



retai salsa

SPICE UP YOUR COMMUNITY

retail salsa



The virtual webtalk for retailers, suppliers and independent experts

Tomatoes, garlic, chilies, limes, onions and spice to die for! Salsa makes a dish something very special. That's why we've created "retail salsa - Spice up your community", a new and spicy format to discuss unique ingredients of successful customer journeys and use cases from the retail industry. After all, every retailer wants to meet the tastes of their customers. Together with you, we will find out what flavors customers like and help retailers with the right mix of spices.

The Hosts

"retail salsa - Spice up your community" is the virtual webtalk that brings independent retailers and industry experts to discuss the components of a successful customer journey. In so doing, we provide the ideal mix through sharing insights and experiences. retail salsa is hosted by iXtenso - Magazine for Retail and EuroShop - The world's no.1 retail trade fair.

Theme plan

- 2022/02/23 - IoT
- 2022/03/16 - Scan & Go
- 2022/04/27 - Workforce Management
- 2022/05/04 - Mobile Payment
- 2022/05/18 - ESL
- 2022/06/22 - Visual Merchandising
- 2022/08/31 - Instore Marketing
- 2022/09/21 - Sustainability
- 2022/10/19 - Omnichannel
- 2022/11/23 - Lighting - Lighting design & concepts
- 2022/12/07 - Shopfitting / Planning - Shop Design
- 2023/01/18 - Refrigeration & refrigerated cabinets
- 2023/02/08 - Food Service Equipment
- 2023/02/22 - Materials & Surfaces

A project by:

www.retail-salsa.com



Webtalk | Be part of it!

Expect the following services:

- You take part in the talk with your expert and your company's identity.
- Theme, content and language version will be decided with your input. The kitchen is yours!
- The webtalk is not a product pitch. Rather an informative and interactive event.
- The best case is you providing real examples from your customers' experiences with your solutions. Let them tell us how good it tastes!
- With your confirmed participation, your company's name and logo will be embedded within all communication and marketing concerning this session – you achieve maximal exposure.
- Landing page for retail salsa: www.retail-salsa.com, Website iXtenso, EuroShop.mag; Newsletter iXtenso, EuroShop and EuroCIS; Social-Media-Channels iXtenso, EuroShop and EuroCIS).
- Conforming to GDPR, contact data of participants is supplied to the sponsoring partner.
- All active participants receive access to the recorded webtalk to give them your recipe ideas for their future dishes.
- Future audiences are able to access the webtalk with their registration. Good food is made to be shared!
- Additionally, a review article is presented within EuroShp.mag and iXtenso in which your company's participation and ideas are explained.

Price € 6,000

IXTENSO NEWSLETTER

3.480

Subscribers

22 %

Opening rate

EUROSHOP- AND EUROCIS-NEWSLETTER

150.000

Subscribers

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EUROSHOP.MAG

19.500

Monthly page impressions

SOCIAL MEDIA CHANNELS



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