

MARCH 2 - 5, 2021



SEASON 10

THE BIGGEST
RETAIL,
MARKETING &
TECHNOLOGY
EVENT IN
CANADA

WELCOME TO DX3 2021

DX3 - Canada's Biggest Retail, Marketing and Tech Event

What will the future look like post pandemic? [DX3 CANADA](#) – 10th ANNIVERSARY EDITION

DX3 is turning 10 in the middle of the world's greatest digital acceleration. It has been a tumultuous time for us all, and yet it has been also the most exciting for those of us in the technology space. We have seen some of our alumni brands shoot to the stars while others have been adapting and evolving. We have seen the rapid growth of small brands, the stumbling of giants, and everything in between. Over the past 10 year, DX3 has always been committed to the nexus of retail, marketing, and technology, and for our 10th annual event, we are taking it a step further.

Presenting - DX3 Season 10 with 56+ episodes streaming on March 2-5. This season we will explore, what will the future look like post pandemic?

Today we are looking forward to what our transformative retail and marketing sectors will look like beyond 2020. The retail landscape is evolving - success of the brand is no longer limited to the depth and breadth of inventory but instead has expanded into creating a safe and long-lasting experience for consumers. Buyers are looking for a more tailored and personalized experience, and marketing plays a crucial role in spreading this message. Emerging technologies help to understand the data with analytical tools,

navigate logistics, and enhance user experience. Technology is playing a critical role in reshaping the retail and media landscape in these changing times.

DX3 2021 speaking faculty will give you industry insights on key focused areas; Retail, Marketing, and Technology. They will share their challenges and opportunities on how to build a brand and be relevant in this competitive environment. Explore trending and futuristic technology leaders and solution providers through the virtual exhibition. We urge you to take in as much as you can from our latest season.

This is what you can expect at DX3 2021:

Content. More streamlined and structured around three streams of content, based on the Retail Summit, Marketing & Innovation Summit, and Generational Summit, with over 200 industry thought leaders and experts.

DX3 Marketing and Innovation focused on marketing and media functions. Catch 20 episodes in 4 days!

DX3 Retail focused on retail strategy, technology, and operational functions. Stream all 22 episodes in March!

DX3 Generational focused on the cutting edge thought leadership and research on retailing and marketing through consumer segmentation by generation, specifically the next three generations - Millennials, Gen Z, and Gen Alpha. 10 brand new episodes this season!

DX3 Studio. Simultaneous, interactive learning sessions every afternoon from March 2-5, 2021.

Exhibition. Innovative and creative exhibitors on our virtual platform providing you with insight into the future of retail and marketing.

Plan your binge this spring. See you at DX3 2021.

DX3 2020 THEME: RESILIENCE

After emerging from the crucible of 2020, the retail, marketing, and technology industries have honed a new collection of skills: Adjusting, adapting, pivoting, and evolving. Working through uncertainty, through social movements, through rapid change. But what comes next?

As we shift practices, systems, and paradigms, we must embed both resilience and diversity while we build anew. In order to flourish in the future, let's rebuild better today.

Learn how to use and implement new tools, channels, and strategies towards success. Gain new ideas, diverse perspectives, and discover what leading businesses are doing to be successful. Meet like-minded people, connect with industry leaders, and be inspired at DX3 2021.

MEET THE RIGHT PEOPLE | DX32020 DEMOGRAPHICS

3000+

retail, marketing and tech professionals came to previous DX3 events to learn, experience and connect with each other.

100+

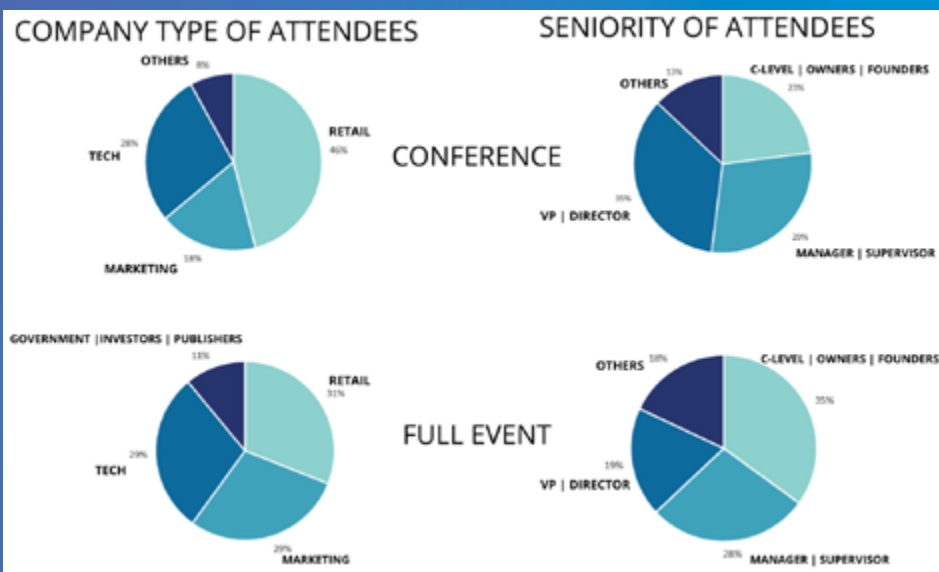
thought leaders from various industries discussed topics related to current trends and behaviours

60%

of attendees were from the Retail or Marketing industry.

54%

of the conference attendees were retailers.



DX3 2021 FEATURES

VIRTUAL EVENT

We're excited to share that DX3 2021 will be a virtual event. Everyone who registers for the event can attend it in person as well as access the event by downloading the app on their phone and logging in with their registered email address.

Features of the app:

Connect with other event attendees, exhibitors, and speakers

Engage - Post pictures, rate speakers and sessions

Stay up-to-date - Updated agendas, speaker line-up, exhibitor list and floor plan!

Plus: We may even send out important notifications on the day of the event through the app

Once you have been added to the app participant list, we will send an email with a link to download the app!

RETAIL SUMMIT

Want to know what top retailers are doing TODAY to succeed?

This content stream is packed with expert insights from leaders who shape the retail industry. Hear from some of the most innovative retail professionals as well as tech experts who help retailers be successful.

With 22 episodes, including 2 keynotes, this is THE place to be for anyone in the retail space who wants to move up in their career and grow their company.

MARKETING & INNOVATION SUMMIT

Learn how top marketers break through the noise! Hear from marketing leaders who know what it takes to build successful brands and run campaigns that do well.

Over the course of 20 episodes, including 2 keynotes, hear their stories, case studies, best tips, and take part in interactive panel discussions, so that you can take home a new perspective and actions to take your marketing skills to the next level.

Plus: You'll even get to discover some of the latest innovations transforming

GENERATIONAL SUMMIT

Explore the generational approach to consumer segmentation, and identify the generations that are most important to you. Understand generational buying behaviors and their lifestyle preferences. Discover the very best insights, thought-leadership, case studies, and technologies, towards retailing and marketing to these upcoming generations. Learn how to use and implement new tools, channels, and strategies towards success in the generational approach to retail and marketing. This is the ONLY event that will look at these three generations in terms of their retail and marketing preferences in a post-COVID world

EXHIBITION: LATEST IN RETAIL, MARKETING & TECHNOLOGY

Discover for yourself, what the latest in retail and marketing innovation has to offer at this ongoing virtual exhibition! Uncover new and clever concepts and solutions that can help you take your company to the next level. Have fun and explore the booths and offerings. Make meaningful connections with fellow retailers, marketers, and tech professionals. And make sure to soak up skills at the DX3 Studio as well!

DX3 STUDIO

Enjoy a variety of learning offerings and formats every afternoon at DX3 2021. The DX3 Studio will include roundtables, workshops, whirlpools, hot takes, and other interactive and intimate virtual sessions, designed to give you actionable advice to help you thrive as a professional and grow your business. They are all about HOW TO implement strategies, new concepts, products, and expert advice. This amazing feature takes place after the main episodes of each day.



SPEAKER LINE-UP



PROF. JORI ABRAHAM
Managing Director
Ecommerce Foundation



CAROLINA ACOSTA
CEO & Founder
Tragos Game LLC



IAN ADLER
CMO
PepsiCo Foods Canada



MERYL AFRICA
Head of Globe Content Studio
President



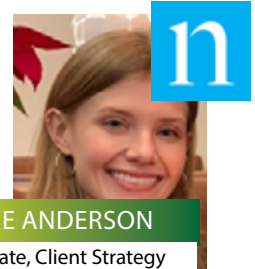
HIFAZAT AHMAD
CEO & President
DX3 Canada



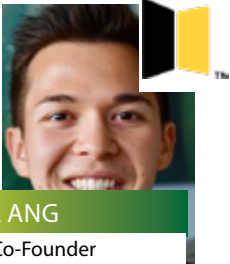
MATT ALEXANDER
CEO & Co-Founder
Neighborhood Goods



JULIA AMORIM
CEO
MediaNet



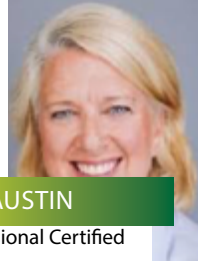
EMME ANDERSON
Associate, Client Strategy
Nielsen Media Canada



MARK ANG
CEO & Co-Founder
Second Closet



ALISHA ARORA
Innovator
The Knowledge Society



SUE AUSTIN
Professional Certified Coach



STEPHEN BAILEY
CMO
John Fluevog Shoes



PAUL BALLEW
Chief Data & Analytics Officer
Loblaw Companies Limited



GAIL BANACK
VP – Kids | Chief Kids Officer
Indigo Books & Music Inc.



DON BARDEN
CEO & Managing Partner
GeorgiaXtracts



GREGOIRE BARET
VP, Customer Experience
ALDO Group



ERIC BARNES
Paid Media Account Director
Tug Toronto



MIKE BARTELS
Director of Marketing Research and UX
Tobii Pro



MYRIAM BELZILE-MAGUIRE
Founder and Designer
Maguire Boutique



JESSICA BENCHEMAM
Executive Producer, Alibi Content



RYAN BERMAN
Founder
Courageous



JENNY BIRD
CEO & Creative Director
JENNY BIRD



DUNCAN BLAIR
VP of Marketing
Article



FORD BLAKELY
SVP & GM, Zingle
Medallia

SPEAKER LINE-UP



JOSHUA BLOOM

GM of Global Business Solutions

TikTok



JORDON BOYNE

SEO Account Director

Tug Toronto



CHARANPAL BRAR

Senior Loyalty Consulting Director

Bond Brand Loyalty



SOPHIE BROOKS

Managing Director

Tug Toronto



MICHELLE CAMPBELL

VP Strategy

Huge Inc.



ALEX CASH

Offering Lead

OneTrust Preference-Choice



HUBERT CHAN

Director of Cloud Data Innovation Platform

Hudson's Bay Company



PATRICK CHAN

General Manager, Canada

Sezzle



STEVEN CHARLES

Founder and President

LS Cream



COURTNEY CHEW

Founder

OCIN



ALBERT CHOW

CEO & Co-founder

Silk & Snow



SEAN CLAESSEN

Chief Strategy Officer

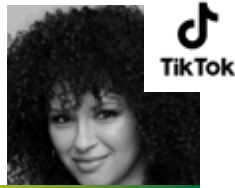
Bond



FAREENA CONTRACTOR

Director, Intl. Emerging Tech

Walmart



VANESSA CRAFT

Director of Content Partnerships

TikTok



ANDREW CUDMORE

AVP

Medallia Canada



JEREMIAH CURVERS

Co-Founder & CEO

Polysleep



SCOTT CUTLER

CEO

StockX



DAVE DABBAH

CMO

Clever Tap



MELISSA DAVIS

Head of North America

Afterpay



JOHN DEFRANCO

CCO

Staples Canada



SUKHMANI DEV

VP, Digital & Cybersecurity Solutions

Mastercard



MO DEZYANIAN

President

Empathy Inc.



PATRICK DIAB

CPO

Moneris



JACQUELINE DINSMORE

OWNER

Flapjackkids & Caravel Law

SPEAKER LINE-UP



Sun Life

VÉRONIQUE DORVAL

SVP, Chief Client Experience Officer

Sun Life Canada



afterpay

MARK DWYER

Managing Director

Afterpay Canada



DEXCOM

LAURA ENDRES

Vice President and General Manager

Dexcom



MELISSA ESHAGHBEIGI

Cultural Strategist & Digital Ethnographer

Closing My Tabs



CLIF

ANIEFRE ESSIEN

Country Manager - Canada

Clif Bar & Company



Agile

JIM EWEL

Founder

Peel the Layers



PLANT-BASED FOODS

LESLIE EWING

Executive Director

Plant-Based Foods of Canada



ATEYO

RACHEL FEINBERG

CEO & Cofounder

ateyo



COOK IT

JUDITH FETZER

Co-founder & President

Cook it



BURDIFILEK

PAUL FILEK

Managing Partner

Burdifilek



Sobeys

JULIE FILION

Head of Marketing, Ecommerce

Sobeys Inc.



DR. AUGUSTINE FOU

Ad Fraud Investigator

Marketing Science Consulting Group, Inc.



Smash + TESS

ASHELY FREEBORN

CEO, Co-founder, Principal

Smash + Tess



CIMMO

SERGIO FRIAS

Chief CXO

CIMMO



Kraft Heinz

DIANA FROST

Chief Growth Officer

Kraft Heinz Canada



BRP

MATYAS GABOR

Vice-President, Digital Consumer Experience

BRP



FOURMI BIONIQUE

GENEVIÈVE GAGNON

President

La fourmi bionique Inc.



n

HEATHER GARAND

Vice President

Nielsen Media Canada



LITTLE BURGUNDY

AUDREY GAUTHIER

VP of Marketing & Ecommerce

Little Burgundy



CIMMO

SHAHZAD GIDWANI

CMO

CIMMO



CREATIVE NICHE INC

MANDY GILBERT

CEO & Founder

Creative Niche



mercco

FERN GLOWINSKY

CEO & President

Mercco Payments



AURO

KELLY GO

Co-Founder and Managing Director

Auro Chocolate



chartwells

SHAUN GOSWELL

Chief Food Officer

Chartwells Canada

SPEAKER LINE-UP



JEFF GREENSPOON

CEO
dentsu Canada



JOANNA GRIFFITHS

CEO & Founder
Knix



ADAM GROGAN

COO
Greenleaf Foods



PHILLIP HAID

CEO & Founder
Public Inc.



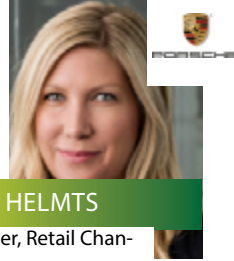
SAMUEL HALE

Co-Founder
nutrimails



NIKAYA HALE

Sr. Solutions Consultant
Gladly



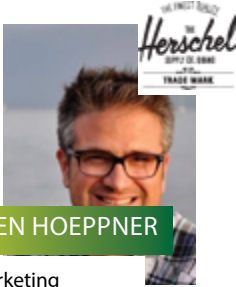
LENA HELMTS

Manager, Retail Channels
Porsche Canada



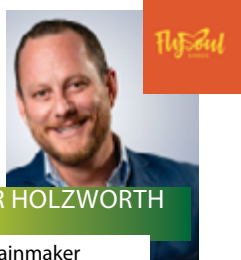
STEVE HIMEL

Founder
Henderson Brewing Co. In.



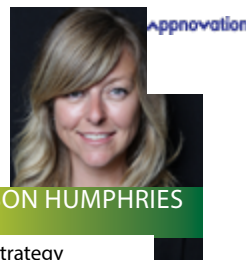
BRADEN HOEPPNER

SVP, Marketing
Herschel Supply Company



PETER HOLZORTH

Chief Rainmaker
Fly Soul Shoes



ALLISON HUMPHRIES

VP of Strategy
Appnovation



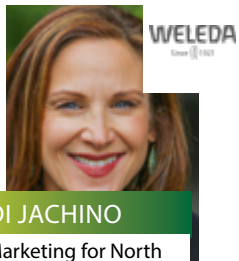
ERIC HWANG

Solution Engineer
CleverTap



SUSAN IRVING

CMO
Kruger Products L.P.



RANDI JACHINO

VP of Marketing for North America
Weleda Inc.



KELLY JACKSON

Children's Author and AVP
Humber College



VINO JEYAPALAN

CEO & Founder
Kabo



JAMES JONES

TikTok Creator
notoriouscree



SARAH JORDAN

CEO
Mastermind Toys



SARAH JOYCE

SVP, E-Commerce
Sobeys Inc.



MARC KADONOFF

VP
Sweets from the Earth



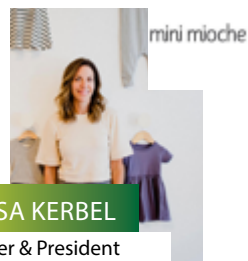
VIVIAN KAYE

CEO & Founder
KinkyCurlyYaki



JEN KELLY

Co-CEO & Co-Founder
Pehr



ALYSSA KERBEL

Founder & President
mini mioche



IMRAN KHAN

Head of Digital Customer Experience
TD Bank Group

SPEAKER LINE-UP



GUNJAN KHETAN

VP, Marketing
Reckitt Benckiser USA



BRANDON KIM

Co-founder, Creative & Strategy
Brevite



ELLIOT KIM

Co-founder, Finance & Operations
Brevite



DYLAN KIM

Co-founder, Marketing
Brevite



TOM KNUCKLES

Sr. Solutions Consultant
Gladly



DEREK LACKEY

Chairman
Response Marketing Association



MARC LAFLEUR

CEO and Co-founder
truLOCAL



TONYA LAGRASTA

Senior Director, Corporate Social Responsibility
Loblaw Companies Limited



VIPUL LALKA

VP of Digital Payments
TD



MARIE-MICHÈLE LARIVÉE

Trends, Strategy & Foresight Consultant
Consultant



AMY LASKI

Founder & President
Felicity



BRANDI LEIFSO

CEO & Founder
Evio Beauty



TYLER LESSARD

Chief Video Strategist
Vidyard



ALLISON LITZINGER

VP Marketing | Brand, Customer & Loyalty
Hudson's Bay



GOIKO LLOBET

CXO and CoFounder
GrowPro Experience



STUART LOMBARD

CEO, Founder, & President
ecobee



CRAIG LUND

VP of Mentorship
AMA Toronto



BRIAN MAC MAHON

Founder
Expert DOJO



RACHEL MACQUEEN

Senior Vice President, Collector Experience & Marketing
AIR MILES Reward



LAURA MANES

VP, Innovation, Ravel by CF
Cadillac Fairview



CHRISTENA MANLEY

Chief Digital Officer
Knix



SKYLER MAPES

Co-Founder
EXAU Olive Oil



KEVIN MARTIN

CTO & Co-founder
unspun



BOMAN MARTINEZ-REID

TikTok Creator

SPEAKER LINE-UP

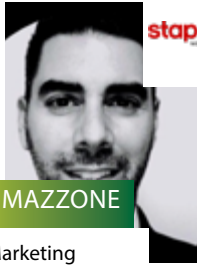


ada

PERRI MAXWELL

Director of Product Marketing

Ada



staples

DAVE MAZZONE

VP of Marketing

Staples Canada

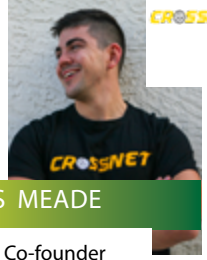


Gladly

MIKE MCCARRON

VP of Customer and Sales

Gladly



CROSSNET

CHRIS MEADE

CMO & Co-founder

CROSSNET



Coca-Cola

NIKITA MEDVEDEV

Sr. Manager of Predictive Analytics

Coca-Cola



globe content studio

MELISSA MENDES

Social Media and Influencer Strategist, Content Studio

The Globe and Mail



TOPHATTER

SREE MENON

COO

Tophatter



AMA Toronto

DR. ALLAN MIDDLETON

Author & Consultant

AMA Toronto



PRZM

LARRY MILSTEIN

Co-Founder

PRZM



BMO

GRACE MISTRY

Head of Marketing, B2B & Personal Wealth Advertising

BMO Financial Group

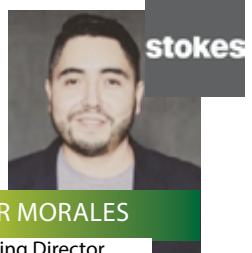


PayPal

MIKE MONTY

Head of Enterprise Sales

PayPal



stokes

CESAR MORALES

Marketing Director

Stokes Inc.



AIR MILES

JANE MORAN

SVP of Data & Technology

AIR MILES Reward Program



Indigo

SUZZANA MORRIS

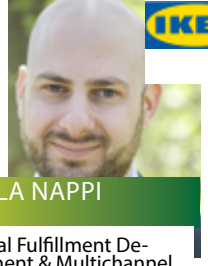
VP, Loyalty & Customer Intelligence

Indigo



CELINA MYERS

TikTok Creator



IKEA

NICOLA NAPPI

National Fulfillment Development & Multichannel Network Manager

IKEA Canada



437

HYLA NAYERI

Co-Founder

437



QUEEN OF BUD

ASHLEY NEWMAN

Founder

Queen of Bud

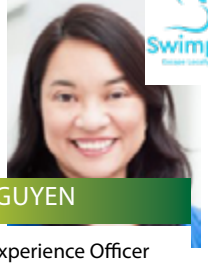


the kind matter.

LAURA NEWTON

Founder

The Kind Matter Company



Swimply

HA NGUYEN

Chief Experience Officer

Swimply



sodastream

RENA NICKERSON

GM

SodaStream Canada

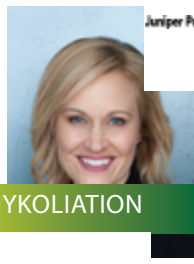


AMA Toronto

MIGLENA NIKOLOVA

President

AMA Toronto



Juniper Park TBWA

JILL NYKOLIATION

CEO

Juniper Park/TBWA



drop labs

SUSAN PALEY

CEO

DropLabs

SPEAKER LINE-UP



Marriott
INTERNATIONAL

LAURA PALOTTA

Regional Vice President,
Sales and Distribution,
Canada

Marriott International



Radio Flyer

ROBERT PASIN

Chief Wagon Officer
Radio Flyer



dresst

KELLY PIGEON

CEO & Co-Founder
dresst™



THE SHIPYARD

LANCE PORIGOW

EVP, Head of eCommerce
Growth

The Shipyard



TINA PORTILLO

Director, Marketing
Scotiabank



CULTIVATED
ENTERTAINMENT

JEN PROCTOR

CEO & Founder
Cultivated Entertainment



EY
Building a better
working world

ROHIT PURI

National TMT Industry
Sector Leader
EY Canada



ਕੈਰੇ

KIRAN RAI (KAYRAY)

Actor / Creative Director
& Co-founder
The Kollektive



MEJURI

KATE RAILTON

VP People Operations
Mejuri



Juniper Park | TBWA

DUSTIN RIDEOUT

CSO
Juniper Park | TBWA



OCS

ABI ROACH

Senior Product Manager
The Ontario Cannabis
Store



globe
content
studio

JESSICA ROBINSON

Content Strategist,
Content Studio
The Globe and Mail



Signifly

NICKLAS RØNNING

Managing Partner
Signifly Canada



EQ Bank

CALEB RUBIN

VP Marketing
EQ Bank | Equitable
Bank



ENDY

RAJEN RUPARELL

Chairman & Founder
Endy



the
kersheh
group

JOHNNY RUSSO

VP, Ecommerce and
Marketing
The Kersheh Group



IGD

STEWART SAMUEL

Program Director North
America
IGD



Restaurants
Canada

ROBERTO SARJOO

Director, Marketing and
Communications
Restaurants Canada



LEVEL EX

SANGITA SARKAR

VP, Marketing
Level Ex Inc.



Canadian
Tire

KIM SAUNDERS

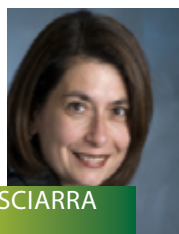
VP, Community & Part-
nerships
Canadian Tire Corpo-
ration



Kognitiv

PETER SCHWARTZ

Executive Chairman &
Founder
Kognitiv



PINA SCIARRA

Managing Director,
Marketing Advisory
Lead – Canada
Accenture



Coca-Cola
Canada
Bottling
Limited

TARA SCOTT

VP, Commercial Growth
Strategy & Execution
Coca-Cola Canada
Bottling Limited



depop

PETER SEMPLE

CMO
Depop

SPEAKER LINE-UP



MICHAEL SETTE
CEO & Founder
KOVO Essentials



JAMIE SHAW
Director
BCICIA



STEPHEN SILLS
Co-Founder & Creative Director
Student Life Network (SLN) & 55 Rush



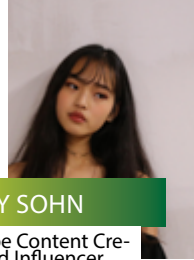
ALISON SIMPSON
CMO
Key



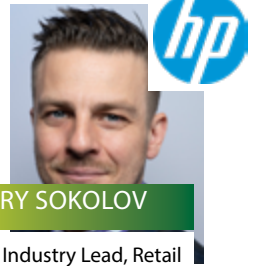
DOMINIC SMITH
Writer and Strategist
What You Don't Know About Gen Z



COURTNE SMITH
CEO & Founder
NewNew



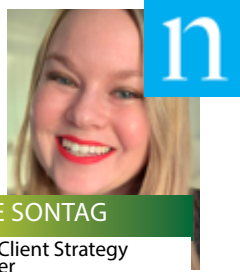
TRACY SOHN
YouTube Content Creator and Influencer
saranghoe



DMITRY SOKOLOV
Global Industry Lead, Retail
HP Inc.



LORNE SOLWAY
Co-President
Response Marketing Association



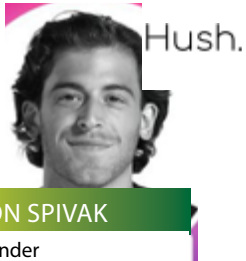
PAIGE SONTAG
Senior Client Strategy Manager
Nielsen Media Canada



DHRUV SOOD
Co-CEO and Co-Founder
Fresh Prep Foods Inc.



NICOLE SOPKO
VP
Upton's Naturals



AARON SPIVAK
Co-Founder
Hush Blankets



SEAN STANLEIGH
Head of Globe Content Studio
The Globe and Mail



MAY STERLING
Entrepreneur, Thrift Reseller and Content Creator
May Sterling



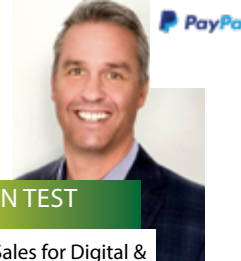
JAMES STEVENSON
Brand Marketing Manager
Buy and Sell a Business



SHELBY TAYLOR
CEO & Founder
Chickapea



CATHARINE P. TAYLOR
Commissioning Editor U.S.
WARC



JASON TEST
VP of Sales for Digital & In Store Commerce
PayPal



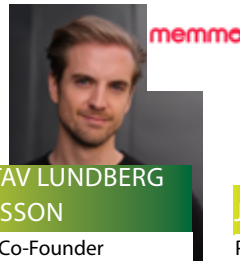
TRINH THAM
CMO
Harry Rosen



SIMON TOOLEY
Founder & President
Maison Etiket



DANIEL TORCHIA, APR
Managing Director, Partner
Torchia Communications

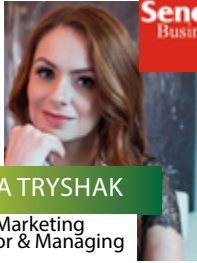


GUSTAV LUNDBERG TORESSON
CEO & Co-Founder
memmo



JEFF TRUONG
Partner
VMG Catalyst

SPEAKER LINE-UP



MARTA TRYSHAK

Digital Marketing Professor & Managing Partner

Seneca Business & TryMus Group



KERRY TUCKER

CMO

pocket.watch



SINDHYA VALLOPILLIL

CEO & Founder

Skin Dossier



MIKE VAN

CEO & Co-Founder

Furnishr



JILL VAN GYN

CEO/Founder

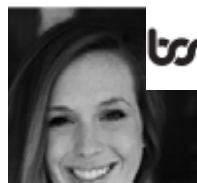
Fatso



MANON VAN VLOODORP

Business Development Manager

Nielsen Media Canada



JANE VANDALE

Consultant, Client Analytics

Bond Brand Loyalty



NADIA VATTOVAZ

CFO & EVP-Operations

Fire & Flower Holdings Corp.



JOHN VELLINGA

Chief Experience Officer

Zirkova Vodka



CHRIS VODOLA

Director, Client Services

Stella Connect



MICHELLE WATSON

Creative Director | Founder

MACHI



KRISTA WEBSTER

CEO & President

Veritas Communications



KIMBERLEE WEST

Founder

Kids Swag



ROBIN WHALEN

CEO & President

Church+State



ROSHNI WIJAYASINHA

Founder & CSO

Prosh Marketing



BRENNAN WILKIE

Chief Revenue Officer

Nudge



TARA WILKINSON

Director of Marketing

Best Buy Canada



ELIZABETH WILLIAMS

Co-Founder

Academy of Business Communications



ALEX WILLIAMS

Innovation Lead

TikTok



KENT WILSON

CMO

RV SnapPad



CYNTHIA WONG

Associate Vice President, Digital Product Management

Canadian Tire Corporations



HAMUTAL YITZHAK

CEO, Chair Woman, & Co-Founder

ELSE Nutrition Holdings Inc.



KAREN GREVE YOUNG

CEO

Futurapreneur



MICHAEL ZAHRA

CEO & President

Drone Delivery Canada

SPEAKER LINE-UP



SAHIR ZAVERI

CEO & Co-Founder
King Children



DAVID ZIETSMA

SVP, Strategy and Performance
Jackman



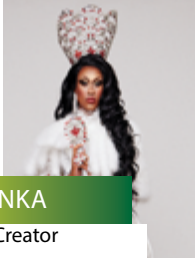
MARC ZIKRA

Chief Strategy Officer
CIMMO



RUTH ZIVE

SVP of Marketing
Ada



PRIYANKA

TikTok Creator

AGENDA

TUESDAY | MARCH 2, 2021



10:00

Sparkling Happiness: How Iconic Brands And Businesses are Using Scale and Agility to Transform Themselves for Today's Consumers

Diana Frost, Chief Growth Officer, Kraft Heinz Canada

10:30

How Retailers Can Drive Greater Impact by Leveraging Their Greatest Asset, The Employee

Kate Railton, VP People Operations, Mejuri

The Changing Retail Landscape - A Call for Courage

- What are the overarching trends that can be expected for the rest of 2021 and into 2022?
- How have shocks accelerate change and expose fault lines?
 - What is essential for successful retail recovery?
Sarah Jordan, CEO, Mastermind Toys
Sarah Joyce, SVP, E-Commerce, Sobeys Inc.
Laura Pallotta, Regional Vice President, Sales and Distribution, Canada, Marriott International
Brennan Wilkie, Chief Revenue Officer, Nudge
Moderator: Ryan Berman, Founder, Courageous

Marketing for the Right Brain

- The power of storytelling
- Building momentum by reinventing a brand
- Be consistent, be real and stand for something
 - Connect with the consumer's soul
Ian Adler, CMO, PepsiCo Foods Canada
Stevens Charles, Founder & President, LS Cream
Aniefre Essien, Country Manager - Canada, Clif Bar & Company
Jill Van Gyn, CEO/Founder, Fatso
Moderator: Jessica Benchemam, Executive Producer, Alibi Content, Alibi Entertainment

The XYZ (& α) of Generations

- Who are Millennials, Gen Z, and Gen Alpha?
 - What are their characteristics?
 - Why are they significant to retail and marketing?
Melissa Davis, Head of North America, Afterpay
Moderator: Hifazat Ahmad, CEO & President, DX3 Canada

11:00

E-Commerce, Now and Always

- How has e-commerce changed over the past year?
 - What are we expecting in the future?
 - Is e-commerce the default?
 - Blurring the lines between B2C and B2B
Vivian Kaye, CEO & Founder, KinkyCurlyYaki
Johnny Russo, VP, Ecommerce & Marketing, The Kersheh Group
Moderator: Prof Jorij Abraham, Managing Director, Ecommerce Foundation

The Future of Direct-To-Consumer

- How did the pandemic change DTC?
- How are individual direct-to-consumer brands shaping their businesses?
- What problems could be challenging former DTC darlings?
 - The relationship between brick and mortar and direct to consumer
Duncan Blair, VP of Marketing, Article
Joanna Griffiths, CEO & Founder, Knix
Randi Jachino, VP of Marketing for North America, Weleda Inc.
Lance Porigow, EVP, Head of eCommerce Growth, The Shipyard
Moderator: Catharine P. Taylor, Commissioning Editor U.S., WARC

Marketing to Gen Z: How to connect and resonate with this new generation

- The unfiltered generation: Real people, real voices, real experiences
- Creativity at its best: Beating the 8 seconds attention span
 - The fall of Celebrity influence
 - Active Engagement
Rachel Feinberg, CEO & Co-Founder, ateyo
Heather Garand, VP, Nielsen Media Canada
Tracy Sohn, Youtube Content Creator and Influencer, saranghoe
Michelle Watson, Creative Director | Founder, MICHI
Moderator: Dominic Smith, Author, What You

11:30

Redefining UX beyond the screen

- Providing Best-in-class Customer Experience
- In what ways can we create fulfilling and consistent customer experiences using digital means?
- How can multi-sensory experiences be replicated online?
Jeremiah Curvers, CEO & Co-Founder, Polysleep
Vino Jeyapalan, CEO & Founder, Kabo
Susan Paley, CEO, DropLabs
Simon Tooley, Founder & President, Maison Etiket
Moderator: Nicklas Roenning, Managing Partner, Signifly Canada

Charting a path for retail innovation in 2021 and beyond

- The digital innovations guiding retailers right now, and how they will carry into the year ahead
- The strategies that will help brands maintain their momentum on eCommerce
 - Shopping trends and predictions for a post-COVID world, and how to plan ahead
Braden Hoepfner, SVP, Marketing, Herschel Supply Company
Moderator: Mark Dwyer, Managing Director,

#Millennials

- Shopping preferences: Online, Physical, Subscription
 - Experiential vs Ownership
 - Value driven: ethical consumption
Carolina Acosta, CEO & Founder, Tragos Game LLC
Jen Kelly, Co-CEO & Co-Founder, Pehr
Brandi Leifso, CEO & Founder, Evio Beauty Group
Alison Simpson, CMO, Key
Moderator: Sean Claessen, Chief Strategy Officer, Bond

12:00

Managing Supply Chain Risk

- Is the local movement here to stay?
- What are the possibilities for full vertical integration?
- Do smaller brands have a chance against economies of scale?
Geneviève Gagnon, President, La fourmi bionique Inc.
Steve Himel, Founder, Henderson Brewing Co. Inc
Elliot Kim, Co-founder, Finance & Operations, Brevité
Marc Lafleur, CEO & Co-Founder, truLOCAL
Moderator: Marc Zirka, Chief Strategy Officer, CIMMO

The Rise of the Chief CXO

- How are CXOs transforming the industry?
 - The digital and the CXO
 - Who "owns" the customer?
Imran Khan, Head of Digital Customer Experience, TD
Goiko Llobet, CXO and CoFounder, GrowPro Experience
Ha Nguyen, Chief Experience Officer, Swimply
John Vellinga, Chief Experience Officer, Zirkova Vodka
Moderator: Mike McCarron, VP of Customer and Sales, Gladly

The Evolution and Future of Subscription Retail

- Moving to the service-based model from a product-based model
 - Subscription vs. transactional
- Managing customer expectations and focusing on the customer experience
Sean Claessen, Chief Strategy Officer, Bond
Judith Fetzer, Co-founder & President, Cook it
Kelly Pigeon, CEO & Co-Founder, dresst™
Dhruv Sood, Co-CEO and Co-Founder, Fresh Prep Foods Inc.
Moderator: Sergio Frias, Chief CXO, CIMMO

12:30

DX3 TALKS

13:00

A Marketer's Guide to Launching Products, by Roshni Wijayasinha

CPPA: A Check-list for Compliance, by Derek Lackey, Chairman, RMA

The Road to App Supergrowth in 2021, by Eric Hwang, Solution Engineer, Clever-Tap

AGENDA

WEDNESDAY | MARCH 3, 2021



Are Attitudes to the Digital Home Changing as Rapidly as the Technology?

Rohit Puri, National TMT Industry Sector Leader, EY Canada

10:00

Personalized Marketing at Scale using Artificial Intelligence

Jane Moran, SVP of Data & Technology, AIR MILES Reward Program

10:30

The Elephant in the Room

- How can we compete with the digitally native, and giant players like Amazon?
- Who has massive amounts of data, and what does it look like?
- Why is it worth it: retrospectively embedding data transformation for improved strategic decision-making

Paul Ballew, Chief Data & Analytics Officer, Loblaw
Moderator: Hifazat Ahmad, CEO & President, DX3 Canada

11:00

The Evolving Role of the CMO in the Digital Space

- How are evolving technologies increasing challenges for marketers?
- Understanding the challenges and creating opportunities for consumers
- How to manage complexities and shape the company's public profile?

Stephen Bailey, CMO, John Fluevog Shoes
Allison Humphries, VP of Strategy, Appnovation
Susan Irving, CMO, Kruger Products L. P.
Trinh Tham, CMO, Harry Rosen
Moderator: Miglena Nikolova, President, AMA Toronto

Brand Differentiation through Consumer Data Protection & Earned Trust

- What's shifting for retailers in the privacy space, with consumer expectations, and technology
- Why Trust is the new currency for brands to earn loyalty, revenue, and to collect data
- What retailers can do in-store, online, and within mobile apps to be transparent about data collection and processing to ease customer concerns

Alex Cash, Offering Lead, OneTrust PreferenceChoice

11:30

The Plant-Based Revolution

- Innovation and strides in deliciousness driving demand creation
- Pandemic-based meat shortages as a supply shock
- A perfect storm of sector growth – but is it here to stay?
- The Sustainability Movement and the rise of the Flexitarian

Adam Grogan, COO, Greenleaf Foods
Nicole Sopko, VP, Upton's Naturals
Dennis Woodside, President, Impossible Foods
Hamutal Yitzhak, CEO, Chair Woman, & Co-Founder, ELSE Nutrition Holdings Inc.
Moderator: Leslie Ewing, Executive Director, Plant-Based Foods of Canada

Social Movements and Marketing

- What motivates a company's stance on social impact? Why do some make statements, while others do not.
- How do customers perceive the brand through their social activities?
- What are the challenges and opportunities?

Tonya Lagrasta, Senior Director, Corporate Social Responsibility, Loblaw Companies Limited
Allison Litzinger, Vice President Marketing | Brand, Customer + Loyalty, Hudson's Bay Company
Moderator: Phillip Haid, CEO & Founder, Public Inc.

Inspiration Session: Storytelling with TikTok

Join top TikTok creators in a candid Q&A session on how they've gained success, why they choose TikTok and how brands can work with them.

Boman Martinez-Reid
James Jones (notoriouscree)
Moderator: Vanessa Craft, Director of Content Partnerships, TikTok

12:00

Who Are the Consumers? Big Data and Consumer Segmentation

- Consumer Types/Personas of today
- Next Gen Segmentation or the art of making big data smart
- The science of scaling consumer acquisition
- Finding consumers for your product or building products for your consumers
- The costs of customer acquisition

Don Barden, CEO & Managing Partner, Georgi-aXtracts
Nikita Medvedev, Sr. Manager of Predictive Analytics, Coca-Cola
Tara Scott, VP, Commercial Growth Strategy & Execution, Coca-Cola Canada Bottling Limited
Stephen Sills, Co-Founder, Student Life Network (SLN) & Creative Director, 55 Rush
Moderator: Susan Krashinsky Robertson, Retailing Reporter, The Globe and Mail

The Power of Collaborative Commerce

- How collaboration will redefine loyalty and consumer expectations
- The value of Zero Party Data in developing richer consumer relationships

Peter Schwartz, Founder & Executive Chairman, Kognitiv

Your Supply Chain is Broken and It's Hurting Your Customers

- Why logistics and brand reputation are closely aligned
- Where breakdowns happen in logistics leading to poor customer experiences
- How to address these issues and put the customer first

Mark Ang, CEO & Co-Founder, Second Closet

12:30

The Slow Down

- What are the benefits of slowing down elements of product design, production, and delivery?
- What makes consumers willing to slow down for your products?
 - What aspects must remain fast?
 - Is your business slow-suitable?

Albert Chow, CEO & Co-Founder, Silk & Snow
Ashley Freeborn, CEO & Founder, Smash + Tess
Kelly Go, Co-Founder and Managing Director, Auro Chocolate
Skyler Mapes, Co-founder, EXAU Olive Oil
Moderator: Amy Laski, Founder & President, Felicity

Innovation Showcase

12:30 Sezzle: Payments with Purpose
Patrick Chan, General Manager, Canada, Sezzle

12:45 In-Home Research – Studying the Consumer in its Natural Habitat, by Tobii Pro
Mike Bartels, Director of Marketing Research and UX, Tobii Pro

Social Trends to Watch

- New transformative technologies such as AI, could bring about a radically better future — are we prepared?
 - Internet culture in the digital age
 - Ecological awareness goes mainstream

Alisha Arora, Innovator, The Knowledge Society
Jeff Greenspoon, CEO, dentsu Canada
Melissa Eshaghbeigi, Cultural Strategist & Digital Ethnographer, Closing My Tabs
Laura Newton, Founder, The Kind Matter Company
Moderator: Michelle Campbell, VP Strategy, Huge

13:00

The Importance of Mentorship in Driving Your Personal Growth and Career, by AMA with Miglena Nikolova, Craig Lund, Pina Sciarra, Tina Portillo, Sue Austin, & Dr. Alan Middleton

Customer Loyalty. Building Relationships and Loyalty with Digital as Your New Storefront by Tom Knuckles & Nikaya Hale, Sr. Solutions Consultants, Gladly

DX3 TALKS

The right time to go live: How to maximize your live social broadcasting efforts to connect and engage audiences, by Melissa Mendes and Jessica Robinson, Globe Content Studio

What's your State of Personalization? by Charanpal Brar, Senior Loyalty Consulting Director & Jane Vandale, Consultant, Client Analytics, Bond Brand Loyalty

How to use customer insights to drive engagement and performance improvements, by Medalia X Stella Connect. Facilitator: Chris Vodola, Director, Client Services, StellaConnect

AGENDA

THURSDAY | MARCH 4, 2021



10:00

2021 - The Year of The Customer
Perri Maxwell, Director of Product Marketing, Ada

10:30

Emerge as Winners – how to connect with customers at every touchpoint
Jason Test, VP of Sales for Digital & In Store Commerce, PayPal

Retail Cannabis - Informing Consumer Strategy

- Bringing confidence to consumers in an unstable category
- Overcoming marketing limitations and build a brand in a new sector
- How do you evaluate impact, and track customer loyalty?
 - Leadership and Legacy

Peter Holzworth, Chief Rainmaker, Fly Soul Shoes
Ashley Newman, CEO, Queen of Bud
Abi Roach, Senior Product Manager, The Ontario Cannabis Store
Nadia Vattovaz, CFO & EVP-Operations, Fire & Flower Holdings Corp.
Moderator: Jamie Shaw, Director, BCICIA

11:00

The Rise of Social Shopping

- What are the most popular channels?
 - How are these differentiated?
 - Why do companies choose different channels?
- Gustav Lundberg Toresson, CEO & Co-Founder, memmo
Sree Menon, COO, Tophatter
Mike Monty, Head of Enterprise Sales, PayPal
Michael Sette, CEO & Founder, KOVO Essentials
Moderator: Marta Tryshak, Digital Marketing Professor & Managing Partner, Seneca Business & TryMus Group

Brand preferences of the Next Generations

- What do they expect from a brand? Customer satisfaction, online engagement, unique experiences
 - Importance of Values and Corporate Social Responsibility
 - Relevance to Social issues
- Myriam Belzile-Maguire, Designer & Founder, Maguire Boutique
Jenny Bird, Creative Director & CEO, Jenny Bird
Hyla Nayeri, Co-Founder, 437
Moderator: Larry Milstein, Co-founder, PRZM

11:30

How to Build a Rocketship

Rajen Ruparell is Canada's e-commerce king. From building one of the fastest-growing companies in the world as co-founder of Groupon International, to leading Endy to greatness by revolutionizing e-commerce in Canada, Rajen downloads some of the secrets that have mystified competitors and fuelled his success — here in Canada and around the world

Rajen Ruparell, Chairman & Founder, Endy

Omnichannel – Beyond the Buzzword

- Holistic approach to marketing, production, payments, and distribution for a seamless, contactless experience
 - What are the benefits for customers?
 - How to repurpose existing business infrastructures?
- Gregoire Baret, VP, Customer Experience, ALDO Group
Lena Helmts, Manager, Retail Channels, Porsche
Suzanna Morris, VP, Loyalty & Customer Intelligence, Indigo
Cynthia Wong, Associate Vice President, Digital Product Management, Canadian Tire Corporation
Moderator: Dave Dabbah, CMO, CleverTap.com

BOPIS (Buy online, pick up in-store)

- BOPIS vs delivery?
 - Managing your BOPIS in-house vs. outsource
 - Frictionless, streamlined fulfillment
- Julie Filion, Head of Marketing, E-commerce, Sobey's Inc.
Laura Manes, VP, Innovation, Ravel by CF, Cadillac Fairview
Nicola Nappi, National Fulfillment Development & Multichannel Network Manager, IKEA Canada
Moderator: Ford Blakely, SVP & GM, Zingle at Medallia

12:00

Retail Customization and Personalization

Optimize personalization to influence customer loyalty

Technology accelerates the degree of personalization available

Brandon Kim, Co-founder, Creative & Strategy, Brevité
Kevin Martin, CTO & Co-founder, unspun
Mike Van, CEO & Co-Founder, Furnishr
Moderator: Sindhya Valloppillil, CEO & Founder, Skin Dossier

Personalisation & Marketing

- Data-driven marketing to individual customers
 - Is email dead?
 - What are customization options?
- Véronique Dorval, SVP, Chief Client Experience Officer, Sun Life Canada
Rachel MacQueen, Senior Vice President, Collector Experience & Marketing, AIR MILES Reward Program
Aaron Spivak, Co-founder, Hush Blankets
Moderator: Mo Dezyanian, President, Empathy Inc.

Retail Design for Tech-Enabled Experiences Presented by HP

Paul Filek, Managing Partner, Burdifikle
Dmitry Sokolov, Global Industry Lead, Retail, HP Inc

12:30

Digital vs. Digitization

- What does digital leadership mean moving forward?
 - Digitization is internal: Communicate, Collaborate, WFH, etc
 - Digital is customer-facing: E-commerce, Digital Marketing, etc.
 - What are the best tools and strategies to progress on both fronts?
- Hubert Chan, Director of Cloud Data Innovation Platform, Hudson's Bay Company
Matyas Gabor, Vice-President, Digital Consumer Experience, BRP
Cynthia Wong, Associate Vice President, Digital Product Management, Canadian Tire Corporation
Ruth Zive, SVP of Marketing, Ada
Moderator: Sean Stanleigh, Head of Globe Content Studio, The Globe and Mail

Embedding Innovation

- How can we build systems that inspire change and innovation, especially at speed?
 - Where do we need to be today in order to build out tomorrow?
 - The important of digital options for both customer and companies
- Fareena Contractor, Director, Intl. Emerging Tech, Walmart
Moderator: Hifazat Ahmad, CEO & President, DX3 Canada

How, When, and Where we Pay

- Innovations and disruptions in payment methods
 - Eliminating frictions in payment
 - Maintaining Consumer and Merchant safety
- Sukhmani Dev, VP, Digital & Cybersecurity Solutions, Mastercard
Patrick Diab, CPO, Moneris
Fern Glowinsky, CEO, Merrco Payments
Vipul Lalka, Vice President, Head of Enterprise Payments Platform & Capabilities, Digital & Payments, TD
Moderator: Meryl Afrika, President, CAUFP

13:00

DX3 TALKS

Digital Ad Fraud - Is it Real? By Dr Augustine Fou, Ad Fraud Investigator & Lorne Solway, Co-President, RMA

The Death of the Press Release - Truth or misinformed? By Daniel Torchia, APR

Imagining the future - a collective workshop by Marie-Michèle Larivée

Leveraging Psychographic Data to Create Targetable Audiences by Paige Sontag and Emme Anderson, Nielsen Media Canada

The Changing Landscape of Digital Marketing by Eric Barnes & Jordan Boyne, Tug Toronto

AGENDA

FRIDAY | MARCH 5, 2021



10:00

Generational Keynote
Robert Pasin, Chief Wagon Officer, Radio Flyer

10:30

Real Is the New Cultural Currency: How Brands Become a Part of Culture on TikTok
Joshua Bloom, GM of Global Business Solutions, TikTok

11:00

Adapting for the Circular Economy

- "Re-commerce"
- Rent not own or rent to own models
- The sharing economy in a post-COVID world
Scott Cutler, CEO, StockX
Moderator: Hifazat Ahmad, CEO & President, DX3 Canada

Increasing Marketing Speed, Creativity, and Performance through Agile

- Adopting a Change Mindset
- Tips, Tricks & Tools for Getting Started
- The Power (and Challenges) of Cross-Functional Teams
- The Role of Marketing Leaders in an Agile Organization
Gunjan Khetan, VP, Marketing, Reckitt Benckiser USA
Tyler Lessard, Chief Video Strategist, Vidyad
Caleb Rubin, VP of Marketing, Equitable Bank
Tara Wilkinson, Director of Marketing, Best Buy Canada
Moderator: Jim Ewel, Founder, Peel the Layers

The Sustainability Imperative

- The rise of climate friendly retail, from supply chain to product lifecycle
- Consumer are more aware than ever of their ecological impacts
 - Are we done with "greenwashing"?
Courtney Chew, Founder, OCIN
Stuart Lombard, CEO, Founder, & President, ecobee
- Rena Nickerson, General Manager, SodaStream Canada
Sahir Zaveri, CEO & Co-Founder, King Children
Moderator: Amy Laski, Founder & President, Felicity

11:30

Is It Still Location, Location, Location?

- The future of brick and mortar
- How to balance your physical and virtual footprints
- What is happening in Commercial Real Estate?
- The rise of the flagship "no purchases" physical store
Matt Alexander, CEO & Co-Founder, Neighborhood Goods
Jacqueline Dinsmore, Owner, Flapjackkids & Caravel Law
Alyssa Kerbel, Founder & President, mini mioche
Cesar Morales, Marketing Director, Stokes Inc.
Moderator: Stewart Samuel, Program Director North America, IGD

What About Agencies?

- How have agencies fared in the past year?
- What can agencies offer in new times?
- How do brands decide whether to stay in-house or use externals?
- Who are the new competitors and what are the threats?
Sophie Brooks, Managing Director, Tug Toronto
Mandy Gilbert, CEO & Founder, Creative Niche
Grace Mistry, Head of Marketing, B2B & Personal Wealth Advertising, BMO Financial Group

Generation Alpha's Technology Rebound

- How are we engaging with the first digitally native generation?
- Can the digital truly spark imagination, and encourage creativity & learning?
- What are the COVID-19 impacts on our youngest generation?
Gail Banack, VP Kids, Indigo and Chief Kids Officer, Indigokids, Indigo
Kerry Tucker, CMO, Pocketwatch
Kimberlee West, Founder, Kids Swag
Moderator: Kelly Jackson, Children's Author and AVP, Humber College

12:00

An Odyssey of Phoenixes

- Entrepreneurship after COVID-19
- Small business transformation
- Learning and scaling
- How does private equity/VC encourage impactful systemic change?
Brian Mac Mahon, Founder, Expert DOJO
Jeff Truong, Partner, VMG Catalyst
Courtne Smith, CEO & Founder, NewNew
Moderator: Karen Greve Young, CEO, Futurpreneur

The Age of Digital Advertising

- In what ways has digital advertising changed?
- Lessons learnt, what worked and what does not?
- What comes next? New channels, platforms?
Julia Amorim, CEO, MediaNet
Dylan Kim, Co-founder, Marketing, Brevitè
Chris Meade, CMO & Co-Founder, CROSSNET
Sangita Sarkar, Vice President, Marketing, Level Ex Inc.
Dylan Kim, Co-founder, Marketing, Brevitè
Moderator: Shahzad Gidwani, CMO, CIMMO

The Young and the Cashless

- Consumer resilience in the post-COVID world
- Becoming your customers' Day One brand
 - Bringing back the barter
 - Travel small and slow
Peter Semple, CMO, Depop
May Sterling, Entrepreneur, Thrift Reseller and Content Creator
- Moderator: Dustin Rideout, CSO, Juniper Park\TBWA

12:30

Brand Resilience: Thinking INSIDE the box

- How the right strategy helped Staples adapt without changing
- Staying relevant in the midst of dramatic change
John DeFranco, Chief Commercial Officer, Staples Canada
Dave Mazzone, Vice President of Marketing, Staples Canada
David Zietsma, SVP, Strategy and Performance, Jackman

The Rise, Fall, and Recovery of Influencers

- Customers are influenced by people they trust and connect with
- Influencers vs Ambassadors
- Recognising customer touchpoints
Laura Endres, VP & GM, Dexcom Canada
Jen Proctor, CEO & Founder, Cultivated Entertainment
Kiran Rai (KayRay), Actor / Creative Director & Co-founder, The Kollektive
Kent Wilson, CMO, RV SnapPad
Moderator: Krista Webster, CEO & President, Veri-

Next Gen F&B

- Ethically sourced, Organic, Clean, Green - what does it mean and why is it important?
- Allergies and Options as drivers of niche dominance
 - Cloud kitchens
 - Limited time Pop-ups
- Hyper-personalization of food
Shaun Goswell, Chief Food Officer, Chartwells Canada
Samuel Hale, Founder & Owner, nutrimeals
Marc Kadonoff, VP, Sweets from the Earth
Shelby Taylor, CEO & Founder, Chickapea
Moderator: Roberto Sarjoo, Director, Marketing and Communications, Restaurants Canada

Innovation Showcase:

Michael Zahra, CEO & President, Drone Delivery Canada

DX3 TALKS

13:00

How to TikTok: How brands are using TikTok to Transform Their Marketing, by Alex Williams, Innovation Lead, TikTok & Celina Myers, TikTok Creator

How to Capitalize on Digital Buying Confidence, by James Stevenson

Think Like a Marketer For Top Talent, By Elizabeth Williams

From Prospecting to Proposals: Using Custom Videos to Book More Meetings and Close Deals Faster by Tyler Lessard, Chief Video Strategist, Vidyad

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PAYMENT POLICY

Your registration will not be confirmed until full payment is received and may be subject to cancellation.

Payment is due in full at the time of registration. For the conference attendees, the ticket includes access to the event, refreshments (if it's in person event), and conference materials, when applicable. In the case of visitors (show floor entrance only), the price does not include food, beverage and/or access to conference or conference materials.

CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

You may substitute delegates by providing reasonable advance notice to the organizers.

For any cancellations received in writing between 120 and 90 days prior to the conference, you will receive a 50% credit to be used at another event by the organizers which must occur within one year from the date of issuance of such credit note. For any cancellations received in writing within 90 days to 30 days prior to the event, you will receive a 25% credit to be used at another event by the organizers which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by the organizers for all permitted cancellations. No credit will be issued for any cancellations occurring within Thirty (30) days (inclusive) of the conference.

In the event that the organizer events postpone or cancels an event for reasons beyond organizer's control like fire, earthquake, flood, pandemic, terrorist incident etc. or anything that hinders people's ability to attend or an organizer ability to host the event safely. In that case no refund will be provided.

Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.

Event Organizer is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event.

The Event Organizers shall assume no liability whatsoever in the event this conference/event is canceled, rescheduled or postponed due to a fortuitous event, Act of God, pandemic, government restrictions on gatherings or events, unforeseen occurrence or any other event or incident that renders performance of this event impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to war, fire, labor strike, extreme weather or other emergencies.

Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, the Event Organizer reserves the right to alter or modify the advertised speakers and/or topics if necessary, without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

DISCOUNTS

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