GS1 Connect 2024

"Know Before You Go"
Trading Partner Roundtable Hosts
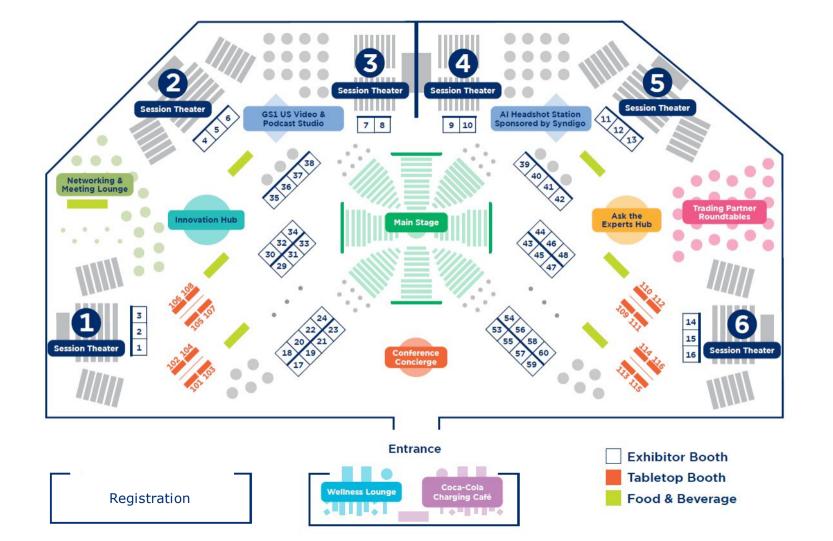
April 29, 2024

Agenda

- Welcome and Introduction

- Unified Space Floorplan

- Conference Logistics & Important Notes

- Resources Page Review

- Tools and Tips for Maximizing Your Presence

- Q&A

- Summary & Key Contacts

2 Session Theater

3 Session Theater

4 Session Theater

5 Session Theater

GS1 US Video & Podcast Studio

AI Headshot Station Sponsored by Syndigo

4 5 6

7 8

9 10

11 12 13

Networking & Meeting Lounge

Innovation Hub

35 36 37 38

39 40 41 42

Ask the Experts Hub

Trading Partner Roundtables

Main Stage

29 30 31 32 33 34

43 44 45 46 47 48

1 Session Theater

1 2 3

106 108
105 107

102 104
101 103

17 18 19 20 21 22 23 24

53 54 55 56 57 58 59 60

109 111 110 112

113 115 114 116

14 15 16

6 Session Theater

Conference Concierge

Entrance

Registration

Wellness Lounge

Coca-Cola Charging Café

☐ **Exhibitor Booth**

▮ **Tabletop Booth**

▮ **Food & Beverage**

3

Previous TPRT Photos

Conference Logistics

- All Trading Partner Roundtable (TPRT) Hosts should have received an email from GS1ConnectRoundtables@gs1us.org with their 10% registration discount code and access to the TPRT Resources Page. If you need this information again, please email GS1ConnectRoundtables@gs1us.org.

Unified Space Schedule

The GS1 Connect Unified Space is located in the Cypress Ballroom. There will be conference attendees in the hall at all times while the event is open.

Tuesday, June 4
Unified Space Open from 1:00 PM – 6:00PM
- 1:00 PM - 2:00 PM: Trading Partner Roundtables opening session
- 2:00 PM - 3:00 PM: GS1 Connect Topic Tours
- 3:00 PM - 4:00 PM: Conference Kickoff Keynote Panel
- 4:00 PM – 6:00 PM: GS1 Connect Welcome Reception

Wednesday, June 5
Unified Space Open from 7:30 AM – 6:30 PM.
- 7:30 AM – 8:45 AM: Conference Breakfast
- 11:00 AM – 12:00 PM: Trading Partner Roundtables, Conference Break & GS1 Connect Topic Tours
- 12:45 PM – 1:30 PM: Conference Lunch
- 4:45 PM – 6:30 PM: GS1 Connect Keynote Cocktail Reception

Unified Space Schedule

Thursday, June 6
Unified Space Open from 7:30 AM – 3:45 PM.
- 7:30 AM – 8:30 AM: Conference Breakfast
- 10:30 AM – 11:30 AM: Trading Partner Roundtables, Conference Break & GS1 Connect Topic Tours
- 12:15 PM – 1:15 PM: Conference Lunch
- 3:00 PM – 3:45 PM: Closing Networking Event

View the full conference agenda on the conference website

TPRT Resources Page Review

Trading Partner Roundtable Resources

Thank You for Being a Trading Partner Roundtable Host at GS1 Connect 2024

As a Trading Partner Roundtable host, you receive a unique discount code to provide your trading partners and staff associates 10% off their registration fee.

Earn one complimentary conference registration for every seven completed registrations using the host company's discount code. Earned comps can be used for your roundtable hosts, onsite staff, and/or your trading partners.

If you have not received your discount code, please email GS1ConnectRountables@gs1us.org.

Promote Your Participation at GS1 Connect

Use the marketing tools below to promote your participation at GS1 Connect®.

Please note: Hosts are not permitted to alter or change the marketing resources provided below.

Social Media Toolkit for Trading Partner Roundtable Hosts

Includes post ideas and ready-to-share content for LinkedIn, Twitter, and more!

Access Social Media Toolkit Now →

Social Media Incentive

As a participant in this program, you can earn **one** total complimentary conference registration for seven social media shares. Details on this incentive are noted below, as well as in your GS1 Connect 2024 Social Media Toolkit.

Incentive Guidelines:

- The seven posts must be shared between February 1 and May 17, 2024.
- Posts can be shared from your corporate social media accounts, or an employee of your company can also choose to share posts from their personal accounts.
- To count as a share, the hashtags **#GS1Connect24** and **#GS1ConnectTPRT** must both be included, and the post must also include your company's name. This will help us to attribute your employees' shares to your company.
- Only shares on Facebook, LinkedIn, and/or Twitter will be counted, and only one complimentary conference registration per company can be earned through this incentive.

Note: We monitor how many posts are made and will reach out to you if you have qualified, or you can send us an email with copies of your posts at GS1ConnectRoundtables@gs1us.org to make a request.

Example Social Media Posts:

Attending #GS1Connect24? Sign up for (company name's) Trading Partner Roundtable session to discuss best practices and business processes to help drive results, outcomes, and business forward! http://ow.ly/WEur30rsxjk #GS1ConnectTPRT

Attending #GS1Connect24? Sign up for (company name's) Trading Partner Roundtable session to discuss best practices and business processes to help drive results, outcomes, and business forward! http://ow.ly/WEur30rsxjk #GS1ConnectTPRT

Registration

- Select the **Attendee** option from the drop-down list of Registration Types.

- At the final payment page, please **enter your conference registration discount code and click apply.**

  - *Multiple discount codes cannot be combined*

  - *When 7 registrations are completed with your specific partner code, you will earn one (1) additional complimentary conference registration to use or give away.* *Conference management will notify you should you earn additional pass(es)*

Housing

- GS1 Connect has a discounted room block at the Marriott Orlando World Center, subject to space availability.

- Special discounted guest room rate of **$249/night + tax and resort fee** is available 3 days prior and 3 days post conference.

- Housing should be reserved using the Passkey link provided on the conference website **no later than May 10, 2024.** Book your room for GS1 Connect 2024

Housing should be reserved using the Passkey link only. Passkey is the official housing bureau of GS1 Connect. Companies advertising housing blocks other than the GS1 Connect Conference Team and Passkey are not approved by GS1 Connect.

Tools & Tips for Maximizing Your Presence

- **Social Media Toolkit**
  - View and download via the [Trading Partner Roundtable Resources page](#)
- **10% Discount Code**
  - Promote your participation by inviting clients and prospects to attend GS1 Connect using your 10% off code via email
  - Include your code and graphics provided in the Social Media Toolkit in email signatures
  - **Earn (1) comp registration for every (7) using your unique 10% code!**

Key Contacts

- **Trading Partner Roundtable Lead**
  - Jessica Phovilaychit, GS1ConnectRoundtables@gs1us.org

- **GS1 Connect Conference Lead**
  - Cayleigh Ashman, cashman@gs1us.org

Wrap Up