



Retail Orphan Initiative

Helping Vulnerable Children Worldwide

www.RetailROI.org

Research Event

Retail ROI Super Saturday - PwC Auditorium, Manhattan **Saturday, January 8, 2011 • 8:30am – 3:30pm**

New York's big show starts on Saturday this year! We've brought together retail's most prominent thinkers for revealing discussions on store technologies, business intelligence, PCI and security issues, IT Forecasts for 2011, Wall Street's view and engaging the consumer's mobile device.



Deborah Weinswig
Managing Director,
Retailing,
Citi Investment
Research



Steve Bozzo
CIO 1-800-Flowers



Greg Buzek
IHL Group



Jon Kubo
CIO Wet Seal



Jeff Roster
VP Global Industries
Retail, Gartner



Austin Gutwein
Hoops of Hope



Joe Skorupa
Group Editor in
Chief,
RIS News



Evan Schuman
Editor,
StoreFront
BackTalk

Other speakers currently include:

Ed Rennemann - CIO, Crate & Barrell

Virginia Wright - VP Application Development, Kohl's

John Mitchell - CIO, Pep Boys

Lori Schafer - Co-Author "Branded: How Retailers
Engage Consumers with Social Media and
Mobility"

Kevin Sternecker - Research Director, Consumer
Centric Retailing, Gartner

Lee Holman - VP Product Development, IHL Group

Jim Crawford - Executive Director, GREC

Cathy Hotka - Retail Diva, Cathy Hotka & Associates

Todd Michaud - CIO, Focus Brands

Walt Conway, Quality Security Assessor, 403 Labs LLC

To Register for this event, go to
www.retailroi.org/SuperSaturday2011.aspx

Registration is free to retailers. Sponsor money generated at the event benefits the Retail Orphan Initiative, a retailer-led charity that funds feet on the street charities helping vulnerable children. To get on the mailing list, drop a note to cathy@cathyhotka.com. To see more about the Retail Orphan Initiative, visit www.retailroi.org.

RetailROI SuperSaturday 2011 • January 8, NYC • Sponsors enjoy...

As a sponsor of the RetailROI Super Saturday, you'll enjoy specific benefits that you won't find elsewhere at the NRF.

Depending on your category of sponsorship, you'll get the opportunity to introduce our analysts; mingle with participants; present a three-minute commercial, outlining the themes you'll be presenting at NRF; sponsor the learnings from the analysts at this meeting which will be distributed afterward to the top retail IT shops; sponsor the flash polls of retailers that we'll be producing at the meeting; ask questions at the meeting; and more.

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

Sponsorship/Attendee levels

LEVEL	Attendees	Logo Recognition on promotional material and onsite, named in Press Releases and thank You ad linked to website	Promotional Material Thumb Drive, Banner Ad in Newsletter/Event Promotional Materials (3 Mailings minimum)	Manage Networking Topic Table at Lunch	One on one meetings with up to 3 analysts (30 minutes each)	Attend CIO thank you event from 8-9pm on Sunday Evening
\$2,000	1					
\$5,000	1	X				
\$10,000	2	X	X			
\$15,000	4	X	X	X		
\$25,000	7	X	X	X	X	
\$35,000	7	X	X	X	X	X

To participate, get in touch with Cathy Hotka at cathy@cathyhotka.com or phone her at **202-549-3954**. We'll talk about what will work best for you, then set up your sponsorship.

There are additional promotional benefits to sponsorship, and you won't want to miss them. I'd welcome an opportunity to get on the phone with you and chat about things we can do together to expand the effort. Many thanks for your support of the Retail Orphan Initiative!

The Retail Orphan Initiative is a charitable foundation under the umbrella of The Giving Back Fund. This allows us to keep administrative costs low so we can help as many children as possible.



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RetailROI

c/o The Giving Back Fund
6033 West Century Blvd, Suite 350
Los Angeles, CA 90045
310.649.5222
Federal Tax ID: 04-3367888
www.givingback.org

RetailROI SuperSaturday 2011 • January 8, NYC • Agenda

- 8:30am** **Continental Breakfast and networking**
- 9:00am** **Welcome and Introductions** - Greg Buzek - IHL Group, Joe Skorupa - *RIS News*
- 9:20am** **Wall Street, Technology and You** Deborah Weinswig - Citi
- 9:50am** **Mobility Panel** - Moderator: Jim Crawford - GREC
Panelists: Jon Kubo - Wet Seal, Ed Rennemann - Crate & Barrel, Steve Bozzo - 1-800-FLOWERS,
Lori Schafer, Co-Author “Branded: How Retailers Engage Consumers with Social Media and Mobility”
- 10:20am** **Networking Break**
- 10:45am** **PwC Technology Forecast**
- 11:15am** **Hoops of Hope** – Austin Gutwein
- 12:00am** **Lunch with Networking Topic Tables**
- 12:45pm** **Paul Singer Memorial Award Presentation**
- 12:50pm** **Pardon the Interruption Panel** – Moderator: Cathy Hotka - Cathy Hotka & Associates
Panelists: Kevin Sternecker - Gartner, Greg Buzek - IHL Group,
- 1:15pm** **Security Panel** – Moderator: Evan Schuman, StoreFront Backtalk
Panelists: John Mitchell - Pep Boys, Virginia Wright - Kohls, Walt Conway - 403 Labs LLC,
Todd Michaud - Focus Brands
- 1:45pm** **The State of the Store, Results from the 6th Annual RIS News/IHL Group Store Systems Study**
– Lee Holman - IHL Group
- 2:15pm** **Networking Break**
- 2:30pm** **RetailROI Vision** – Greg Buzek - IHL Group
- 3:00pm** **What I See Ahead** – Jeff Roster - Gartner
- 3:30pm** **Conclusion**

Please feel free to Tweet notes or other comments about the event. Please use the hashtags #ROISS and #NRF11 to help with the awareness.

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