

FOR IMMEDIATE RELEASE:



INTRODUCING THE ENHANCED RETAILX: THE INTERSECTION OF ECOMMERCE, STORE DESIGN AND INNOVATION

Uniting the best of GlobalShop and IRCE to create an integrated event that reflects the convergence of online and offline retail

(Alpharetta, GA.) – December 4, 2019 –RetailX is evolving and embracing a new, integrated approach to showcasing design, technology and experience in one space. **Taking place June 9-11, 2020 at the McCormick Place in Chicago**, RetailX’s new format will bring together 15,000 retailers and industry innovators with 1,200+ exhibiting brands, in one location to share ideas, facilitate discovery through enhanced conference sessions, and forge new connections.

“This is the most exciting time in retail history,” says Alison Medina, Director of Content, RetailX. “Ecommerce is thriving, online marketplaces are exploding in growth and brick-and-mortar retail is undergoing a complete renaissance geared toward customer experience.”

RetailX is the meeting place for online and offline retailers, collaborating to transform the retail experience and boost retail growth. By curating a dynamic show floor with GlobalShop, IRCE and SmartRetail; retailers, designers, innovators and manufacturers experience what retail is today: integrated, responsive and endlessly engaging. The RetailX intersection consists of:

GlobalShop at RetailX: Find the retail store design and merchandising solutions to create extraordinary store experiences and environments in the evolving retail world.

IRCE at RetailX: The meeting place where retailers from start-up to scale can discover solutions to create and evolve your ecommerce strategy.

SmartRetail at RetailX: Discover how store-based technologies, inventory location and tracking solutions can transform retail business of every size

“This is why RetailX is such an important resource for our industry as it’s all about breaking down the siloes that are keeping retailers and brands from moving forward,” Medina adds. “RetailX is where physical and digital retail comes together harmoniously.”

Content That Matters

RetailX's re-envisioned and enhanced content plan is introducing a new breadth and depth to its educational sessions and conference agenda.

IRCE at RetailX introduces “Deep Dive Thursday” and Ecommerce University

The refocused three-day IRCE at RetailX conference will include elevated content centered around helping ecommerce leaders establish strategic vision to move their brand ethos from startup to scaled. IRCE also introduces “Deep Dive Thursday,” a new interactive session format for day three, featuring thought-provoking material with facilitated group discussion. On Monday, June 8, a daylong IRCE pre-conference—Ecommerce University—will explore the tactical side of winning at e-retail.

RetailX launches The X Stage and TechTalks

In addition, live content on the show floor in 2020 will include The X Stage, where hot retail trends come to life, and TechTalks, featuring a variety of topics from the expert practitioners who are leading the proprietary technologies moving retail forward.

The two-day **Retail TouchPoints Live! at RetailX** delivers content hyper-focused on the latest updates, trends and success stories helping to secure a successful future for all omnichannel retailers.

RFID Journal LIVE! Retail at RetailX is a two-day conference examining the dynamic impact of RFID technology across the retail spectrum.

The RetailX evolution consists of creating an integrated event that reflects the convergence of online and offline retail and a 365-day resource for timely, relevant content. This new approach includes a monthly webinar series focused on the latest trends and challenges facing retailers today, as well as a series of research, reports and whitepapers aimed at navigating the transforming retail landscape.

“Not only will RetailX deliver content curated specifically for establishing strategic vision on show site, but we are excited to be launching year-round education initiatives to inform and inspire our audience with insights and actionable takeaways beginning now,” added Medina.

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MEDIA REGISTRATION IS NOW OPEN FOR RETAILX – [CLICK HERE](#) TO REGISTER

www.retailx.com

For further information or to arrange an interview with a participating RetailX executive, please contact Beth Cowperthwaite at beth.cowperthwaite@emeraldexpo.com