



Retail Orphan Initiative

Helping Vulnerable Children Worldwide

www.RetailROI.org

Research Event

Retail ROI Super Saturday - PwC Auditorium, Manhattan **Saturday, January 14, 2012 • 9:00am – 3:30pm**

New York's big show starts on Saturday this year! For the 3rd consecutive year, we're bringing together retail's most prominent thinkers for revealing discussions on the convergence of Marketing and IT, store technologies, social media success stories, mobile devices (associate and consumer), next generation analytics and how companies can move from marketing brands to true competitive strength.



Gary Williams,
Founder and CEO,
wRatings
Corporation



Richard Hastings
Macro and Consumer
Strategist, Global
Hunter Securities, LLC



Vicki Cantrell
SVP Communities,
Exec Director
Shop.org, NRF



Ed Martin, Director
Marketing Excellence
and Corporate Social
Responsibility
Insights, The Hershey
Company



Doug Sauder
President, 4Kids of
South Florida

Other speakers currently include:

Dave Finnegan, Build-a-Bear Workshop
David Levitt, The Children's Place
Todd Michaud, Focus Brands
Cory McDermaid, Genesco
Cathy Marder, Edgell Communications
Amy James, Mix Event Management
Marc Millstein, RetailConnections



Jeff Roster
VP Global Industries
Retail, Gartner



Randy Cucerzan
Genesco
Director Retail
Projects, User
and POS
Support Services



Joe Skorupa
Group Editor in
Chief,
RIS News



Greg Buzek
President,
IHL Group

To Register for this event, go to
<http://tinyurl.com/SuperSaturday2012>

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 greg@ihlservices.com. To see more about the Retail Orphan Initiative, visit www.retailroi.org.

RetailROI SuperSaturday 2012 • January 14, 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 Mailing, 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 Greg Buzek at greg@ihlservices.com or phone him at **615-591-2955**. 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.



Retail Orphan Initiative
Helping Vulnerable Children Worldwide
www.RetailROI.org

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 2012 • January 14, NYC • Agenda

- 9:00am** **Welcome and Introductions** – Joe Skorupa, RIS News
- 9:15am** **From Brands to Competitive Strength** – Gary Williams, wRatings Corporation
- 9:45am** **RetailROI Vision** – Greg Buzek, IHL Group
- 10:15am** **Networking Break**
- 10:30am** **Improving the Customer Experience Through Every Interaction** – Paul D'Alessandro, PwC
- 11:00am** **What I See Ahead** – Jeff Roster, Gartner
- 11:30am** **The Power of One** – Doug Sauder – 4Kids of South Florida
- 12:15pm** **Lunch with Networking Topic Tables**
- 1:00pm** **Convergence of Marketing and IT, Mobile and Social Media Engagement**
– Deborah Weinswig, Citi Investment Research
Panelists:
Dave Finnegan, Build-a-Bear Workshop
David Levitt, The Children's Place
Todd Michaud, Focus Brands
Ed Martin, Hershey's
- 2:00pm** **Lessons from Plan Escalon – RetailROI Trips to Honduras** – Andy Lehman, LifeSong for Orphans
Panelists:
Vicki Cantrell, National Retail Federation
Randy Cucerzan, Genesco
Cory McDermaid, Genesco
Cathy Marder, RIS News
Amy James, Mixed Events
- 2:30pm** **Networking Break**
- 3:00pm** **Economic Headwinds or Smooth Sailing for Retailers** – Richard Hastings, Global Hunter Securities
- 3:30pm** **Call to Action/Raffles/Conclusion** – Greg Buzek, IHL Group
- 4:00pm** **Cocktail Party Sponsored by PwC**

Please feel free to Tweet notes or other comments about the event. Please use the hashtags #ROISS and #NRF12 to help with the awareness.

To Register for this event, go to
<http://tinyurl.com/SuperSaturday2012>