

2025 HOLIDAY THINKTANK

Strategy, Planning & Insights for Retail's Peak Season and Beyond
Starting July 2025

Retail strategy starts well before the ever-critical holiday season, and success depends on proactive planning and well-timed execution, especially in a year like this with so much turbulence in the broader business environment. That's why Retail TouchPoints is expanding its top-rated educational hub with more opportunities for solution providers and industry experts to empower and engage our community of retail decision makers.

Enter the **Holiday ThinkTank** – an immersive online experience offering actionable insights for every stage of the retail cycle, from early planning to post-season analysis and everything in-between.

An evolution of two highly successful Retail TouchPoints programs – Retail ThinkTank and the Retail Strategy & Planning Series – this on-demand, multimedia hub is the ultimate destination for cutting-edge research, insights, and expert advice.

FUSING HIGH-IMPACT PLATFORMS TO FUEL PIPELINE & ROI



2024 Lead Generation Results

- 2,500+ leads delivered
- 70%+ net new visitors



Holiday ThinkTank registrants will have anytime, anywhere access to exclusive articles, webinars, videos and long-form content that spans the following categories:



**Business Agility
& Innovation**



Omnichannel & Fulfillment



Marketing & Advertising



In-Store Experience



Digital Commerce



Customer Experience

SPONSOR ROI	RETAILER VALUE
You gain high-quality leads, new thought leadership content, and a path to connect with more engaged retail prospects at an industry-critical time.	Retailers receive free access to high-value assets for every department – from the C-Suite to marketing and digital commerce to fulfillment, store ops, CX, and more.

Whether you're a returning sponsor or exploring partnership opportunities for the first time, the Holiday ThinkTank offers unmatched exposure and thought leadership-driven lead gen opportunities:

WEBINAR SPONSORSHIP

\$25,000 | 12 Available (Airing July-September 2025)

- One 30-minute sponsored webinar, featuring an executive from your team and/or a client (option to participate as a silent sponsor instead). The webinar will be produced, hosted, and moderated by RTP and air within the Hub
- Your logo in the Holiday ThinkTank topical pillar of your choice
- Complete list of all Holiday ThinkTank registrants
- Complete list of all Holiday ThinkTank registrants who have accessed your chosen pillar
- Complete webinar report of registrants, attendees, feedback and questions
- A supporting article that distills takeaways and key quotes in written form, and links to / embeds the webinar session

NATIVE CONTENT SPONSORSHIP

\$6,000 | 12 Available

- One sponsor-supplied article to be featured within the pillar of your choice
 - Choose from executive viewpoint or case study format
 - Must be industry trend focused, not sales or product oriented
 - Must be original content not published elsewhere
 - 750 – 1,000 words
 - Accompanied by brief (100 word) author bio and headshot
- Your logo in the Holiday ThinkTank topical pillar of your choice
- Complete list of all Holiday ThinkTank registrants who have accessed your chosen pillar
- Article will be visible and promoted on the RTP homepage to drive eyes and traffic to the piece in the Hub
- No content, no problem – we'll connect you with our in-house creative agency, Emerald Studio to help craft your custom article *[Upgrades to immersive interactive content also available]*

READY TO REACH RETAIL DECISION-MAKERS RIGHT ON TIME?

Sponsorships are limited – lock in your thought leadership spot in the Holiday ThinkTank today and fuel your pipeline through year-end.

GET IN TOUCH TO LEARN MORE

July 2025 - January 2026