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**Retail and Supply Chain**

**Software Marketer's Conference**

**and Content Idea Calendar**

**2024**

(Q1 and Q2)



The first and second quarters of 2024 will be an exciting time for retail and supply chain software marketers. Below is a calendar of conferences, along with some timely topics and focus areas picked from editorial calendars of retail and supply chain publications. Use this to help spark some content ideas in the coming months.

## January 2024

Conferences:	<a href="#">NRF 2024: Retail's Big Show</a> (New York, N.Y.), 1/14-1/16; <a href="#">JumpStart 2024</a> (Atlanta, Ga.), 1/22-1/24; <a href="#">MARS Winter Meeting</a> (Lombard, Ill.), 1/9-1/11; <a href="#">NRF Supply Chain 360 Summit</a> (New York, N.Y.); 1/14-1/16
Editorial Focus:	2024 Year in Review, 2024 trends, C-suite trends, real estate, state of inventories, 2024 economic outlook, connected data, cybersecurity, inventory management, consumer behavior trends, Valentine's Day, post-Holiday season retail and supply chain analysis, post-Holiday inventory management, budgeting and forecasting, automation
Timely Events/Issues:	Many state data privacy laws (including in Washington, Oregon, Texas, Florida, and Montana) go into effect in 2024, which could have implications for retailers

## February 2024

Conferences:	<a href="#">eTail West</a> (Palm Springs, CA), 2/26-2/29; <a href="#">Manifest 2024</a> (Las Vegas), 2/5-2/7; <a href="#">SCL Hub 2024 Supply Chain Conference</a> (London), 2/8; <a href="#">RILA LINK 2024</a> (Dallas, Texas), 2/25-2/28; <a href="#">White Label Expo</a> (London), 2/27-2/28; <a href="#">E-Commerce Berlin Expo</a> (Berlin, Germany), 2/22; <a href="#">Air Cargo Conference</a> (Louisville, Ky.), 2/11-2/13
Editorial Focus:	Real estate, sustainability, innovation, labor challenges, AI, automation, 3PL, winter fashion and seasonal merchandising, digital marketing, e-commerce innovation, inventory planning, business growth, resilience and risk mitigation, sustainability and ESG, transportation optimization, customer experience
Timely Events/Issues:	Preparation for enforcement of the Drug Supply Chain Security Act (DSCSA) near the end of the year

## March 2024

Conferences:	<a href="#">NRF Retail Law Summit 2024</a> (Virtual Conference), 3/5-3/7; <a href="#">SPECS Show 2024</a> (Grapevine, Texas), 3/10-3/12; <a href="#">ShopTalk 24</a> (Las Vegas), 3/17-3/20; <a href="#">The NGA Show 2024</a> (Las Vegas), 3/10-3/12; <a href="#">ASD Market Week</a> (Las Vegas), 3/10-3/13; <a href="#">MODEX 2024</a> (Atlanta, Ga.), 3/11-3/14; <a href="#">America's Procurement Congress 2024</a> (Miami), 3/25-3/27; <a href="#">ICPA Annual Conference 2024</a> (San Diego, Cal.), 3/17-3/20; <a href="#">Food Shippers of America 2024</a> (Orlando, Fla.), 3/3-3/5; <a href="#">SMX Munich</a> (Munich, Germany), 3/12-3/13; <a href="#">Prosper Show</a> (Las Vegas), 3/4-3/6; <a href="#">Adobe Summit</a> (Las Vegas), 3/25-3/28; <a href="#">TPM24</a> (Long Beach, Cal.), 3/3-3/6; <a href="#">Sustainable Supply Chain Exhibition</a> (Birmingham, England), 3/19-3/20
Editorial Focus:	Store design, maintenance, new retail formats, supplier guide, spring trends, seasonal spring marketing, inventory transition from winter to spring, sustainability, retail technology, supply chain digitization, data analytics, supplier relationships
Timely Events/Issues:	Reporting requirements for the Forced and Child Labour in Supply Chains Act law (Canada) start May 2024; compliance deadline for EU Digital Markets Act (DMA)

## April 2024

Conferences:	<a href="#">World Congress Retail</a> (Paris, France), 4/16-4/18; <a href="#">E-commerce Italy 2024</a> (Milan, Italy) 4/18; <a href="#">DX3 Canada</a> (Toronto, Canada) 4/9-4/10; <a href="#">World Retail Congress</a> (France), 4/16-4/18; <a href="#">The Retail Summit</a> (Dubai), 4/23-4/24
Editorial Focus:	International retail, supplier diversity, IoT, smart facilities, summer trends, Memorial Day, Father's Day, logistics optimization, supply chain visibility, sustainability, last-mile delivery, supply chain disruption, data analytics, predictive modeling, regulatory compliance, talent development and retention

## May 2024

Conferences:	<a href="#">Gartner Supply Chain Symposium</a> (Orlando, FL), 5/6-5/8; <a href="#">IRX &amp; eDX</a> (Birmingham, England), 5/22-5/23; <a href="#">Gartner US Supply Chain Symposium/Xpo™ 2024</a> (Orlando, Fla.), 5/6-5/8; <a href="#">White Label Expo</a> (Las Vegas), 5/8-5/9; <a href="#">White Label Expo</a> (New York), 5/30-5/31; <a href="#">Sellers Summit 2024</a> (Fort Lauderdale, Fla.), 5/14-5/16; <a href="#">The Retail Conference</a> (Phoenix, Az.), 5/1-5/2; <a href="#">Retail Supply Chain &amp; Logistics Expo 2024</a> (Las Vegas), 5/8-5/9
Editorial Focus:	Retail technology, sustainability, hurricane season, data analytics, store design and maintenance, summer, shipping
Timely Events/ Issues:	Preparation for North Atlantic Hurricane Season (starts in June)

## June 2024

Conferences:	<a href="#">NRF PROTECT 2024</a> (Long Beach, Cal.), 6/4-6/6; <a href="#">NRF 2024: Retail's Big Show Asia Pacific</a> (Singapore), 6/11-6/13; <a href="#">ASCM Connect 2024: Europe</a> (Belgium), 6/4-6/5; <a href="#">Retail Innovation Conference and Expo</a> (Chicago), 6/4-6/6; <a href="#">Future Stores</a> (Los Angeles), 6/3-6/5; <a href="#">Future of Supply Chain</a> (Atlanta), 6/4-6/5; <a href="#">Home Delivery World 2024</a> (Philadelphia), 6/5-6/6
Editorial Focus:	Technology/Industry 4.0, Back to School, weather disruptions (Hurricane season starts in June), e-commerce logistics, supply chain sustainability, trade policies and geopolitical disruption, risk mitigation, workforce development and training
Timely Events/ Issues:	The Texas Data Privacy and Security Act (TDPSA) goes into effect in July

## Media Kits and Potential Sponsored Content/Thought Leadership Opportunities

- » [Chain Store Age](#)
- » [Global Retail Brands](#)
- » [Inside Supply Management \(Institute for Supply Management\)](#)
- » [Manufacturing and Logistics IT](#)
- » [Material Handling & Logistics](#)
- » [NRF Blog](#)
- » [Retail Dive \(Opinions\)](#)
- » [Retail Insider](#)
- » [Retail Customer Experience](#)
- » [Retail TouchPoints](#)
- » [RETHINK Retail](#)
- » [Retail Brew](#)
- » [Retail Technology Review](#)
- » [Retail IT Insights](#)
- » [Retail Technology](#)
- » [Supply Chain Magazine](#)
- » [Supply Chain Quarterly](#)
- » [SupplyChain Strategy](#)
- » [Supply Chain Management Review](#)
- » [Supply and Demand Chain Executive](#)
- » [Supply Chain Magazine](#)
- » [Supply Chain Digest](#)
- » [Supply Chain Brain](#)
- » [Supply Chain Dive \(Opinions\)](#)

## Need Help with Content Ideation and Planning?

Craig D. Guillot is a high-performing ghostwriter, B2B writer, and content strategist with nearly 20 years of experience writing about retail and supply chain. He helps technology companies with content ideation and planning and writes white papers, eBooks, and thought leadership for some of the world's top technology companies. Visit [www.craigdguillot.com](http://www.craigdguillot.com) for more information.

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