours and champagne roundtables ... We make sure your experience at Future Stores is memorable. And that's why we have such a loyal following!



"Great event covering actual pain points for the retail market which served as an ideal platform for both vendors and industry leaders ... A very well attended event from the retail industry side; offering vendors with a great opportunity to not only showcase their solutions but at the same time understand real issues that challenge retailers in a rapidly changing digital environment today."

- Sanjeev Sularia, IntelligenceNODE



"Honestly, it was one of the best conferences I have ever attended, which have been many. I really enjoyed the smaller, more intimate feel and the personal time we had with many of the speakers... I will be recommending that additional partners from our omni channel, ecomm and digital teams join me."

- Kathryn Blick, Senior Manager, Retail Business Development, ASICS America Corporation



# Your Reach As A Sponsor

Get guaranteed brand exposure before, during, and after the conference through:

**MEDIA PARTNERS**



**WEBSITE TRAFFIC**

**11,332**  
Visits

**7,084**  
Unique Visitors

**28,846**  
Page views

**61.75%**  
New Visits

**SOCIAL MEDIA**



**1,000**  
More Contacts  
researched by  
a dedicated  
research  
team

**OUR DATABASE**

**8,000**  
Contacts  
in Email  
Database

## ONSITE EXPERIENCE

**SPEAK ONSITE** to the whole Field Service USA audience and demonstrate thought leadership

**PRESENT YOUR BRAND & SOLUTIONS** via exhibition booths, roundtables, panels, and demos

**ARRANGE MEETINGS** after receiving the event's full attendee list

**Your next client**

# About Worldwide Business Research (WBR)

  
FUTURE STORES  
Retail. Reimagined.



WORLDWIDE BUSINESS RESEARCH

We run over 100 industry leading, annual conferences worldwide, along with a full complement of content marketing services, and intimate networking events - all aimed at educating, supporting, and connecting the leadership of the world's core industries. Our business model focuses on your goals to:

- **Lead by Example**
- **Forge Lasting Partnerships**
- **Grow Your Business**

For more information on WBR, visit our corporate site at [www.wbresearch.com](http://www.wbresearch.com)



We develop a **forum to discuss the issues your customers/prospects care most about** and the solutions and strategies that can help them leapfrog over their biggest challenges.



We're a research and conference company with **over 20 years of experience**.



We now deliver **over 100 quality networking and content focused conferences** across the globe.



What began as a mere 12 conference operation has steadily grown into a **well-established and reputable research and conference company** with offices in London, New York, Toronto and Singapore.

**Contact Me Today:** Susan Feigenbaum • +1-646-200-7470 • [susan.feigenbaum1@wbresearch.com](mailto:susan.feigenbaum1@wbresearch.com)