



# Attendee GUIDE

**PROSPER** VIRTUAL **SHOW** 

# ACCESS TO PROSPER VIRTUAL SHOW

Welcome to the Prosper Virtual Show online experience! Please look for an email with your personal login details to gain access to the platform, browse the site, request meetings, and add sessions to your agenda before we even begin!

The virtual event will be open until Dec. 31, 2020. You will be able to access on demand recordings of our educational sessions and visit the virtual exhibit hall to download content, even though no exhibitors will be manning their booths.

## SHOW HOURS:

**OCT 27** 10:00 AM – 6:00 PM EST  
**OCT 28** 10:00 AM – 6:00 PM EST

## TECH SPECS:

**Recommended Browser:** Chrome

It is also recommended to have Zoom installed on your device.

## HOW TO LOGIN:

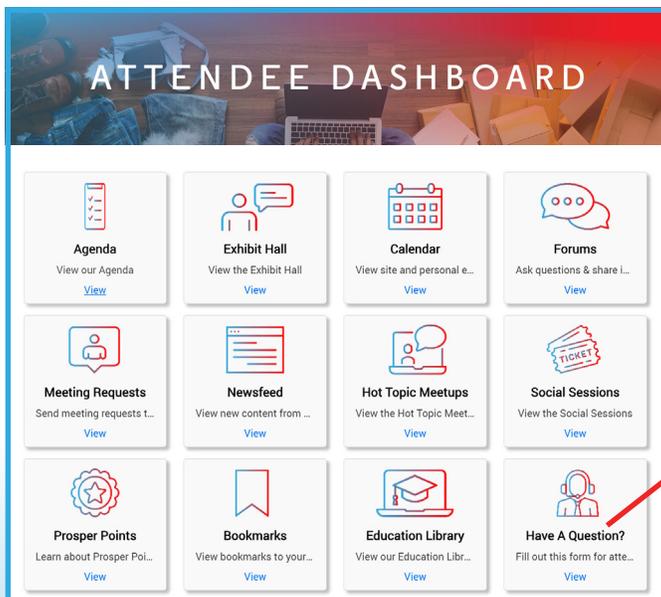
You should receive a welcome email with a login and password into the virtual event platform on the date of the soft opening – Oct. 23. Use this information to login to the virtual event and view your attendee dashboard. If you didn't receive this information, please email [sarah.gough@emeraldtx.com](mailto:sarah.gough@emeraldtx.com)

## HOW TO SIGN UP FOR A CONFERENCE SESSION:

Click "Register" to add agenda sessions to the calendar in your event dashboard and receive email reminders before they begin.

## ATTENDEE DASHBOARD

Use your attendee dashboard to help you navigate and explore Prosper Virtual Show. Request meetings, visit the virtual expo hall, and more! You will see your dashboard as soon as you login.



## HAVE A QUESTION?

Click on the Attendee Support button. A member of our team will be in touch with you as quickly as they can. We are here to help you with anything you need!

# CODE OF CONDUCT

## 1. PURPOSE

Prosper Virtual Show believes our community should be truly open for everyone. As such, we are committed to providing a friendly, safe and welcoming environment for all, regardless of race, gender, sexual orientation, disability, ethnicity, religion, age, or social class. This virtual event code of conduct outlines our expectations for participant behavior, as well as the consequences for unacceptable behavior. We invite all sponsors, speakers, attendees, staff and other participants to help us realize a safe and positive event experience for everyone.

## 2. EXPECTED BEHAVIOR

- Be considerate, respectful and collaborative.
- Refrain from demeaning, discriminatory or harassing behavior and speech.
- Be mindful of your fellow participants. Alert event organizers if you notice behavior that does not conform with this code of conduct.
- Participate in an authentic and active way. In doing so, you help to create the success of this event, and make it your own.

# THANK YOU SPONSORS!



## DIAMOND SPONSORS

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Click on underlined text to open a page on our website with a detailed description of the session. ALL TIMES ARE IN EASTERN STANDARD TIME.

10:00 AM-11:00 AM	<p><b><u>Keynote: The Art and Science of a Great Customer Experience</u></b> Jon Picoult, Founder and Principal, Watermark Consulting</p> <p><b><u>State of the Marketplace &amp; Conference Kick-Off</u></b> James Thomson, Co-Founder, Prosper Show; former Amazon Insider</p>			
11:30 AM-12:00 PM	<p><b><u>Tax Ramifications for Sellers Two Years After Wayfair</u></b> Michael Fleming, CEO, Sales Tax and More</p>	<p><b><u>Build Brand Loyalty on Amazon (and Beyond): Seven Touchpoints for Private Label Sellers</u></b> Meny Hoffman, CEO, Ptex Group</p>	<p><b><u>The Game Plan to Scale and Sell Your Business: From Today to Your Biggest Payday</u></b> Scott Deetz, Founder, Northbound Group</p>	<p><b><u>Breaking Prime Day Insights -Sponsored by Teikametrics</u></b> Andrew Waber, Director of Insights, Teikametrics</p>
12:15 PM-1:00 PM	<p><b><u>Lunch and Learn Activity: Test Your Amazon IQ</u></b> <i>Sponsored by Teikametrics</i></p>			
1:30 PM-2:15 PM	<p><b><u>The Latest Amazon Enforcement Issues We All Need to Understand (Seller Performance)</u></b></p> <ul style="list-style-type: none"> <li>- Peter Kearns, Vice President of Amazon, Blue Wheel Media; former Amazon Insider</li> <li>- Chris McCabe, eCommerce Consultant, ecommerceChris; former Amazon Insider</li> <li>- Cynthia Stine, President, eGrowth Partners</li> </ul>			
2:30 PM-3:00 PM	<p><b><u>Inside the Mind of a Buyer: What I Learned Acquiring Eight Amazon FBA Businesses In 75 Days</u></b> Richard Jalichandra, General Partner, Incline Capital Investments LLC</p>	<p><b><u>Pressure Testing Sales Growth Goals Using Data Amazon Already Provides</u></b> Jeff Cohen, CMO, Seller Labs</p>	<p><b><u>Extend Your Brand Into Brick and Mortar Channels</u></b> Emilie Canty, Founder and Principal, Re:Launch</p>	<p><b><u>Increase Profits by Minimizing and Getting Reimbursements Using Data Analytics Sponsored by GETIDA</u></b> Yoni Mazor, COO and Co-Founder, GETIDA</p>
3:30 PM-4:00 PM	<p><b><u>What to Expect When They Are Prospecting: Tips, Tales and Tactics From the Inside for Selling Your Business - Sponsored by Boosted Commerce</u></b> TBD, Boosted Commerce</p>	<p><b><u>Advanced Amazon Advertising Structure: The Multi-Year Plan</u></b> Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show</p>	<p><b><u>The Value of a Proper IP Strategy on Amazon: From Product Launch to Exit</u></b> Rich Goldstein, Goldstein Patent Law</p>	<p><b><u>Hot Topics Meetups #1</u></b> These breakout group sessions are opportunities to network and learn from your peers and experts in facilitated meetups.</p>
4:15 PM-4:30 PM	<p><b><u>Happy Hour and Trivia Contest</u></b> <i>Sponsored by GETIDA</i></p>			

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10:00 AM-10:45 AM	<p><b><u>Jeopardy Coffee Hour</u></b> Sponsored by GEMBAH</p>			
11:00 AM-11:30 AM	<p><b><u>The Cost of Private Label Sellers Ignoring Their Product Compliance Responsibilities Just Got a Lot Larger- What Now?</u></b> Rachel Greer, Founder and Managing Partner, Cascadia Seller Solutions; former Amazon Insider</p>	<p><b><u>What Got You to Seven Figures Won't Get You to Eight Figures - How to Use Financial and Operational</u></b> Tyler Jefcoat, CEO, Seller Accountant, LLC</p>	<p><b><u>When Black Hats Attack: Teaching Sellers to Defend Their Amazon Accounts and Brands</u></b>  <ul style="list-style-type: none"> <li>Chris McCabe, eCommerce Consultant, ecommerceChris; former Amazon Insider</li> <li>Leah McHugh, Digital Marketing Expert, ecommerceChris</li> </ul> </p>	<p><b><u>Sell Your Business for Maximum Gain: A Seller's Essential Guide to Buyers and Acquisitions</u></b> -Sponsored by THRAS.IO Ken Kubec, Vice President, Acquisitions, Thras.io</p>
12:00 PM-12:30 PM	<p><b><u>How New Product Creation Increases Company Valuation</u></b> - Sponsored by GEMBAH Henrik Johansson, CEO, GEMBAH</p>	<p><b><u>Practical Tools for Avoiding Copyright and Trademark Violations on Amazon</u></b> Yael Cabilly, IP and eCommerce Attorney, Cabilly &amp; Co.</p>	<p><b><u>Product Review Strategies to Boost Reviews by 40%</u></b> Paul Rice, Director of Marketing, eComEngine</p>	<p><b>12:00 PM - 12:45 PM</b> <b><u>Seller Panel: AmazonB2B Platform</u></b>  <ul style="list-style-type: none"> <li>Brian Semling, Founder, CEO, Owner, Brian's Toys</li> <li>Dan Lambrecht, Gearhead Mania</li> <li>Dov Sassoon, Senior Vice President, Maxxima</li> <li>Jason Boyce, Founder and CEO, Avenue7Media, LLC</li> </ul> </p>
1:00 PM-1:30 PM	<p><b><u>Hot Topics Meetups #2</u></b> These breakout group sessions are opportunities to network and learn from your peers and experts in facilitated meetups.</p>	<p><b><u>How AI Works for Amazon Advertising During the 2020 Holiday Season</u></b> Franz Jordan, CEO, Sellics</p>	<p><b><u>Use Video to Solve Your Biggest Challenges on Amazon</u></b> Patrick Tedjamulia, Founder and CEO, Videopeel</p>	<p><b>1:15 PM - 1:30</b> <b><u>Accounting and Maximizing Profits: Don't Wait Until Next Month for Your Accountant to Tell You if You Made Money Today</u></b> - Sponsored by MarginDriver Patrick McGreevy, CEO and Co-Founder, MarginDriver</p>

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2:00 PM- 2:30 PM	<b><u>Working With the Black Box of Amazon Ads: Controlling Search Terms</u></b> Dierk Demers, Manager of Ad Strategy and Partner Support, Helium 10	<b><u>Find and Negotiate With Your Factory's Sub-Suppliers</u></b> Nathan Resnick, CEO, Sourcify	<b><u>Proven Recipes for Scaling to \$10M</u></b> Parag Mamnani, Founder and CEO, Webgility Inc.; former Amazon Insider	<b><u>Conversion Rate Secrets of High-Performing Amazon Listings -Sponsored by Page.One</u></b> Keith O'Brien, CEO and Founder, PAGE.ONE
3:00 PM- 3:30 PM	<b><u>Tear Down Amazon Listings - Best Practices to Follow for Private Label Brands</u></b> - Emma Tamir, Owner and Marketing Expert, Marketing By Emma - Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show	<b><u>Automation Tools and an Owner and Marketing Expert Advanced Crash Course on How to Use Them</u></b> Will Christensen, Co-Founder, DataAutomation	<b><u>The Chatbot Ranking and Review System for Private Label Amazon Sellers</u></b> Michelle Barnum Smith, Amazon Chat Bot Expert, Your Marketing Therapy	<b><u>Accelerate Your Business With A Simple Turnkey eCommerce Solution – Sponsored by Magento</u></b>
4:00 PM- 4:30 PM	<b><u>Making Google a Platform for Marketplace Sellers</u></b> John Kennard, Strategic Partnership, Shopping, Google	<b><u>The Advertising Price of Product Launch: Costs and Strategies for Getting to Page On</u></b> John Shea, Chief Growth Officer, Teikametrics	<b><u>Advanced eCommerce Accounting Techniques to Attract Investment Funding and Higher Exit Valuation</u></b> Brittany Brown, CEO, LedgerGurus	
4:45 PM- 5:00 PM	<b><u>Closing Remarks</u></b> - James Thomson, Co-Founder, Prosper Show; former Amazon Insider - Joseph Hansen, Founder and CEO, Buy Box Experts; Co-Founder, Prosper Show			