INNOVATING THE SHOPPER EXPERIENCE | HEALTH, WELLNESS & RETAIL IN THE SMART CITY

TORONTO RETAIL IMMERSION WEEK
OCTOBER 2-5, 2018
HEALTH, WELLNESS & RETAIL IN THE SMART CITY

IN PARTNERSHIP WITH:

Microsoft
Unilever
Google
Energizer
DMZ
AT Kearney
Barrows
BI Labs
MaRS
CMG
TNG
Navajo
Sampler
Connected City
Johnson & Johnson

PARTICIPATING RETAILERS/WHOLESALERS:

In Partnership With: NRF National Retail Federation
RCC Retail Council of Canada
GMDC

POWERED BY
Toronto Immersion | October 2-5, 2018

Toronto is considered to be one of the most diverse and multi-cultural cities in the world. Recently ranked as one of the Top 10 innovative cities, it has become an international hub for innovation. Executives from every industry frequently venture to this cosmopolitan city to gain insights around the consumer shopper experience to help them transform their organizations. Join us for the fourth iteration of the Retail Tomorrow Immersion Series to experience compelling local retail formats, thought-provoking entrepreneurs, and a workshop/hackathon to create actionable output for your organization.

### Loblaw's Maple Leaf Arena
Loblaw has taken over the former Maple Leaf Arena and created a unique customer experience. In fact, there is literally no signage anywhere outside the store yet it is one of their most popular stores which illustrates the importance of the customer experience.

### The Ripley Aquarium
This attraction is ranked the number one tourist spot of in Toronto by YELP and has over 110 interactive immersions for their customers including the longest underwater aquarium tunnel in North America. They have revolutionized the experiential side of customer interaction in their space.

### Side Walk Labs
Google has partnered with the City of Toronto to help revitalize the Toronto waterfront with concepts that support the Smart City of the future. Sidewalk Labs is reimagining cities to improve the quality of life and to accelerate urban innovation and serve as a beacon for cities around the world.

### Hudson's Bay
Hudson's Bay/Saks Food Hall – Hudson's Bay Company was incorporated in 1670 by a British royal charter under King Charles II. With an unrivalled 341-year history in Canada, Hudson's Bay Company is renowned for its historical role in the development of the nation. Today, The Bay is Canada’s leading department store and has established a reputation for quality, service, and more than ever, for style. In the Hudson Bay/Saks Food Hall they have created an amazing market for consumers to eat amazing foods or grab and go.

### Digital Media Zone (DMZ)
The Digital Media Zone is the leading business incubator for tech startups in Canada. We help startups build great businesses by connecting them with customers, capital, experts and a community of entrepreneurs and influencers. For us, this means creating an environment where you can focus on scaling your business. We help with the rest.

### MaRS
Located in the heart of Canada’s largest and the world’s most diverse city, MaRS is uniquely placed to lead change. We bring together educators, researchers, social scientists, entrepreneurs and business experts under one roof. We have a mission that is equal parts public and private — an entrepreneurial venture designed to bridge the gap between what people need and what governments can provide.

### Hockey Hall of Fame
Toronto’s premier hockey attraction is home of the Stanley Cup and the best of hockey. Guests can go one-on-one against life-size, animated versions of today’s greatest including Carey Price and Sidney Crosby; call the play-by-play of some of hockey’s greatest goal, view hockey’s first 3D film, and explore the largest collection of hockey memorabilia in the world. You can DO IT ALL...AT THE HALL!

### Shoppers Drug Mart
Shoppers Drug Mart Corporation is a Canadian retail pharmacy chain based in Toronto, Ontario. It has more than 1,253 stores operating under the names Shoppers Drug Mart in nine provinces and two territories and Pharmaprix in Quebec. We will visit their store in Eaton Centre to view their merchandising around health and beauty.
TORONTO IMMERSION | OCTOBER 2-5, 2018

TUESDAY OCT 2ND, 2018

All Afternoon

Arrivals

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 pm – 10:00 pm</td>
<td>The Ripley Aquarium</td>
</tr>
<tr>
<td>6:00 pm – 7:00 pm</td>
<td>Networking Drinks &amp; Appetizers</td>
</tr>
<tr>
<td>6:30 pm – 7:00 pm</td>
<td>Welcome to Retail Tomorrow Toronto, Message From Sponsor</td>
</tr>
<tr>
<td>7:30 pm – 9:00 pm</td>
<td>Dinner</td>
</tr>
<tr>
<td>9:00 pm – 10:00 pm</td>
<td>Networking &amp; Cocktails</td>
</tr>
</tbody>
</table>

WEDNESDAY OCT. 3RD, 2018

7:30 am – 8:00 am  Breakfast

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 am – 8:15 am</td>
<td>Introductions</td>
</tr>
<tr>
<td>8:15 am – 8:45 am</td>
<td>Retail Tomorrow Discussion/Selfcare Roadmap Presentation</td>
</tr>
<tr>
<td>8:45 am – 9:00 am</td>
<td>Break</td>
</tr>
<tr>
<td>9:00 am – 9:30 am</td>
<td>Depart for Store Tours: Loblaws, Google Sidewalk Labs and Hudson Bay</td>
</tr>
</tbody>
</table>

Noon – 1:00 pm  Lunch at Hudson Bay/Saks Food Hall

1:00 pm – 1:30 pm  Break

1:30 pm – 5:00 pm  Digital Media Zone (DMZ)

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:30 pm – 2:00 pm</td>
<td>Introduction to DMZ</td>
</tr>
<tr>
<td>2:00 pm – 2:20 pm</td>
<td>Start-Up Pitches</td>
</tr>
<tr>
<td>2:20 pm – 3:00 pm</td>
<td>Global Retail Innovation Discussion</td>
</tr>
<tr>
<td>3:00 pm – 3:15 pm</td>
<td>Break</td>
</tr>
<tr>
<td>3:15 pm – 3:40 pm</td>
<td>Start-Up Pitches</td>
</tr>
<tr>
<td>3:40 pm – 4:00 pm</td>
<td>Discussion with Shoppers Drug Mart</td>
</tr>
<tr>
<td>4:15 pm – 4:45 pm</td>
<td>Store Tour: Shoppers Drug Mart Eaton Centre</td>
</tr>
<tr>
<td>5:00 pm – 5:15 pm</td>
<td>Bus to Pop-Up Store</td>
</tr>
<tr>
<td>5:15 pm – 9:00 pm</td>
<td>Retail Tomorrow Pop-Up Store</td>
</tr>
</tbody>
</table>

5:15 pm – 5:45 pm  Recap Discussion of Day

6:00 pm – 7:00 pm  Tour of Retail Tomorrow Pop-Up Store (Group Breakouts)

7:00 pm – 9:00 pm  Dinner and Cocktails
THURSDAY OCT. 4TH, 2018

8:00 am Depart to MaRS

8:15 am – 9:00 am MaRS

8:15 am – 9:00 am Breakfast and SelfCare Road Map discussion
9:00 am – 9:45 am Tour of MaRS
9:45 am – 10:00 am Break
10:00 am – 10:45 am Discussion on Commerce in the Smart City
  • Chris Rickett, Manager of Digital Main Street, a Toronto Economic Development initiative
  • Sterling Hawkins, Founder of CART (Center for Advancing Retail & Technology)
  • Nicole Leblanc, Director of Investments & Partnerships, Google Sidewalk Labs

10:45 am – 11:30 am Health and Wellness in the Smart City with MaRS / Google

11:30 am – Noon Break
Noon – 12:45 pm Lunch
1:00 pm – 1:30 pm Tour of J Labs
1:30 pm – 2:30 pm Microsoft Discussion: Microsoft’s double-digit growth is fueled by success stories from Walmart, Carlsberg, Disney, Starbucks, GE and more. Microsoft will share insights on how their investment in the industry is helping retail and CPG businesses stay ahead of the competition, differentiate, and succeed by modernizing the value chain.

2:30 pm – 2:45 pm Break
2:45 pm – 3:30 pm Recap Discussion of Event
3:30 pm Buses back to Hotel
6:00 pm Buses Leave to Hockey Hall of Fame
6:30 pm – 10:00 pm Dinner at Hockey Hall of Fame

“Innovation is critical to improving what we do.”
RICHARD DRAEGER
DRAEGER’S MARKET

“The need won’t go away, but we will if we don’t solve for it.”
SHEILA KOSTIUK
AHOLD
SPONSORSHIP SUMMARY

Sponsorship of the 2018 Retail Tomorrow platform positions your company as a key partner to the retail industry as it leads its 2018 areas of focus; Innovating the Shopper Experience.

- Annual Sponsor – see page 6
- Event Sponsor – see page 7

RETAIL TOMORROW REACH

- GMDC Membership is comprised of over 80 Retailers and Wholesalers, 500 Suppliers and 40 Service Companies across North America
- GMDC represents $550 Billion in sales and buying power throughout 125,000 retail outlets
- Consumer and Trade PR Campaigns engaging 300M+ potential audience and impressions
- Awareness to 14,000+ GMDC Newsletter Subscribers of Retail & CPG Executives
- GMDC Social Media and Infocast Coverage that builds lead generation engagement (15,000+ followers)
- Targeted delivery of insight reports to 5,000+ executives and decision-makers at multiple levels inside retail organizations

“If we don’t disrupt from within, we will be disrupted from outside.”

GREG PARSONS
KROGER
ANNUAL SPONSOR

We are seeking partners that will be key enablers of the Retail Tomorrow platform. These sponsors will work with the Retail Tomorrow advisory board, the Retail Tomorrow community and program participants to shape the 2018 executive events. As an Annual Sponsor your organization will receive:

• A leadership role in the design and execution of the 2018 program
• The ability to post articles, video and other resources on retailtomorrow.com
• Branding in all 2018 Retail Tomorrow events and collateral
• Access to and license for all materials created in the Retail Tomorrow platform
• Three (3) complimentary seats at all 2018 Retail Tomorrow events
• Three (3) complimentary Retail Tomorrow invitations for your company’s retail and consumer product clients

$25K
EVENT SPONSOR

Each Event Sponsor will have a strong presence at a designated Retail Tomorrow event of their choosing:

• Branding at a 2018 Retail Tomorrow event and its collateral
• Two (2) complimentary seats at a 2018 Retail Tomorrow event
• Two (2) complimentary Retail Tomorrow invitations for your company’s retail customers

$15K
FOR MORE INFORMATION ABOUT RETAIL TOMORROW CONTACT:

**TREY HOLDER, Brand Innovators Labs**
Retail Tomorrow Advisory Co-Chair
trey@brandsinnovatorslabs.com
210.284.3939

**TOM DUFFY, GMDC**
VP Member Development
tduffy@gmdc.org
609.923.6630

**MARK MECHELSE, GMDC**
VP Insights & Communications
markm@gmdc.org
719.338.1218