

BE A PART OF THE MOST EXCITING EVENT IN RETAIL

“While digital commerce is rapidly shifting, it’s nice to know there’s a constant in the retail industry. IRCE delivers a great event every year packed with cutting-edge content, thoughtful conversations, and predictions about the ever-changing future of online retailing.”

—Total Retail

RETAIL IS EVOLVING, AND SO IS IRCE

This year, the IRCE you’ve known and loved is part of a groundbreaking retail event—RetailX. This exciting new format puts IRCE under the same roof with two other top retail shows: RFID Journal LIVE! Retail, the world’s only RFID event dedicated specifically to retail applications; and GlobalShop, the industry’s largest design and merchandising trade show with a 25+ year history of excellence. For the first time ever, the full retail spectrum (e-commerce, brick-and-mortar and the RFID technology that bridges the two) will come together, giving retailers from all market segments the opportunity to get a clear picture of the transforming world of retail. This also offers exhibitors in the e-commerce space the opportunity to connect with an unprecedented number of big-name retailers in just a few days.

BIG CHANGES IN RETAIL MEAN BIGGER OPPORTUNITIES THAN EVER BEFORE

Consumers are shopping differently. BOPIS (buy online, pick up in-store), subscription e-commerce and other shopping options are causing the once-siloed worlds of physical retail and e-commerce to overlap. Retailers are rapidly evolving their e-commerce efforts and striving to create an integrated physical and digital presence. With this giant shift in the traditional retail model, it’s especially important for retailers in every market to access cutting-edge e-commerce solutions if they want to survive. As an IRCE @ RetailX exhibitor, you’ll get your brand in front of pureplay e-commerce retailers looking for solutions to help them stay competitive as well as retailers who were once primarily brick-and-mortar, giving you access to an expanded pool of potential customers that you can’t find anywhere else.

FIND YOUR CUSTOMERS AT IRCE @ RETAILX



IRCE has gained a reputation as the event where retailers can find new vendors and gain an understanding of the latest trends in e-commerce. By joining forces with GlobalShop and RFID Journal LIVE! at RetailX, IRCE will attract larger company groups looking to find ALL of their solutions in one location—giving you the opportunity to expand your current client relationships and connect with thousands of attendees and brands who are looking for products and solutions like yours.



INTERNET RETAILER
CONFERENCE + EXHIBITION

@ RetailX

WHY YOU NEED TO BE AT IRCE @ RETAILX

IRCE @ RetailX is the must-attend event for e-retailers and brick-and-mortar brands who are reinventing themselves to address the ever-changing retail landscape. With a **400,000 sq. ft.** trade show floor, RetailX puts you in the same room with **20,000+** industry professionals representing **45 countries** and **48 states**. Don't miss out on the unequalled opportunities that this groundbreaking retail event offers!

THE FLAGSHIP E-COMMERCE INDUSTRY EVENT GETS EVEN BETTER

IRCE is at RetailX—an event that represents the best of **GlobalShop**, **RFID Journal LIVE! Retail** and **IRCE**, bringing the entire retail ecosystem together for the first time EVER. This gives exhibitors the opportunity to access potential customers in more market segments than any other industry event!



IRCE ATTENDEES ARE HIGH-LEVEL DECISION MAKERS

IRCE regularly attracts CEOs, business owners and executives from enterprise level retail businesses, brand marketing executives and leaders from the biggest names in the business (including **Walmart**, **Amazon**, **Google** and **Target**). By co-locating IRCE with two other leading retail shows, RetailX is the one industry event that represents 95% of a company's capital expenditure budget. That means you can expect to meet with even more C-level decision makers and larger teams than ever before.

IRCE CONTINUES TO GROW

Attendees at IRCE include a wide range of e-commerce retailers from across the nation and **six different continents**. This increasing number of attendees looks to IRCE to source the latest solutions to help them build a dynamic e-commerce strategy—in fact, **74% of [2018] attendees** say that they found new products at IRCE.

IRCE ATTENDEES COME READY TO BUY

Retailers at IRCE are ready to invest in e-commerce solutions this year.

22%

of attendees plan to spend up to \$50,000

20%

of attendees plan to spend \$50,001-\$100,000

13%

of attendees plan to spend \$100,001-\$250,000

16%

of attendees plan to spend more than \$250,000

Prime booth spaces will fill quickly—reserve yours today!

West & South Regions of U.S. + Canada
Ha Vu, Senior Exhibition Sales Manager
Phone: 312-508-4047
ha.vu@irce.com

Midwest & Northeast Regions of U.S. + International
Sean Rice, Exhibition Sales Manager
Phone: 312-572-6256
sean.rice@irce.com