

PROSPER SHOW

event guide



july 13 - 15, 2021

#prospershow

westgate las vegas resort



Jul 13-15, 2021

Westgate Hotel, Las Vegas

conference hours

Tuesday, July 13: 8:30 a.m. – 6:15 p.m.

Wednesday, July 14: 8:30 a.m. – 4:45 p.m.

Thursday, July 15: 8:00 a.m. – 3:45 p.m.

exhibit hall hours

Tuesday, July 13: Closed, exhibit hall opens Wednesday

Wednesday, July 14: 8:00 a.m. – 7:00 p.m.

*Networking Reception from 5 p.m. – 7 p.m. sponsored by SELLER LOCKER

Thursday, July 15: 8:00 a.m. – 4:00 p.m.

registration hours

Tuesday, July 13: 7:30 a.m. – 5:00 p.m.

Wednesday, July 14: 7:30 a.m. – 7:00 p.m.

Thursday, July 15: 7:00 a.m. – 4:00 p.m.

prayer room

 Conference Room 7-9

Wednesday, July 14

7:00 a.m. Daf Yomi

7:30 a.m. Shacharis

7:50 p.m. Mincha/Maariv

Thursday, July 15

6:50 a.m. Daf Yomi

7:20 a.m. Shacharis

7:50 p.m. Mincha/Maariv

Stay Connected at Prosper Show with Complimentary Wi-Fi!



Network name: **prospershow**

Password: **prospershow**

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Network With Your Peers At Prosper Show!



your prosper show team



Alison Embrey Medina

Vice President of Content
alison.medina@emeraldtx.com



Joe Morrone

Account Executive
joe.morrone@emeraldtx.com



Brian Anderson

Conference Producer
brian.anderson@emeraldtx.com



Yolanda Mays

Audience Experience Manager
yolanda.mays@emeraldtx.com



Amanda Ryan

Conference Operations Manager
amanda.ryan@emeraldtx.com



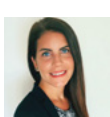
Sarah Gough

Marketing Manager
sarah.gough@emeraldtx.com



Brian Bazinet

Operations Manager
brian.bazinet@emeraldtx.com



Stefanie Minuto

Marketing Manager, Sales
stefanie.minuto@emeraldtx.com

welcome

On behalf of the Prosper Show team and Advisory Council, welcome to Prosper Show 2021. I bet you thought this day would never come, but you made it (safely and in person)! And it's great to have you back.

It can be difficult for Amazon sellers to find a trusted forum with top-tier networking and education where they can share ideas and learn from one another. Prosper Show's role is to bring substantial, timely and critical content that established Amazon sellers need to thrive today and into the future. We have recruited high-caliber speakers with the expertise and perspectives that are moving the industry forward. This year's event carries forth the standards that you have come to count on—an unbiased, white-hat approach that places education first.

We are proud to continue Prosper Show's renown for filtering out the noise in and around the Amazon marketplace. To that end, new features in the agenda this year include:

- Topic-based, outcomes-driven tracks
- More structured networking for seller-to-seller learning
- 15 sellers speaking on the agenda—more than ever before
- 50+ speakers, including 9 former Amazon insiders
- Key takeaways for every presentation

In addition to conference sessions, members of the Prosper community are the best resources to learn what you should be doing and how to get it done. Prosper Show facilitates networking in several ways. Through the matchmaking app—Brella.io—you can find other attendees with similar interests and book 15-minute meetings at the designated networking tables. Also don't miss the networking reception on Wednesday in the Exhibit Hall. We hope that you will make the most of these two days to connect with your peers and other experts.

Your feedback, reflections and suggestions are vital to ensure that the content and programming of our future events will address sellers' needs. We look forward to hearing how we did and how we can improve for 2022. Please watch your email this month for your evaluation form.

Thank you for joining us at Prosper Show 2021.

Sincerely,

Brian

Brian L. Anderson
Conference Producer,
Prosper Show

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tracks



drive traffic

A good marketing strategy is key to driving traffic and sales. This track will address lessons learned and best strategies to advertise off and on Amazon. Session topics may include product launch, automation, metrics and data, social media and sponsored searches. Sponsored by:



optimize your efficiency

You are the master of your costs. You are the captain of your profitability when it comes to expenses. Sessions will illustrate ways to increase profit margins by streamlining and cutting costs. Topics may include profitability, recovery, inventory, supply chain and SOPs. Sponsored by:



maximize your impact

Get more bang for your buck! Sessions will shed light on how sellers can amplify sales without adding to the advertising budget. Topics may include conversion, SEO, CDI and video. Sponsored by:



protect your business

Nothing else matters if your product or your account falls victim to suspension. Sessions will address precautions to curtail vulnerability and tactics for remedying suspensions. Topics may include IP, black hat counters or Amazon TOS/enforcement.



manage growth & expansion

Looking to take your business to the next level? Ambition-driven topics will identify and outline prime opportunities and steps for success. Topics may include emerging global markets, marketplaces, financing or selling your business. Sponsored by:



prosper advisory council

Prosper Show 2021 was developed in consultation with the Prosper Advisory Council. Council members are selected for their thought leadership and their proven commitment to meeting the educational needs of Amazon sellers. Prosper is grateful for the guidance and support of the following marketplace leaders in the development of Prosper Show.



Bojan Gajic
Helium 10



Carlos Alvarez
Bluebird Marketing Solutions



Jason Boyce
Avenue7Media



Jeff Cohen
Seller Labs



Jeremy Levi
GS Medical Supply



Carina McLeod
Ecommerce Nurse Limited



Liz Downing
Teikametrics



Liz LaVallee
Vermont Teddy Bear Company



Peter Kearns
Blue Wheel Media



Rachel Greer
Cascadia Seller Solutions



Chris McCabe
ecommerceChris



Alon Gesthalter
LilGift, LLC



Get Your Amazon Business in the Growth Zone



Sellzone toolkit will set your Amazon business for growth and success with:

1 Access to **unique** intel to help you **stay ahead** of the competition

2 **Top-notch data** that will smarten up your **visibility** strategy and tactics

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Data studies and how-to guides

Dive into our blog, which features tons of educational materials and unique insights based on real market data.



Expert coverage of trending topics

Tune in to webinars with pro Amazon sellers and ecommerce experts, uncover best practices and ask your own questions.



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Enjoy free courses that will give you step-by-step guidance on starting and growing your Amazon business.

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agenda-at-a-glance

tuesday, july 13

8:30 AM - 11:15 AM

Workshop - When Black Hats Attack: Defending Your Amazon Business - Ballroom B

12:15 PM - 3:00 PM

Workshop - Automation Academy: Accelerate Your Business With Tools That Your Competitors Don't Even Know About - Ballroom B

3:30 PM - 6:15 PM

Workshop - Use Videos to Increase Your Amazon Sales - Ballroom B

8:00 AM - 9:00 AM

Breakfast in the Exhibit Hall

8:00 AM - 7:00 PM

Exhibit Hall Open

8:30 AM - 10:00 AM

Welcoming Remarks and Keynote Address - Pavilion 7

10:00 AM - 10:30 AM

Seller Tips and Tricks - Pavilion 7

wednesday, july 14

Optimize Your Efficiency
Ballroom B

Drive Traffic
Pavilion 7

Maximize Impact
Ballroom C

11:00 AM - 11:45 PM

Hone Company Efficiency Before You Grow and/or Sell Your Business

How to Drive Actual ROI With Influencer Marketing

Seller Panel: Examine Listings to Learn Lessons on Impact - 11:00AM - 12:00PM

11:45 AM - 1:15 PM

Lunch in the Exhibit Hall

12:00 PM - 1:00 PM

VIP Lunch, Hosted by Thrasio (by Invitation Only)

1:15 PM - 2:00 PM

Manage International Inventory and Supply Chain Logistics

Want More Traffic to Your Business? Don't Miss out on the Magic of Walmart.com

Building Brand Loyalty on Amazon Using Video

2:30 PM - 3:15 PM

Seller Panel: Strategies, Solutions and Alternatives to FBA and Restock-Limit Challenges - 2:30PM - 3:30PM

Apply the 80/20 Rule to Your Brand

Lost in Translation?: Tips for Keywords and Listing Optimization That Will Translate Into Sales -

3:45 PM - 4:45 PM

Seller Panel: Trends and Predictions for 2022 - Pavilion 7

5:00 PM - 7:00 PM

Networking Reception in the Exhibit Hall



thursday, july 15

8:00 AM - 9:00 AM	Breakfast in the Exhibit Hall		
8:00 AM - 9:30 AM	Sellers-Only Think Tank (by invitation only) - Pavilion 11		
8:00 AM - 4:00 PM	Exhibit Hall Open		
	Protect Your Business Ballroom B	Drive Traffic Pavilion 7	Manage Growth and Expansion Ballroom C
10:00 AM - 10:45 AM	Walk Deftly and Carry a Big Stick: Essential Measures to Pre-Empt and Stop Bad Actors	Find, Click, Buy: Levers To Success With Amazon Advertising 10:00 AM - 11:00 AM	Sell Your Company Using Lessons Learned and Perspectives of Seller and Aggregator 10:00 AM - 11:00 AM
10:45 AM- 12:15 PM	Lunch in the Exhibit Hall		
12:15 PM - 1:00 PM	Seller Panel: Protect Your Business Against Abuse: Case Scenarios and Lessons Learned by Sellers	Enliven Sales with Amazon Live!	Seller Case Study: Should You Grow Your Business in the U.S. or Expand Globally?
1:30 PM - 2:15 PM	Get It Right the First Time: Communications With Amazon Internal Teams That Win Appeals	Seller Case Study: Leverage Branding and Nano-Influencer Compatibility to Win the Long Game	The Game Plan to Scale and Sell Your Business from Today to Your Biggest Payday
2:45 PM - 3:30 PM	Avoid Suspensions by Understanding Safety Concerns That Underlie Amazon's Regulations	Panel: The Amazon Frontier- Search Ads, OTT, Voice, DSP, Audio & Video 2:45 PM - 3:45 PM	What's the Deal?: Explore Financing Alternatives to Find Out What's Best (Hint: It's Not the Bank)

Sell Your Business at Its Peak

Walk away with more than enough
scratch to fund your next chapter.

Explore New Markets

Thrasio is the only buyer with the infrastructure, expertise, and global scale to take your brand beyond Amazon - direct-to-consumer, wholesale, emerging marketplaces, and more.

To join our growing list of satisfied sellers, reach out to us at thrasio.com

Thrasio Grew Cloud Massage 5X in 2 years

We hit the ground running launching a 5-point marketing initiative while expanding into new markets.

The Results:

- 89% Increase in Sales Rank
- 597% Revenue Increase
- 1,216% Review Count Increase



Brands brought into Thrasio's portfolio outpace Amazon's marketplace growth—making your earnout worth a lot more.

Data points as of 6/1/2021

tuesday, july 13



8:30 AM-11:15 AM | Ballroom B

Workshop - When Black Hats Attack: Defending Your Amazon Business

Chris McCabe, Former Amazon Insider,

ecommerceChris



Leah McHugh, ecommerceChris

Are you prepared to protect yourself from competitor sabotage? What will you do to negate and remedy their impact when black hats come at you? When it happens, your ability to quickly detect and react are crucial to limit the damage. We'll show you how to communicate with the Amazon teams that investigate and research anti-competitive behavior, you can take permanent action against those bad actors. Get detailed defense strategies against tactics attacks by sellers as well as attacks launched by third-party services on a seller's behalf.

Key Takeaways

- Know the latest black hat tactics and what types of companies or services are most associated with the various methods of attack.
- Identify potential attacks as they happen and react quickly to limit the damage.
- Get the answers you need to defend yourself the right way. (e.g., Should fake infringement claims be handled the same as fake safety complaints? How should sellers cope with authenticity complaints against their own brand?)
- Correct listing changes to fix fake contributions and reverse listing hijacking.
- Develop an SOP for employees to detect competitor attacks and write reports to Amazon abuse and policy teams to counter them



12:15 PM-3:00 PM | Ballroom B

Workshop - Automation Academy: Accelerate Your Business With Tools That Your Competitors Don't Even Know About

Will Christensen, Co-Founder, DataAutomation

This is a crash course into the little-known features of more than a dozen business applications—from advanced gmail functions to even more highly specialized tools. Participants will experience why the tools are valuable and delve deeper into their hidden features. A laptop and some prep work is required. Final determination of the tools to be revealed in this intensive clinic will be determined based on participant surveys.

- Gmail - Filters, labs, and plugins, as well as other essential configurations
- Streak - CRM built right into Gmail
- Google Sheets - Formulas Excel can only dream of and instant access to data
- Clipboard Managers - Save 10 mins a day installing one of these
- Google Tag Manager - Install on your website and manage the

- tag madness and even create your own affiliate program
- Google Drive vs DropBox vs Box - Are all your files in the cloud? The good, the bad, the amazing!
- Hotjar - Glean insights by watching customers browse your website
- Zapier - An automation tool that can connect to over 2,000 apps and any API out there
- Trello - A Kanban task management tool for teams and individuals
- ClickUp - A Kanban, list, table tool that seems to be taking the productivity space by storm.
- Airtable - Build your own PIM (Product Information Management)
- Notion - A super flexible note-taking Wiki system
- Slack - An internal communication tool that wipes out cc'd email threads



3:30 PM-6:15 PM | Ballroom B

Workshop - Use Videos to Increase Your Amazon Sales

Janelle Page, Vice President of Marketing and Online Marketplaces, Nutraceutical Corporation

Are you effectively using video on Amazon to increase your sales? Come learn the Video Success Formula and how you can use it to create compelling, high-converting videos for your product detail pages, Amazon storefront, related shorts, and sponsored ads. Course includes special "off-Amazon" video strategies you can use to build your brand, and band of loyal, raving fans.

Workshops are **not included** in the standard conference pass. To add an a la carte workshop, please log in to your registration and add.

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wednesday, july 14



8:30 AM-10:00 AM | Pavilion 7

Welcoming Remarks and Keynote Launching the Amazon Marketplace - Lessons on Leadership, Competing and Innovating

**Keynote Speaker: John Rossman, Former Amazon Executive;
Author, Think Like Amazon: 50 1/2 Ideas to Become a Digital
Leader; Managing Partner; Rossman Partners**

In 2002, John Rossman was hired as the Director of Merchant Integration at Amazon to play a key role in launching and scaling the Amazon Marketplace business. It was not a story of instant success. It is a story of innovation, strategy, persistence and leadership. Through the lens of the history of the Amazon Marketplace, John will do more than give us his insights to Amazon and what the future might hold. He will give us strategies and mechanisms to help us innovate, compete and lead in the future. We need a practical leadership playbook for growth, innovation, and strategy.



10:00 AM-10:30 AM | Pavilion 7

Seller Tips and Tricks

**Moderator: Danny McMillan, Owner, Productline; Podcast
Host, Seller Sessions**

Back by popular demand! Learn white hat "hacks" that your peers have figured out to build better businesses on Amazon. Sellers will pitch their Amazon marketplace tips.



11:00 AM-11:45 AM | Ballroom B | Optimize Your Efficiency

Hone Company Efficiency Before You Grow and/or Sell Your Business

**Carlos Alvarez, Founder and CEO, Bluebird Media & Marketing
Solutions; Organizer, South Florida FBA Amazon Seller Meetup**

More money doesn't have to mean more problems. Running a \$1M business is different from running a \$10M business and beyond—but it doesn't have to be harder. Session attendees will get insights, lessons learned, and tips from a successful seller who has written more than 200 SOPs for his 52 businesses, both online and off. Learn how to optimize and systemize your SOPs and staffing model to ensure that everything gets done and gets done right.

Key Takeaways

- Identify key areas to build SOPs
- Develop SOPs for employees
- Vet and hire VA by using reliable criteria and asking the right questions.
- Scale staff according to the demands of a larger business
- Build out your automation using a three-step framework



11:00 AM-11:45 AM | Pavilion 7 | Drive Traffic

How to Drive Actual ROI With Influencer Marketing

Jason Kowalski, Former, Amazon Insider; CEO, ProductWind

Influencer marketing today is like Sponsored ads in 2015. Learn about this new marketing channel before it becomes mainstream. Are you tired of hearing about Influencer Media Value (IMV) and Cost Per Engagement (CPE)? Done wrong, social media marketing can create a lot of work and be a total bust. Done right, influencers can drive meaningful traffic to your products and drive higher return than PPC. In this session, an ex-Amazon expert in influencer marketing will teach you the ins and outs of this marketing channel.

Key Takeaways

- Determine which social media platform(s) to use and to what degree
- Learn to setup and manage your own influencer campaigns

- Know the effect of influencer campaigns on SEO and ad campaigns
- Measure ROI from an influencer campaign and learn how to think about claim codes
- Align influencer marketing with your broader marketing approach



11:00 AM-12:00 PM | Ballroom C | Maximize Impact

Seller Panel: Examine Listings to Learn Lessons on Impact

Moderator: Bradley Sutton, Director of Training & Chief

Evangelist, Helium 10; Host, Serious Sellers Podcast

Panelists: Schrone Hardeman, Owner, Comfy Mom

Products

Liz LaVallee, Director, Online Marketplaces, Vermont

Teddy Bear Company

Emma Tamir, MarketingbyEmma

Sellers will share changes that they made to their listings and discuss how these changes affected conversions and customer satisfaction. Also hear the latest developments and trends in listings to help you make that sale. Conversion rates and keyword optimization metrics aren't the only way to measure your listing's effectiveness. Your listing can also impact customer satisfaction and your brand awareness. Hear some examples of how sellers' listings have been improved to reduce return rates and improve product reviews, repeat purchases and branding.



11:45AM-1:15 PM | LUNCH IN THE EXHIBIT HALL

Join your peers in the exhibit hall to network, grab some lunch, and meet vendors.

12PM - 1:00 PM VIP Lunch, Hosted by Thrasio (by invitation only)



1:15 PM-2:00 PM | Ballroom B | Optimize Your Efficiency

Manage International Inventory and Supply Chain Logistics

**Steven Selikoff, Serial Entrepreneur; Author; Founder of
Product Development Academy**

Shipping and logistics have dramatically changed since Covid.

Times and prices have skyrocketed. Everyone has questions.

What really caused this? Are they coming down? When? What can we do today? What should we do for the future? Are there unseen costs besides price and time that we should be aware of? Steven Selikoff will review the true causes of increased shipping prices and how to respond strategically.

Key Takeaways

- Actionable steps you can take today to lower per unit cost of shipping
- New strategies for the new realities of logistics
- Methodologies to insulate new products against future increases
- Inventory planning to lower the cost of shipping



1:15 PM-2:00 PM | Pavilion 7 | Drive Traffic

Want More Traffic to Your Business? Don't Miss out on the Magic of Walmart.com

**Tim Jordan, Founder, Private Label Legion & Centurion
League; Host, AM/PM Podcast; Chief Growth Officer,
SellersFunding**

As you look to grow your sales and brand potential, you need to consider a lot of different sales channels. Over the years, Tim Jordan has seen Walmart improve their capabilities, infrastructure, and ease of use for legitimate sellers. This rapid-fire presentation covers ALL of the top questions - the good, the bad, and the ugly when it comes to selling on Walmart and how WalMart can create MUCH more traffic to your business.

july 14 continued ...

Key Takeaways

- Learn the who/when/why of Walmart
- Understand how Walmart is “playing nice” with Google, Shopify, and others
- See the process for applying, getting approved, and beginning with ease
- Identify most impactful factors on ranking and optimization on WalMart
- Compare the strategies and find alignments for driving traffic on Walmart and Amazon
- Research and vet top products based on demand



1:15 PM-2:00 PM | Ballroom C | **Maximize Impact**

Building Brand Loyalty on Amazon Using Video

Rick Cesari, CMO, Direct Branding
Justin Fay, President, Jaya Productions
Ritu Java, Founder and CEO, PPC NINJA



Solve your biggest challenges through easy, proven video-based strategies. These challenges include improving conversions and sales, time spent on your listings, rankings and reviews, consumer trust, brand likability, purchase intent, content generation, product research, awareness, loyalty, and funding.



Key Takeaways

- Startling statistics to convince you to use video
- Develop a video-marketing strategy to build your Brand both on and off Amazon
- Clarify on the 3 video-types you need and how to make them stand out and perform better
- Recipe for making the perfect product-listing video
- Video “hacks” that will save you time and money



2:30 PM-3:15 PM | Ballroom C | **Maximize Impact**

Lost in Translation: Tips for Keywords and Listing

Optimization That Will Translate Into Sales
Jana Krekic, Founder, YLT Translations

Chances are that your international sales are lagging because you're not speaking their language. Neither Amazon nor other machine translators (even if human edited) are keen on ensuring that your keywords are optimized for Amazon's algorithm. Similarly, interpreters will not ensure that your listings are localized to compel or even relate to your customer. Companies that are (considering) selling, don't miss this boat to expand and grow your business overseas.

Key Takeaways

- Learn how to research your customer base to determine how to localize your listings and identify critical keywords
- Get hacks for creating and improving international listings
- Compare and contrast well made international listings
- See examples of results you could get from doing right



2:30 PM-3:15 PM | Pavilion 7 | **Drive Traffic**

Apply the 80/20 Rule to Your Brand
Jeff Cohen, CMO, Seller Labs

20% of your actions drive 80% of your sales. Time spent evaluating them isn't the only factor. It is more crucial that time is spent wisely. As a seller you have access to endless content and data to inform your adaptations. Participants will evaluate the relevance and import of various data categories and metrics that are key indicators to use for assessing performance.

Key Takeaways

- Learn what areas sellers are overlooking or over-emphasizing
- Identify the best source(s) for the data you are looking for
- Get tips for vetting and selecting VAs
- Review case example(s) to draw from lessons learned



2:30 PM-3:30 PM | Ballroom B | **Optimize Efficiency**

Seller Panel: Strategies, Solutions and Alternatives to FBA and Restock-Limit Challenges

Moderator: George Wojciechowski, Co-founder, Shipbob



Panelists: Alon Gesthalter, CEO, Lilgift, LLC
Jeremy Levi, Vice President, Business Development, Garden State Medical Supply



Matt Snyder, Former Amazon Insider; Director of Business Development, Vari



Darren Somerville, Sales, Impact Battery

Hear how sellers are dealing with the uncertainty of FBA and unpredictable restock limits. This session will discuss pitfalls and tactics to maintain an IPI score above the threshold to avoid storage limits on certain items. Sellers will also share how they avoid and/or cope with restock level changes, including insights into the pros, cons of going with alternatives to FBA (e.g. FBM, peer-peer, 3PLs).



3:45 PM-4:30 PM | Pavilion 7

Seller Panel: Trends and Predictions for 2022

Moderator: Jason Boyce, Founder and CEO, Avenue7Media



Panelists: James Kelly, Former Amazon Insider, Founder, Jagerita Holdings



Danny McMillan, Owner, Productline; Podcast Host, Seller Sessions



Bernie Thomson, Founder and CEO, Plugable Technologies; Co-Founder, PPC Ninja

Founder and CEO, Plugable Technologies

A group of experienced Amazon sellers who've “been there, done that” share interesting new trends, their hopes for Amazon change as well as bold predictions for 2022. Will Amazon launch a Shopify competitor and if so would they sign up? Will One Vendor become a thing or will Amazon continue to bifurcate Vendors and Sellers? What change should sellers expect if the trustbusters

come knocking and what might that mean for sellers? Plus a number of predictions that you should start planning for now before they become a reality.

5:00 PM-7:00 PM

Networking Reception in the Exhibit Hall

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networking reception

Join our networking reception at **5:00 PM - 7:00 PM** July 14 in the Exhibit Hall!

Need an updated headshot?

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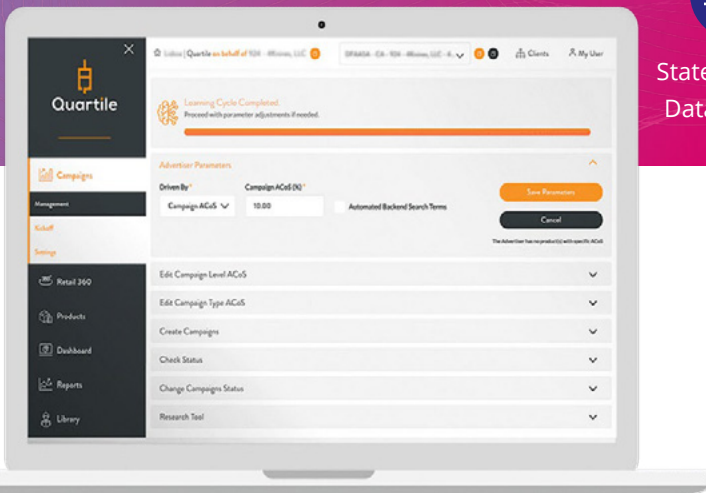
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Automation



Product
Targeting



Industry-
Leading
Optimization



amazonadvertising

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Google

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Quartile is a global leader in Amazon Advertising. We help brands and agencies optimize Amazon advertising, expand market reach, and drive revenues upwards. Quartile's proprietary advertising technology uses cutting-edge artificial intelligence and machine learning to make decisions based on real data for improved performance and growth.

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thursday, july 15

8:00 AM-9:30 AM | Pavilion 7

Sellers-Only Think Tank (by invitation only)

If you are a seller who is coming to Prosper Show to network and learn - this session was created with you in mind. In this peer-peer knowledge sharing activity, sellers will share and reflect on best practices. The carousel model is a conversational forum for sharing best practices and overcoming common challenges. *This workshop is only for sellers who are not service providers. Pre-registration is required. Prosper Show will invite eligible sellers to enroll in June. There is no fee to participate for Conference Attendee Pass holders.*



10:00 AM - 10:45 AM | Ballroom B | Protect Your Business

Walk Deftly and Carry a Big Stick: Essential Measures to Preempt and Stop Bad Actors

Jeffrey Brelowski, Patent / IP / Litigation Attorney, ATLawip LLC

Even if you've done everything you need to do to protect your company from bad actors, the ugly business of losing revenue or getting shutdown still looms. This session will cover essential defense, including a good offense. Learn your options and how to determine which one is right for you and where to turn in the event that your IP is breached.

Key Takeaways

- Match your level of escalation to the degree of infringement to avoid overshooting or undershooting your objective
- Learn the different Amazon programs in place to adjudicate patent, trademark, and copyright disputes
- Hear how lost profits and reasonable royalty rates are estimated and recovered
- Survey the types of IP and which ones are commonly infringed



10:00 AM - 11:00 AM | Ballroom C | Manage Growth and Expansion
Sell Your Company Using Lessons Learned and Perspectives of Seller and Aggregator

Moderator: Paul Miller, Founder, CEO, Cozy Phones; Host, Amazing Exits Podcast; Director, Founding Partnerships, Intrinsic

Panelists: Jeremy Bell, Chief M&A Officer, Elevate Brands

Josh Dittich, President - Bright Ventures Companies; Former

President of Essential Values (sold to Elevate Brands)

Adam Feinberg, CEO, Web Deals Direct (sold to Perch)

Mark Goldfinger, Senior Director, Growth, Unybrands

Nate Jackson, VP of Acquisitions, Perch

Kusha Karvandi, Entrepreneur, (sold to Thrasio in 2019 and again in 2020)

Ken Kubec, VP of Acquisitions, Thrasio

Paul Clark, Founder, Culinary Woodcraft (sold to Unybrands)

This is a unique opportunity to hear the story of sellers who sold their business from both sides of the table. Sellers and the aggregators who purchased their business will share their respective experiences. Learn what decisions were the hardest, how they prepared their business, what worked and what didn't, and what they would do differently.



10:00 AM-11:00 AM | Pavilion 7 | Drive Traffic

Find, Click, Buy: Levers To Success With Amazon Advertising

Jason Boyce, Founder and CEO, Avenue7Media, LLC

Liz Downing, Ecommerce Marketing Manager, Teikametrics

Peter Kearns, Former Amazon Insider; Vice President of Amazon, Blue Wheel Media

Let's be honest, Amazon is a pay-to-play world. If you want to be successful, you must feed the hungry, hungry, Amazon algorithm. This session will give you proven, high-level and advanced strategies for success on the Amazon platform.



Key Takeaways

- Overview of the most effective Amazon advertising products and strategies to gain Share of Voice for your brand
- Case studies and anecdotes that will reveal best practices AND advanced techniques
- How to know what metrics to monitor to make sure you're in the right place at the right time
- Live Q&A With The Audience - Ask The Experts

10:45 PM-12:15 PM | LUNCH IN THE EXHIBIT HALL

Join your peers in the exhibit hall to network, grab some lunch, and meet vendors.



12:15 PM - 1:00 PM | Ballroom C | Manage Growth and Expansion
Seller Case Study: Should You Grow Your Business in the U.S. or Expand Globally?

Carina McLeod, Former Amazon Insider; Founder and CEO, Ecommerce Nurse Ltd;

Jerry Kavesh, CEO, 3P Marketplace Solutions

Should you expand your sales in the U.S. or go global? Jerry Kavesh will share the lessons learned from his brand's expansion to Europe, the United Kingdom and his success in Australia. Carina McLeod will address the myriad of issues and implications when they expand internationally (e.g., compliance, supply/demand, shipping/inventory, etc).



Key Takeaways

- Learn inefficiencies (costs and logistics) of global expansion by exploring a case study
- Avoid pitfalls with examples of legal, tax, safety and other compliance issues
- Learn about the impact of Brexit on sellers
- Compare and contrast support Amazon provides vs. what support that say they will provide



12:15 PM - 1:00 PM | Pavilion 7 | Drive Traffic

Enliven Sales with Amazon Live!

Rachel Greer, Former Amazon Insider; Founder and Managing Partner, Cascadia Seller Solutions

Almost two years ago Amazon launched Amazon Live for sellers to stream video through video, mobile and Amazon's mobile app. Learn how to use this tool to increase daily visits to your product detail page and significantly grow your sales and turn casual shoppers into raving fans!

Key Takeaways

- Explanation of Amazon's customer engagement program (from Posts to Lives to MYCE (Manage Your Customer Engagement))
- Steps and guidance on creating content for Posts that drive follower growth

july 15 continued...

- Steps and guidance to setting up and running Lives to talk directly to your followers
- Repurpose content for use on listings, Storefronts, and video ads to maximize the value of their time and effort



12:15 PM - 1:00 PM | Ballroom B | Protect Your Business

Seller Panel: Protect Your Business Against Abuse: Case Scenarios and Lessons Learned by Sellers

Moderator: Cynthia Stine, President, eGrowth Partners

Panelists: Chris Lyell, President, 365 AMZ

Chris McCabe, Former Amazon Insider; ecommerceChris

Janelle Page, Vice President of Marketing and Online

Marketplaces, Neutraceutical Corp

Bogdan Popa, President, Core Med Science; President, IV for Life

With the prevalence of Dirty Seller Tricks (SM) among the seller community, nearly every seller has experienced some form of bad behavior from serious problems like counterfeit, to competitor attacks through fake claims on their products, to unfair competitive advantages by competitors cheating on their review acquisition. If your products are top sellers in their categories, you are a target. This panel will discuss some of the more common bad actor tactics and how sellers protect, defend and fight back against them. Our panelists represent brands and wholesalers with their own story to tell.



Key Takeaways

- Learn how to research your customer-base to determine how to localize your listings and identify critical keywords
- Get hacks for creating and improving international listings
- Compare and contrast well-made international listings
- See examples of results you could get from doing right



1:30 PM - 2:15 PM | Pavilion 7 | Drive Traffic

Seller Case Study: Leverage Branding and Nano-Influencer Compatibility to Win the Long Game

Paul Baron, Co-Founder, Beau & Belle Littles; Co-Founder, The Chat Agency; Founder, Chat Marketing University

It all became very real when he received an email from the agent to the most winning Olympian of all time, Michael Phelps, asking him if there was a possibility Phelps could rep his brand on social media. The founder of Beau & Belle Littles will share how, by taking his company to pre-dominance with a brand-focused strategy, he was able to identify, attract and leverage social media nano, micro, and mega-influencers. This case study will address branding prerequisites for using chatbots to cultivate a field of customers from "purchase interest" to a tribe of ambassadors and influencers on social media.

Key Takeaways:

- Answers to and evidence of brand-focused decisions and mindset
- Checklist for brand self-audit to determine your influencer-readiness
- Get proven steps and criteria to identify nano-influencers bolster your branding

- Influencer tribe growth hacks, including chat(bot) marketing automation as a vehicle
- Examine multi-funnel strategy extend your brand reach



1:30 PM - 2:15 PM | Ballroom B | Protect Your Business

Get It Right the First Time: Communications With Amazon Internal Teams That Win Appeals

Chris McCabe, Former Amazon Insider; ecommerceChris

Going with your gut can not only be 100% ineffective—it can actually make things worse. This session will identify the internal team and manager that you need to contact and approaches that work to push the issue to resolution and reinstatement. Participants will learn what to do and where to turn when Amazon goes quiet.

Key Takeaways

- Identify essential internal and external teams and team managers that can be helpful
- Devise a strategy to determine why your appeal is stuck or denied
- Write up a proper Escalation letter to get a proper response



1:30 PM-2:15 PM | Ballroom C | Manage Growth and Expansion

The Game Plan to Scale and Sell Your Business from Today to Your Biggest Payday

Scott Deetz, CEO, Northbound Group

This is an advanced session for eCommerce entrepreneurs looking to first scale their business and then consider exit alternatives for a 7- or 8-figure valuation within the next 1-3 years. Attendees will get an actionable plan to implement up to implement two years before their exit. Attendees will receive an extensive set of financial and strategic valuation templates, specifically designed to help Amazon entrepreneurs optimize their profitability and business valuation.

Key Takeaways

- Advanced insights from 7- and 8-figure deals, including negotiations and deal structuring
- Accelerate growth and increase profitability by unlocking key bottlenecks in your business
- Tactics to improve your business' cash flow
- What factors increase the value of your company from the perspective of the buyer
- Learn common mistakes that can prevent the sale of a business and how to avoid them
- Determine the best time to sell by knowing the factors influencing your current and forecasted valuation



2:45 PM - 3:30 PM | Ballroom C | Manage Growth and Expansion

What's the Deal?: Explore Financing Alternatives to Find Out What's Best (Hint: It's Not the Bank)

Tyler Jefcoat, CEO, Seller Accountant

This session will reveal funding alternatives to bank loans. Learn the pros and cons of various sources (Amazon specialist to crowdfunding) of financing from the three principal categories of

july 15 continued ...

funding sources to determine what best suits your disposition and interests. Don't get a raw deal by missing some do's and don't's from this session.

Key Takeaways

- Estimate how much cash you will need to achieve your goal
- Determine the source that is the best fit based on your existing resources and risk tolerance
- Glean lessons learned by studying case examples of Amazon sellers' business
- Develop a plan of action to acquiring funding
- Know key questions, red flags and common mistakes sellers make



2:45 PM - 3:30 PM | Ballroom B | Protect Your Business

Avoid Suspensions by Understanding Safety Concerns That Underlie Amazon's Regulations

Rachel Greer, Former Amazon Insider; Founder and Managing Partner, Cascadia Seller Solutions

Amazon's defensive moves to protect itself can strike at the heart of your business unless you know what is expected. Learn the common pitfalls around product safety regulations that sellers miss. This session will also address steps you should and should NOT take to get back in business.

Key Takeaways

- Learn what Amazon expects for safety and compliance and which categories are likely to be regulated over the next year
- Understanding of how laboratories work
- Guidance to effectively request testing and review protocols, test reports, and inspection reports

- Tips for reformatting their certificates and update their documents to effectively get their submissions accepted



2:45 PM - 3:45 PM | Pavilion 7 | Drive Traffic

Panel: The Amazon Frontier- Search Ads, OTT, Voice, DSP, Audio & Video

Moderator: Jason Boyce, Founder and CEO, Avenue7Media

Panelists: Melissa Burdick, Former Amazon Insider, Co-Founder and President, Pacvue

Connor Folley, VP of Jungle Scout; former CEO and Co-Founder, Downstream

Daniel Knijnik, Co-Founder and CEO, Quartile

Dave Vermeulen, Director, DSP Advertising, BuyBox Experts

A panel of pioneering and preeminent experts lead will illuminate sellers on the latest and greatest tools on Amazon. Discuss what is trending and what innovations will be worth watching or worth investing resources in yesterday. This session will identify indicators of whether something is just a fad or the wave of the future. Time may tell -but so may this panel. What you learn during this session has the potential to raise the floodgates for your company. This session is ideal for punctuating this track. Expect to be activated if not inspired.



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EXHIBITOR	BOOTH#		
2nd Office	2134	Oversight LLC	2129
3PLWinner	3107	Page.One	2119
AMZ One Step	1113	Payability	1118
AVASK Accounting & Business Consultants	3132	Payoneer Inc.	3130
AZ Seller Kit	1007	Perch	2108
Canadian Tax Compliance	3109	PingPong	2137
Canopy Industries, LLC	1114	PPC Logic	2127
CBB, Inc.	1132	Product Labs, LLC	3003
Cherry Bekaert	3110	ProductWind	3138
Connect Books LLC	2114	Quartile	1009
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JS Operating Co.	2135	Tradeswell	1109
JumpFly	3135	Two-Bit Operation LLC	2102
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Mirage Identity LLC	3129	UNYBRANDS	1138
Nectar Consulting	1006	Urtasker	3139
Nineyard	3125	Website Closers LLC	3112
Northbound Group	2128	Workman Nydegger	2112
OFX	3104	Xendoo, Inc.	2130
OMG Commerce	3001	Zentail, Inc.	2110
Ortery Technologies, Inc.	3119		

Exhibitor List as of 6/23/21

You built a great Amazon brand. Do you have an exit plan?



Leading Amazon brands need capital, data and technology to break away from the pack. Heyday acquires and invests in private-label Amazon businesses that are poised to be the next household name brands.

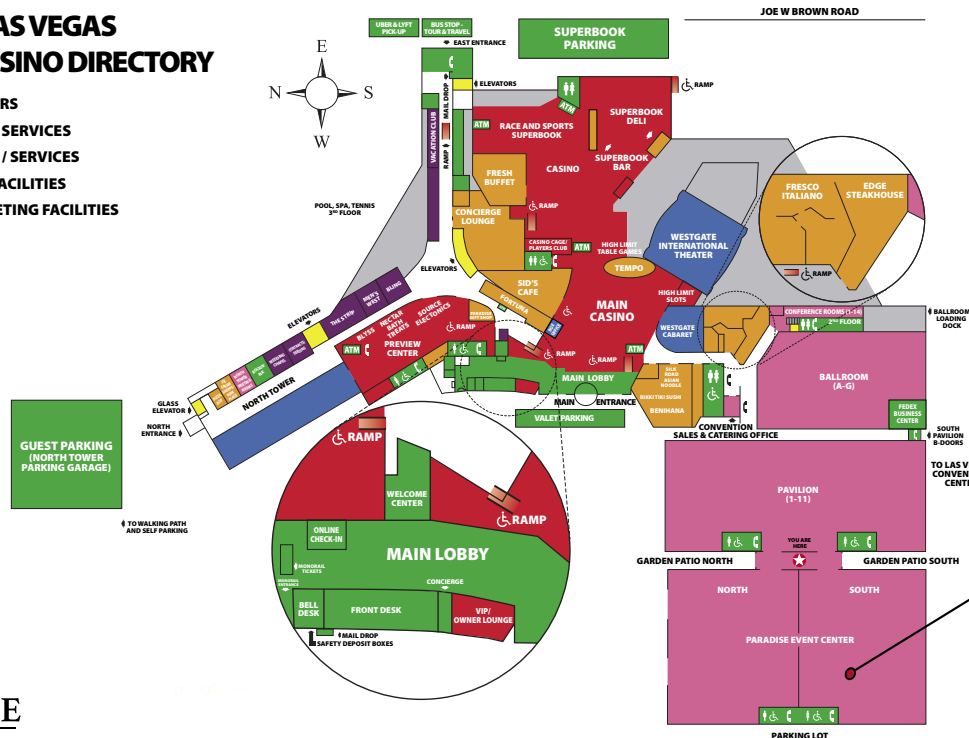
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Blue Wheel is an ecommerce growth agency. We are goal-obsessed, combining multiple services together to create the perfect performance-focused solution for your needs. Whether you're looking to increase ad revenue and ROAS, build brand equity on social media, or scale your marketplace sales, our advanced digital marketing, creative services and marketplace advertising solutions help to build your brand and scale your business. We weren't satisfied with existing Amazon Advertising technologies, so we developed our own. Companion is built on our Search Term Isolation bidding philosophy, giving our team of experts full control over advertising in real time. We have been honored once again as an Inc. 5,000 Fastest Growing Company in 2020 and 2019, and are humbled to have been awarded Company of the Year 2017 by the American Business Awards, and winner of 3 additional Stevie awards in 2021. We are often published in Business Insider, Internet Retailer, Search Engine Land, DigiDay, and more.



Dragonflip is the leading European M&A firm for e-commerce companies and D2C brands with enterprise value ranging from \$500k to \$15M. Our buyers are private individuals, investors, and investment companies. We know what buyers are looking for and how to maximize your exit price.



Elevate Brands buys consumer-leading Amazon businesses and elevates them to their full potential. Not only were we one of the first buyers in the space, but we started out as Amazon sellers too. We celebrate sellers and their businesses by collaborating to architect the exit of their dreams - and our track record is above and beyond our competitors. Chat with us to learn more!



We're the #1 curated marketplace for buying and selling established, profitable websites and online businesses. <http://empireflippers.com>. Our buyers and sellers span the globe and we have fine-tuned our process and team to ensure you have a safe, secure buying and selling experience.



Flieber solves the complexities of inventory optimization for Amazon and multi-channel sellers. With Flieber you can: Connect all your sellers accounts - Flieber is natively integrated with multiple channels and also offers a Public API to connect to other channels and services. Make forecast easy and more accurate - Did you know that recent sales trends (like 30-day moving average) are only 57% accurate for a 90-day period? With advanced machine learning algorithms, Flieber improves your forecast accuracy in more than 40%! Optimize your inventory - See in a live chart the inventory position of both your warehouses and fulfillment centers for each of your products, and use our scenario analysis tool to play with the numbers and plan ahead. Get restocking alerts - Flieber shows you the next 6 months of inventory replenishment needs, including ideal quantities, dates and destinations for each product. Manage your purchases and transfers - Our Delivery Tracking tool shows you the status of each of your purchases and transfers, and synchronizes with Amazon's FBA service to automatically detect when a shipment was delivered. Synchronize sales pace and inventory availability - Be informed of the ideal sales pace for each of your products according to their inventory limitations and get potential stock-outs alerts way in advance, so that you can make better pricing and advertising decisions. And a lot more! Let's start Fliebing!



Heyday is a platform accelerating digital brands of the future through tech, data, capital and services architected for marketplace ecommerce. The company partners with the very best entrepreneurs to multiply value at every stage of brand's lifecycle - from incubation to acquisition - and unlock hidden potential in the digital marketplace economy.



Intentwise is an Amazon Advertising Optimization Platform. Intentwise empowers Amazon advertisers and agencies with optimization recommendations, automations, competitive intelligence and simplified reporting. Intentwise solutions include: Amazon sponsored ads optimization platform, Amazon DSP, Amazon Attribution, Amazon data management platform.



ManageByStats is the Amazon Sellers' Operating System. When it comes to finding out what's really going on in your Amazon business and automating growth, there is no more powerful resource than MBS; a software suite for Amazon Sellers. Built for Amazon Sellers of all sizes, MBS scales easily from one or two products and hundreds of customers, up to thousands of products and millions of customers.

featured exhibitors



Perch is a technology-driven commerce company that acquires and operates Amazon FBA businesses at scale. Perch has acquired over 30 brands, raised over \$130M, and is known for its operational excellence and fair and transparent deals and diligence process. Find out why sellers love us and why over 30% of our acquisitions have come from seller referrals.



Quartile is a global leader in Amazon ads. We help brands optimize their Amazon presence, expand market reach, and drive revenues upwards. Quartile's proprietary advertising technology uses cutting-edge AI and machine learning to make decisions based on real data for improved performance and growth.



Before you hit that dream of having 7 figures in your bank account, you have to make the right moves: improve your listing conversion on different platforms so that it leads to rocketing sales, all without wasting away your earnings on ads. In other words - first things, first. Successful selling comes down to two pillars: 50% of your success depends on a uniquely customized product, and the other 50% is getting the marketing right. You can always adjust your marketing strategy, but if your product lacks the competitive edge, no amount of word-smithing is going to give your bank account life. You'd have to start from scratch. That means new market analysis, restructuring your keywords and SEO, restarting graphic design, revamping copywriting, and most importantly...a new product that *hopefully this time* sells. Adventurous as it may be, personal experience can be expensive - you never get your days back. When it comes to saving your time and sparing your money from bad experiments, Ritz Momentum has you covered. Our agency makes sure that both of your pillars, and their intricate details, come together to deliver 100% results.



Seller Compass your new go-to company for all of your Amazing Marketing needs. Seller Compass is committed to the success of all Amazon sellers by providing the marketing tools that you want that get you the results you need. Tested and proven for your marketing success on Amazon.



Increase your PROFITS and gain control of the FBA process. Maximizing the return on the business you already have and filling up the leaks in your profits can add thousands of dollars to the bottom line. As the only reimbursement solution in the Amazon Marketplace AppStore, Seller Locker gives you a transparent view into the backend of your business.



Sellzone, formerly known as Sellerly, – the ultimate toolkit for Amazon business growth powered by Semrush. Sellzone is designed to address a specific set of challenges for Amazon sellers: Amazon SEO, competitive research, listing monitoring and optimization, compliance with requirements, and others.



As a full-service, end-to-end supply chain provider, Tactical Logistic Solutions expertly handles every aspect of the logistics and shipping process – from the factory floor to Tacticals Door, Customer's door or all Amazon FBA Centers.



Teikametrics helps sellers and brand owners grow their businesses on Amazon and Walmart.com through the combination of data, AI technology, and market expertise. Teikametrics Flywheel, the first Marketplace Optimization Platform, connects and optimizes critical ecommerce business operations including advertising and market intelligence.



Thrasio is the consumer goods company reimagining omnichannel commerce, boasting an innovation engine that brings high-quality products to market across marketplaces, channels, & retailers globally. With data on consumer preferences from 100+ brands and the operational scale of 22,000 products, Thrasio is the largest acquirer of Amazon brands.



Zentail is the #1 listing automation platform for multichannel sellers that can accurately map products to new marketplaces—with one click. Take your Amazon catalog turn it into your multichannel catalog - with complete winning listings. Don't just go multichannel, win multichannel. Backed by revolutionary tech and the easiest-to-use interface, Zentail takes the stress out of selling online. We also make sure that you never sacrifice quality for speed. Deliver high-quality listings, stamp out errors and build a positive customer experience on your most important channels, without adding more work to your plate.

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