

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

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

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