



# THE FUTURE OF RETAIL CHECKOUT

The retail landscape is going through considerable disruption. Consumers are shopping traditional stores less often, newer channels such as e-commerce, dollar and limited assortment stores more frequently. Additionally, technology advancement is enabling many different ways of paying for items; now ranging from traditional cashier lanes and various forms of self-checkout to stores that forego checkouts altogether. Purchasing decisions at retail are increasingly influenced by shopper demographics and megatrends, with consumers balancing wants, needs,

and physical health with emotional wellbeing. The rapidly evolving shopping channels, payment options and food culture are fundamentally changing how and when shoppers engage with retail checkout.

Relevancy in the changed marketplace is evolving towards a contemporized front-end to exceed shopper expectations, and the changes are happening at a faster pace than most retailers can react to and maintain or grow checkout revenue streams and optimize the checkout experience.

**To understand consumers' current engagement with the checkout and checkout items and their future wants and needs, this project delves into:**

- Understanding shoppers' checkout habits and attitudes.
- Shoppers engagement with frontend merchandising.
- Identifying future opportunities in beverages, snacks, confectionery, and GM/HBC merchandised at the frontend.
- Understanding "fourth wall" opportunities.

## SPONSORSHIP OPPORTUNITIES

**Platinum Level – \$40,000** *(Company Exclusivity & Participation in GMDC Education Programming, Retail Focus Group, plus ROI listed below)*

**Gold Level – \$30,000** *(See ROI Below)*

**Support Levels – \$10,000-\$20,000** *(Call for details, custom packages available)*

## SPONSORSHIP ROI:

- Public Relations and Trade Press Coverage with major Industry Publications and Consumer Press
- Awareness to 14,000 GMDC Newsletter Subscribers of Retail & CPG Execs
- GMDC Social Media Coverage
- Branding Recognition on GMDC Website
- Dedicated Campaign to Retail Execs



### QUESTIONS? NEED HELP?

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