

Quick Guide

Inside:

Full Conference and EXPO
Session Schedule-at-a-Glance

EXPO Hall Maps



R^u

Retail to the Power of Digital.

SHOP.ORG 2015

**DIGITAL
SUMMIT**

Pennsylvania Convention Center
Philadelphia, PA | October 5-7, 2015

shop.org/summit15

[#shoporg15](https://twitter.com/shoporg15)



WHO'S DRIVING YOUR DIGITAL EXPERIENCE?

Mozu was designed with the modern consumer in mind, and built to give both marketers and developers complete control over their digital experience in the most intuitive and efficient way possible. Imagine unrivaled digital experiences, limitless customization and seamless extensibility. **Commerce without compromise, that's Mozu.**

ENTER TO WIN FORMULA 1™ GRAND PRIX TICKETS

Have the need for speed—online and offline? We're giving away tickets to join Mozu at the F1™ Grand Prix at the end of October in Austin.

Stop by Booth #1022 to enter.

MOZU

THE CLOUD COMMERCE PLATFORM

SHOP.ORG® 2015 DIGITAL SUMMIT



Table of Contents

Monday Program	2
Tuesday Program	2
Wednesday Program	3
Convention Center Overview Maps	5

Pick up the Full Convention Program Guide at any EXPO or Keynote entrance or download the “NRF-National Retail Federation” event directory app for detailed Shop.org Program and EXPO information.

Download the free “NRF-National Retail Federation” event directory in iTunes, Google Play or Windows Store and navigate the Digital Summit like a pro..

Use the Mobile App for:

- Personalized Agenda
- Session Descriptions
- Session Evaluations
- Retailer to Retailer Networking
- Speaker bios
- Exhibitor and Sponsor Info and more!

Sponsored by: 



Good To Know

Convention Badge

Your event badge must be worn and visible at all times to participate. The Program Guide has full admission details.

Sponsored by: 

Lost and Found

Staff Office, 100 Level, Room 126A.



Network: 2015Shop

Complimentary WiFi is available in public spaces throughout the Convention Center

Sponsored by:



VISIT

shop.org/summit15/recap

for the Latest Photos, Videos, Session Recaps and Speaker Interviews



#shoporg15

Schedule-at-a-Glance

Sunday, October 4, 2015

2:00p – 6:00p	Registration	Broad Street Atrium	
---------------	--------------	---------------------	--

Monday, October 5, 2015

7:00a – 6:00p	Registration	Broad Street Atrium	
---------------	--------------	---------------------	--

4:00p – 6:00p	EXPO Opening Reception <i>Sponsored by:</i>   	EXPO Hall	All Passes
---------------	---	-----------	------------

Tuesday, October 6, 2015

7:00a – 7:00p	Registration	Broad Street Atrium	
---------------	--------------	---------------------	--

7:45a – 8:15a	Breakfast <i>Sponsored by:</i> 	Terrace Ballroom Foyer	All Passes
---------------	--	------------------------	------------

8:15a – 9:30a	KEYNOTE SESSION: Welcome and Opening Remarks	Terrace Ballroom	Full Conference Pass
---------------	--	------------------	----------------------

8:30a – 9:30a	KEYNOTE SESSION: The Next Generation of Digital Retail <i>Sponsored by:</i> 	Terrace Ballroom	Full Conference Pass
---------------	---	------------------	----------------------

9:00a – 5:00p	EXPO Open	EXPO Hall	All Passes
---------------	-----------	-----------	------------

9:30a – 10:30a	EXPO Break	EXPO Hall	All Passes
----------------	------------	-----------	------------

9:45a – 4:45p	EXHIBITOR BIG IDEAS	EXPO Hall – BIG Ideas Room	All Passes
---------------	---------------------	----------------------------	------------

10:30a – 11:30a	KEYNOTE SESSION: The Exponential Organization: How to Win in a Disruptive Tech Enabled Age <i>Sponsored by:</i> 	Terrace Ballroom	Full Conference Pass
-----------------	--	------------------	----------------------

11:30a – 1:00p	Lunch in the EXPO Hall	EXPO Hall	All Passes
----------------	------------------------	-----------	------------


12:30p – 5:05p	Doctor Is In: One-on-One Website Critiques	EXPO Hall	Full Conference Pass – RSVP Required
----------------	--	-----------	--------------------------------------

1:00p – 2:00p	BREAKOUT SESSIONS	Rooms 115, 118, 119, 120, 121, 122	Full Conference Pass
---------------	-------------------	------------------------------------	----------------------


2:00p – 3:00p	EXPO Break	EXPO Hall	All Passes
---------------	------------	-----------	------------

3:00p – 4:00p	BREAKOUT SESSIONS	Rooms 115, 118, 119, 120, 121	Full Conference Pass
---------------	-------------------	-------------------------------	----------------------

4:15p – 5:00p	MEMBERS-ONLY KEYNOTE SESSION: Game On! Building the Next Generation Fan Experience <i>Sponsored by:</i> 	Terrace Ballroom	Full Conference Pass
---------------	--	------------------	----------------------

6:00p – 7:30p	Networking Reception <i>Sponsored by:</i> 	Kimmel Center (off-site)	All Passes
---------------	--	--------------------------	------------

Wednesday, October 7, 2015

7:30a – 3:30p	Registration	Broad Street Atrium	
7:45a – 8:15a	Breakfast <i>Sponsored by: </i>	Terrace Ballroom Foyer	All Passes
8:15a – 9:30a	KEYNOTE SESSION: Think Like a Startup: Designing Creative Organizations	Terrace Ballroom	Full Conference Pass
9:00a – 3:00p	EXPO Open	EXPO Hall	All Passes
9:30a – 10:30a	EXPO Break	EXPO Hall	All Passes
9:45a – 3:00p	EXHIBITOR BIG IDEAS	EXPO Hall – BIG Ideas Room	All Passes
10:30a – 11:30a	BREAKOUT SESSIONS	Rooms 115, 118, 119, 120, 121	Full Conference Pass
11:45a – 1:15p	Lunch in the EXPO Hall	EXPO Hall	All Passes
12:00p – 3:00p	Doctor Is In: One-on-One Website Critiques	EXPO Hall	Full Conference Pass – RSVP Required
12:15p – 1:15p	Case Study Roundtables	EXPO Hall	All Passes
1:15p – 2:15p	BREAKOUT SESSIONS	Rooms 119, 120, 121	Full Conference Pass
2:15p – 3:00p	EXPO Break	EXPO Hall	All Passes
3:15p – 4:30p	KEYNOTE SESSION: Digital Retail's Fast Track: Next-Generation Ideas for a Fast-Changing Industry	Terrace Ballroom	Full Conference Pass

Share your session feedback. Give back to a local cause.



For every session reviewed in the mobile app, NRF is donating **\$2.00 (up to \$5,000)** to **Jane Addams Place**, a comprehensive emergency homeless shelter in Philadelphia.

Help make a difference in more ways than one. Rate every session you attend by downloading the mobile app.



Simply search
"NRF-National Retail Federation"
 in iTunes, Google Play or Windows Store.



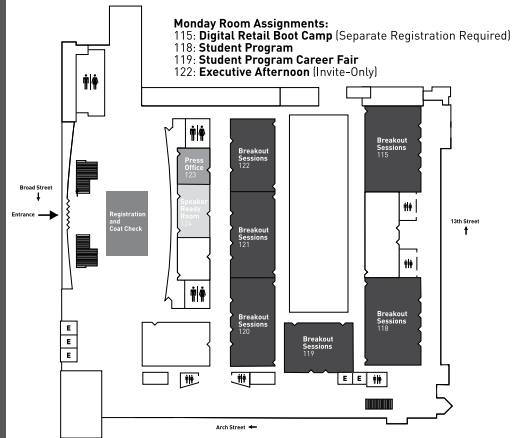
EXPO Hall Guide

EXHIBITING AS BOOTH NUMBER

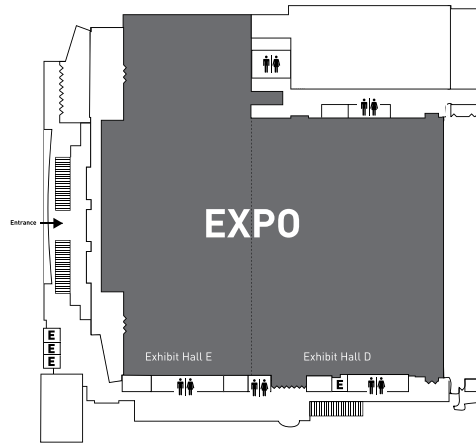
Acceleration Partners	1060	Elo Interactive	405	Moovweb	1137	ShopRunner	1337
Accenture Digital	722	Emarsys	1641	MotionPoint Corporation	1223	ShopSocially	1545
Acquia Inc.	1519	Entor Commerce	1540	Moxie	1238	Shotfarm	321
Act Bold	1136	EPIserver	1214	Moz	1531	Sift Science	747
Adlift, Inc.	944	e-Spirit Inc.	1615	Mozu	1022	Silverpop, an IBM Company	1607
Adlucent, LLC	1122	Evergage	1625	Narvar	1033	SimilarWeb	1354
Adobe	1301	Experian Data Quality	1368	Needle	873	Sitecore	621
Adroit Digital	951	Experian Marketing Services	1109	NetSuite Inc.	601	SiteSpect, Inc.	522
AdRoll	1044	Extole	743	Neustar, Inc.	1334	Skava	917
ADSI	1265	Fanplayr Inc.	1157	Newstore	863	SKUpics, LLC	1264
Affirm, Inc.	1038	Fashion Metric Inc.	1466	Nextperf Inc.	1616	SLI Systems, Inc.	1001
Agile Network	853	Fastly	523	Nisum Technologies	946	Slice Intelligence	1552
AgilOne	843	Feefo	1645	Offerpop	1542	Slyce	1618
Akamai Technologies, Inc.	1445	First Insight	1518	OHL	950	SMARTASSISTANT	1163
Alta Resources	1464	FitForCommerce	1051	Olapic Inc.	1235	SmarterHQ	500
Altruik	1619	Flexshopper	525	OneKreate	1258	Smartling, Inc.	1532
Amplience	315	Fluent	1353	Onera	1051	SMS Marketing Services Inc.	842
Answers	815	Fluid, Inc.	720	OnTrac	1356	Snap36	637
APC Postal Logistics	1262	Forter	1035	Optaros	1622	SOASTA, Inc.	1346
Aptos	820	FoyerLive	1632	Optimizely	962	Social Annex	1221
Aria Systems, Inc.	1338	Fuel Rewards	1602	Optimove	1156	Sociomantic Labs	1451
Asendia eShopWorld	647	Gen 3 Marketing	1468	Oracle America, Inc.	901	Speed Commerce	1209
Bazaarvoice, Inc.	925	Ghostery	1437	Orchestra Inc.	1509	Speedeon Data	1535
Bigcommerce	937	Global Access	1450	OrderGroove	401	SPLNTR	745
BloomReach	1401	Global Response	1016	Ortery Technologies, Inc.	1351	Splunk	1164
Blue Acorn	520	GoDataFeed	824	OSF Global Services	1066	SPS Commerce	739
Bluecore	1039	GOECART	822	OwnerIQ, Inc.	945	Stalco Inc.	622
BlueSky Technology Partners	1611	Google, Inc.	307	Paydunk LLC	1240	SteelHouse	1365
BookingBug	1533	Gorilla Group	938	PayPal	821	StellaService	1261
Boomerang Commerce Inc.	516	GPSshopper	1416	PCA Predict	1550	Sterlite Software USA, Inc.	965
Borderfree	615	HookLogic	1130	Persado	1239	Stibo Systems	803
Borderlinx Inc.	511	hybris software, an SAP Company	1007	PFSweb	1215	Straub Collaborative, Inc.	514
Bounce Exchange	1267	IBM Corporation	1101	Pixelz Inc.	1242	StrongView Systems, Inc.	1523
Branding Brand	1231	ID.me	1435	PM Digital	1115	Sumo Logic	403
Brandlive	1614	Impact Radius	1452	PMG	1364	Supra ITS	1366
Bronto Software	631	INetU Inc.	1360	Pointsource	1631	SweetSpot Intelligence Inc.	421
Buzztala	1465	Inferlytics	1547	PowerReviews	900	Swifttype Inc.	419
CAKE	502	Infermations Technologies Ltd.	973	Prism Skylabs	1604	Symantec	1408
Canada Post	844	Informatica	1244	Quantcast	967	Tealium	1415
CashStar	801	Innotrac Corporation	1018	Quantil Inc.	1040	TellApart	1419
Catalogs.com	1165	Intelligrated	1640	Qubit	1045	Temando	1621
CDW	301	Intershop Communications Inc.	1517	Queue-it	1433	Teradata Corporation	643
Certona	1015	Invodo	902	Rackspace US, Inc.	1259	TESTFIRE	1051
Chetu, Inc.	1410	Jagged Peak, Inc.	1320	Rakuten Marketing	1457	TowerData	1536
ClickTale	921	JDA Software	961	Ranpak Corporation	1158	Translations.com	1322
Clutch	1031	Jifiti	1564	Razorfish	1345	Trinity Insight	1534
CommerceHub	409	Jirafe, Inc.	1630	Reflektion	1243	True Fit	501
Commercetools GmbH	1068	Kenshoo	1218	RetailMeNot.com	517	Tulip Retail	952
Comosoft	1515	Klarna Inc.	746	RetailNext	1350	TurnTo Networks	1119
Connexity	1208	KOUNT	609	Retention Science	1236	TVPAGE, Inc.	1145
CoolaData	1538	Landmark Global	857	RevTrax	1255	Ugam	1120
CoreMedia	1637	Linkable Networks	1541	RichRelevance	908	Unbxd Software Pvt. Ltd.	1443
Corra	504	LiquidPixels, Inc.	1431	Rio SEO	1516	UPS i-parcel	1072
Criteo Corp.	1601	Listrak	1123	Riskified	1063	Upstream Commerce Inc.	1544
Curalate Inc.	1141	Liveclicker	839	RJMetrics	1624	UserTesting	1358
Cybage Software Inc.	1530	LogMeln	1342	ROI Revolution, Inc.	625	Vinculum Limited	1246
Datafinder	800	Lyons Consulting Group	1323	Royal Cyber Inc.	1600	Visa, Inc.	1151
DataScience	1064	Lytics	1636	Rubicon Project	959	Voltage Ad + Design	417
Decibel Insight	1441	Mad Mobile	1247	Rubikloud Technologies Inc.	1617	VVO (Visual Website Optimizer)	869
Demandware	707	Magnetic	715	Saddle Creek Logistics Services	1251	WebLinc	1131
DeviceAtlas	923	Manhattan Associates	608	Sailthru	518	Wiland Inc.	1418
DHL eCommerce	968	MarketLive, Inc.	1021	Sales and Orders	1162	Windsor Circle	1253
Digital Element	509	MasterCard	1407	Saleswarp	1057	Wiser	847
DOMO	1423	Maxymiser, Inc.	701	Salsify Inc.	851	Worldpay	1546
dotmailer	1269	McFadyen Solutions	1501	SapientNitro	1309	Yes Lifecycle Marketing	1359
dunnhumby	1451	Media Trust, The	415	Sellpoints	725	Ynext	1543
DynamicAction	721	Merkle	1317	SEMrush	1537	Yotpo	1134
eBay Enterprise/Magento	830, 1714	Merkle RKG	1319	SendGrid	1257	Yottaa	1514
E-Commerce Brasil	524	Midco Connections	1623	ShareASale	1644	YourAmigo	1025
Edgecase	1256	MIRAKL	942	SheerID	1058	Zendes	1036
eGifter	1065	Mobify	1647	Shelfbucks	1138	Zettata Inc.	1369
Elastic Path Software	1503	ModusLink Global Solutions	838	Shopatron, Inc.	802	Zmags Corp	624
		Monetate	1201	Shopgate	1159	Znode	742
				Shopper Approved	1469		

Pennsylvania Convention Center Maps

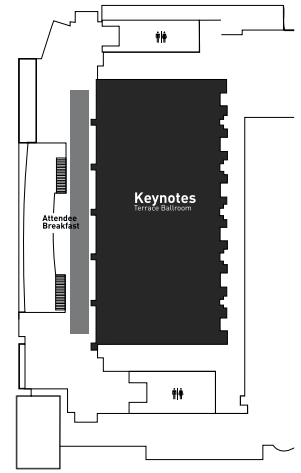
LEVEL 100



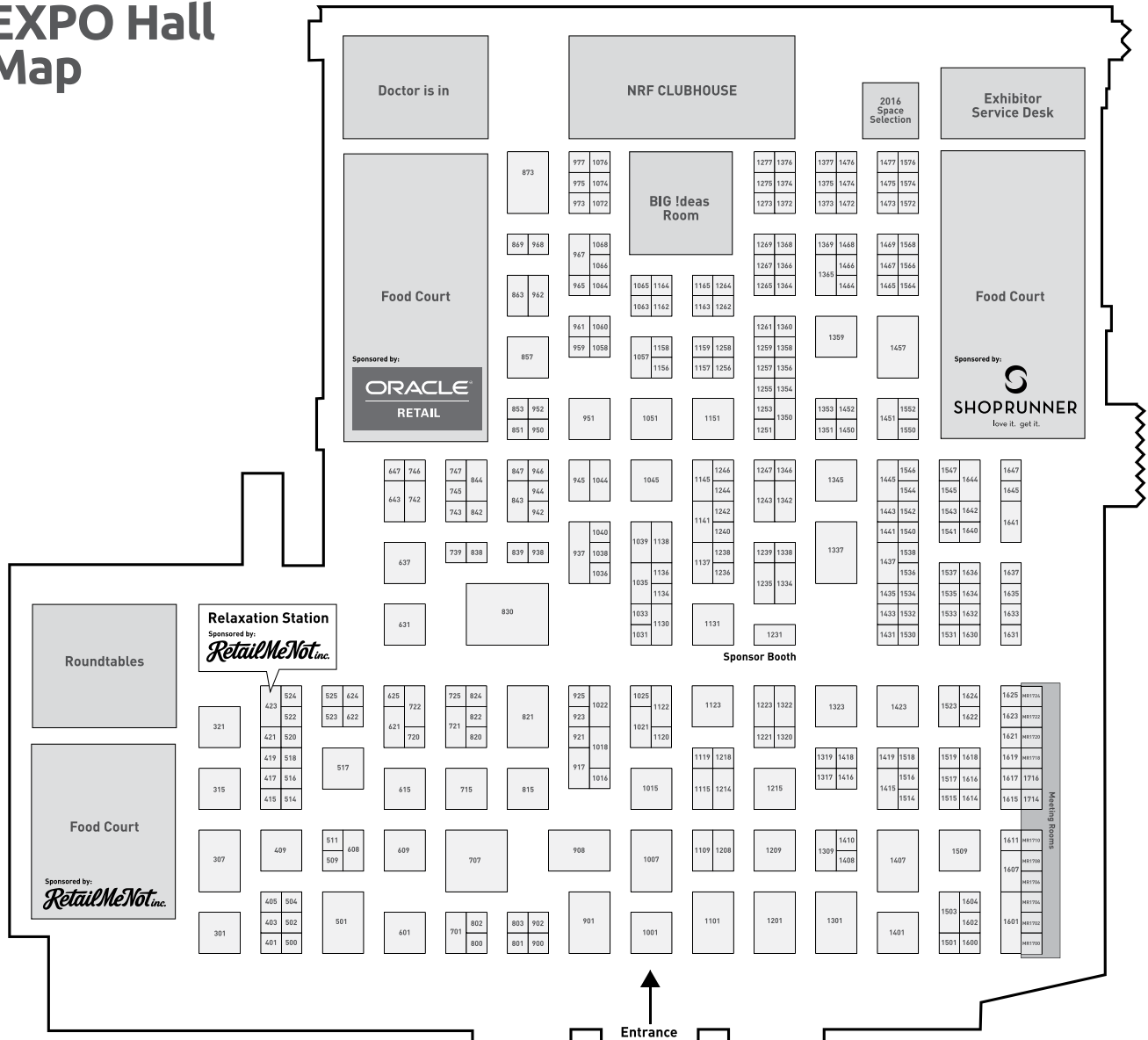
LEVEL 200



LEVEL 400



EXPO Hall Map



Thank You To Our Sponsors

Chairman's Circle



Platinum



Gold



Silver



Bronze

