



POST-SHOW REPORT

MARCH 8-9, 2017

Canada's leading technology, digital marketing and retail event returned for its 6th year at the Metro Toronto Convention Centre, receiving over 92 million media impressions. The social media buzz kept #Dx32017 trending with over 42.7 million social impressions.

“ We were blown away by the reception we received and our expectations were by far exceeded both in terms of the quality of programming as well as the audience we had the pleasure of speaking with.

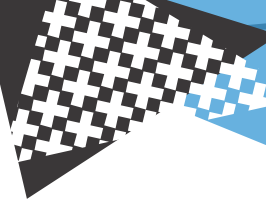
David Armitage
Marketing & Communications Specialist
Business Wire



“ It was a great event for us - we met some highly qualified prospects in retail, commercial, consumer packaged goods, and technology.

Todd Lewis
President & CEO
PeopleFlow





Between our Interactive VR Lab, the Canadian Retail Innovation Challenge, our amazing keynote speakers, Dx3 earned over 92 million media impressions across Canada from some of Canada's leading publications.



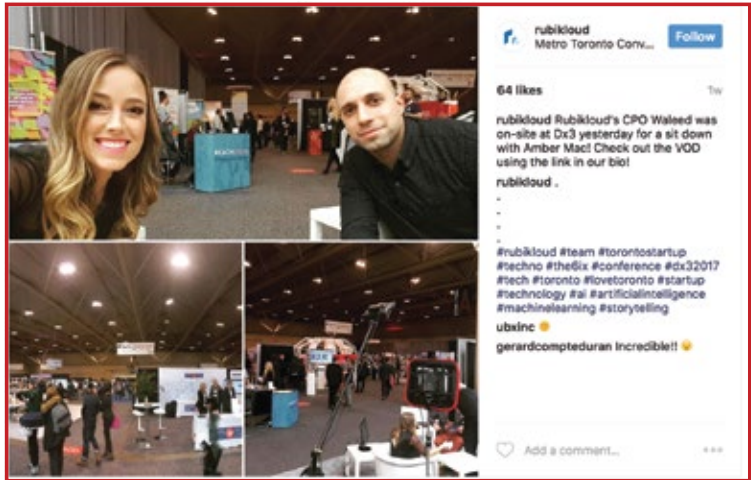
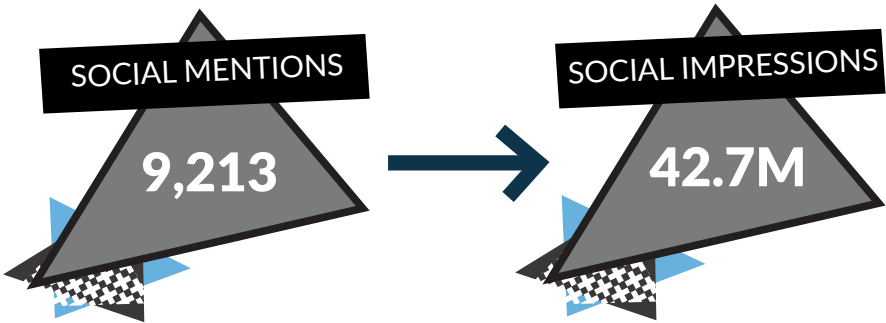
While Edge acknowledges that discovery is a challenge, there's an opportunity for retailers to use technology to find opportunities for discovery in creative ways. He talks about turning inspiration into action in the context of the work done at Pinterest.

Betakit

Leaders from the innovation business units at Sears and Lululemon told attendees at the Dx3 retail technology conference Thursday it's critical that the test labs work in tandem with the strategies of the central retail business in order for the projects they work on to affect real change.

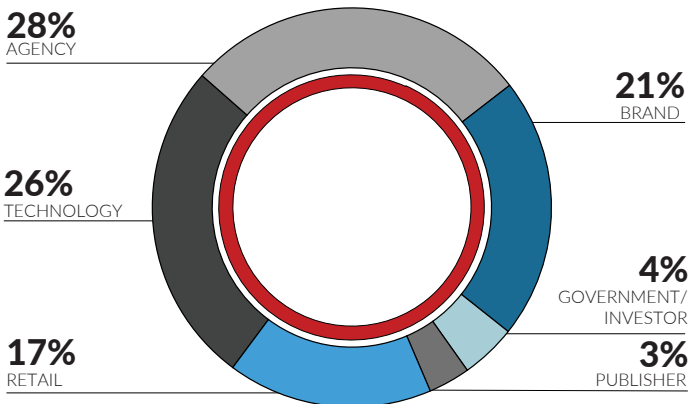
Financial Post

#Dx32017 was a trending topic on Twitter, and our show took over Instagram feeds and Stories across an exciting two days!

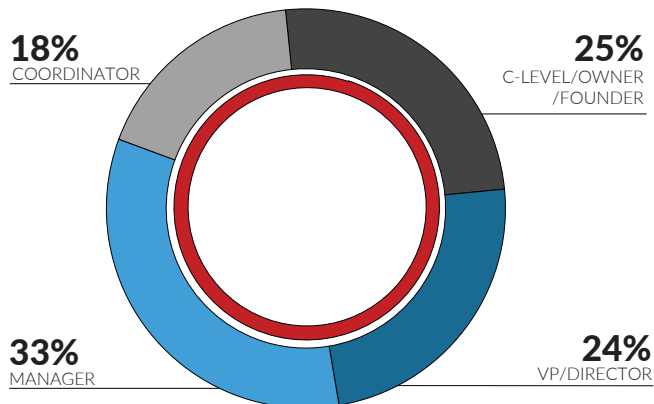


3,871 Canadian digital professionals attended over the course of two days with 97% of attendees recommending Dx3 to a friend or colleague.

COMPANY TYPE OF ATTENDEES AT Dx3 2017



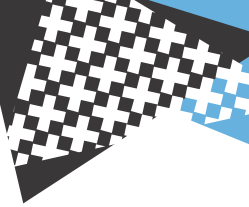
SENIORITY OF ATTENDEES AT Dx3 2017



In 2017, Dx3 proved to be the most interactive B2B technology innovation event in Canada. Leading retailers, brands, agencies and technology companies from both F500 and SMEs congregated to learn from industry experts and experience, first-hand, the technologies disrupting their industries. 49% of the attendees at Dx3 were at the Director level or higher, who came to Dx3 to network with over 100 exhibitors and evaluate their offerings to move their businesses forward.

COMPANIES THAT ATTENDED Dx3 2017





SAMPLE LIST OF ATTENDEE JOB TITLES FROM Dx3 2017

Agency

- Co-Founder
Co-Founder
CEO
Partner, Global Head of Studio
Partner, VP Marketing & Sales
Sr. Account Director
Head of Strategy and Business Development
Account Director
Account Director
Group Account Director
Director of Content Creation
VP Growth and Innovation
Senior Strategic Planner
Associate Media Director
Account Executive
Creative Operations Manager
VP Growth and Innovation
Associate Creative Director
President
Managing Director

- #paid
5Crowd
Inbox Marketer
Sid Lee
Altima
Ariad
Catalyst
Cohn & Wolfe
DDB
GREY Canada
Traffik Group
Veritas
DentsuBos
Ogilvy
Publicis
T1
Veritas
Razorfish
Twist Marketing
Ogilvy

Brand

- Partner
Partner
Director, Digital Marketing & eCommerce
Marketing Director
Senior Manager, Brand & Partnerships
Director of Marketing Services
Sr Director Branded Entertainment and Experience
Senior Vice President, Mergers & Acquisitions
Director of Marketing, Imaging Products
Marketing Director - Digital Marketing and e-Commerce
VP Customer Development, Canada
Business Development Director - Digital Signage Solutions
AVP, Channel Mktg & Comms
Marketing Director
VP - Commerce API platform
VP- Digital Payments & Labs
Marketing Director
CIO
Senior Digital Strategist
Director, Platforms & Digital
President
VP, Marketing
Director
Account Executive, Enterprise
Business Development, Mobility Solutions
Strategic Marketing Specialist
Brand Manager
Sr Brand Manager
Dir. Marketing Communications
Management Consultant
Marketing Manager
Associate Customer Marketing Manager
Senior Manager, Marketing and Brand
Manager, Marketing Communications
Retail Marketing Manager
Senior Manager, Retail Industry Strategy
Senior Brand Manager

- Deloitte
EY
Allstate Canada
Benefit Cosmetics
Canadian Olympic Committee
Coca-Cola
Corus Entertainment
EY
Fujifilm Canada
Johnson & Johnson
Johnson & Johnson
LG
LoyaltyOne
Mars
Mastercard
Mastercard
Mattel
PepsiCo Canada
Purina
PwC
SPC
The Body Shop
VISA
Apple
Apple
Bell
BIC Canada
Campari
Campbell Company of Canada
Deloitte
FedEx Canada
General Mills
Interac
Koodo
Porsche Canada
Rogers
Unilever

Retail

- Vice President, Exchange Traded Funds
CTO
EVP & CTO
President
CIO
Founding Partner
Director of Store Operations
Director, Retail & Major Accounts
AVP, Business Development/Digital
Director, Restaurant Systems and E-Commerce
Director, Digital Sales & Strategy
Director of Marketing Foot Locker Canada
Director
Director, Advertising & Communications
Director, Digital Commerce and Business Development
Director, Restaurant Technology
VP Marketing
Creative Director
Director Payment Innovation
Director, Digital and Design
Director, Innovation Partnerships, Tech & Innovation
Director, Marketing
Director of Omni-Channel Commerce
Senior Director, Beauty Marketing
VP, Marketing
Director of Marketing, Loyalty and Innovation
E-Com. Global Technology Manager
Vice President, Customer Marketing
Director, Ad Media & Partnership Marketing
Account Executive
Account Manager
Ecomm Manager

- BMO
Cineplex
Indgio
Kit and Ace
Longo's
William Ashley
Brika
Canada Post
Canadian Tire
Cara Operations Limited
CIBC
Foot Locker
LCBO
Longo's
Longo's
McDonalds
Pickle Barrel Restaurants
Pizza Pizza
RBC
RBC
RBC
Roots
Roots
Shoppers Drugmart
Shoppers Drugmart
Staples Canada
Staples Canada
WalMart
WalMart
Amazon
Amazon
London Drugs

Technology

- Founder & CEO
CEO
Co-Founder/CEO
CMO and Chief Product Officer
CEO
Director, Strategic Partnerships
Director of National Sales
Vice President, Strategic Communications
Account Director
VP Growth & Partnerships
Media Sales Manager, NA
Senior Account Executive, Client Development
Manager, Digital and Creative
Senior Account Executive
Product Manager
Communications Manager, Canada
Senior Sales Executive
Account Executive
Co-Founder, R&D
VP Marketing and Communications

- Dollarwise
dubdub
Klothed
Moneris
Vantage
Acuity Ads
Captivate Network
CNW
Sampler
Symbility Intersect
BBM
Cisco
Metrolinx
Salesforce
SAP
Square
TruRating
Waze
Innerspace
Joule (A CMA Company)