

2026 HOLIDAY THINKTANK

Strategy, Planning & Insights for Retail's Peak Season and Beyond
Starting July 2026

Retail strategy starts well before the ever-critical holiday season, and success depends on proactive planning and well-timed execution.

Luckily, *Retail TouchPoints* has you covered with our annual Holiday ThinkTank educational hub – 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.

This on-demand, multimedia hub is the ultimate destination for cutting-edge research, insights and expert advice. It also provides ample opportunity for solution providers and industry experts to engage our community of retail decision-makers during this critical period.

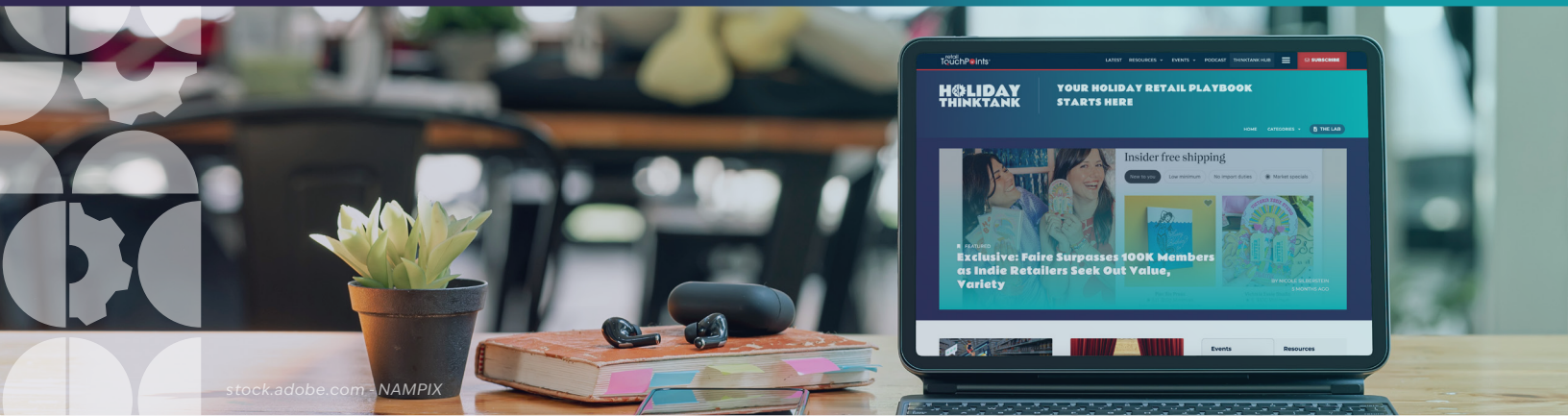
2025 LEAD GENERATION RESULTS

2,200+

leads delivered

40%+

net new visitors



Holiday ThinkTank registrants will have anytime, anywhere access to exclusive articles, webinars, podcasts 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
<p>You gain high-quality leads, new thought leadership content, and a path to connect with more engaged retail prospects at an industry-critical time.</p>	<p>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.</p>



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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

\$20,000 | 12 Available (Airing July-September 2026)

- 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
- Your logo in the Holiday ThinkTank topical pillar of your choice
- 750 - 1,000 words
- Accompanied by brief (100 word) author bio and headshot
- 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 with upgrades to immersive interactive content also available.

CUSTOM PODCAST SPONSORSHIP

\$12,500 | 12 Available (Airing July-September 2025)

- RTP will help you plan, record, produce and publish a custom podcast episode between 20 and 30 minutes in length
- Episode will cover a topic of your choice relevant to your business (developed in partnership with RTP editorial team to ensure audience engagement)
- Guests can be a subject-matter expert from your company or partner company of your choosing
- Logo inclusion on website landing page and promotional email for published episode
- 30-second ad read within episode (either supplied audio file or approved ad read by RTP team)
- Promotions included when episode launches to our audience of 70k+ subscribers
- Summary article within the Holiday Strategy & Planning Hub topical pillar of your choice
- Complete list of all Hub registrants who have accessed your chosen pillar

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 2026 - January 2027