



CustomerX

The new, **cross-sector** event: where leaders with **commercial intent** meet to **copy, collaborate and compete**, in search of the customer's **disposable income** and **discretionary spend**.

Copy

Take a proven pattern; a playbook, blueprint, or metric and apply it directly to your business.

Collaborate

Accelerate your progress by finding the right partners, data rails, or distribution tools.

Compete

Identify exactly where to win on positioning, speed, or cost-to-serve.



Why CustomerX, Why Now?

Twenty-two years ago, when we launched the UK's first e-commerce event, the energy was electric. We were standing at a massive inflection point where "digital" was about to rewrite every rule in the book.

Today, we are at a similar tipping point.

But this time, it isn't just one industry changing; it's every industry colliding. The boundaries between retail, leisure, hospitality, travel, and finance are fading into the background.

Your customers don't live in silos and they certainly don't think in "sectors". They move seamlessly from shopping to dining, from travelling to streaming, connecting every decision and every pound in their pocket to the moments that delight, solve, and inspire them.

CustomerX is your opportunity to step out of the industry bubble. We have moved past the era of "talks + expo". We've intentionally designed a curated operating system to challenge the status quo and create a high-end environment for genuine learning, collaboration, and deal-making.

This event is built for senior leaders who recognise a fundamental shift: winning "share of wallet" now requires winning "share of life".

It's time to stop measuring touchpoints and start mastering the customer's total journey. I look forward to seeing you at the new Olympia as we build the post-channel blueprint together.

Ian Jindal

Founder - CustomerX

CustomerX2026



5,000+

Senior decision-makers across retail, media, and hospitality.

73%

of attendees hold Senior Management, Director, VP, or C-Suite roles.



£10,000,000,000+

Annual revenue for 16% of attending companies.

77%

of the audience is concentrated in the UK & Ireland.

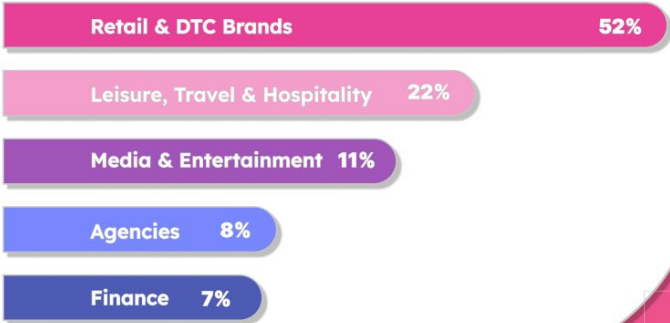


100,000+

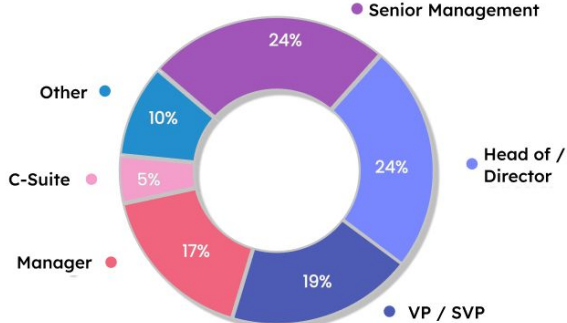
Reach through CustomerX and RetailX newsletter subscribers.

Audience Demographics

SECTORS



JOB SENIORITY



COMPANY SIZE IN MILLIONS



GEOGRAPHICAL BREAKDOWN



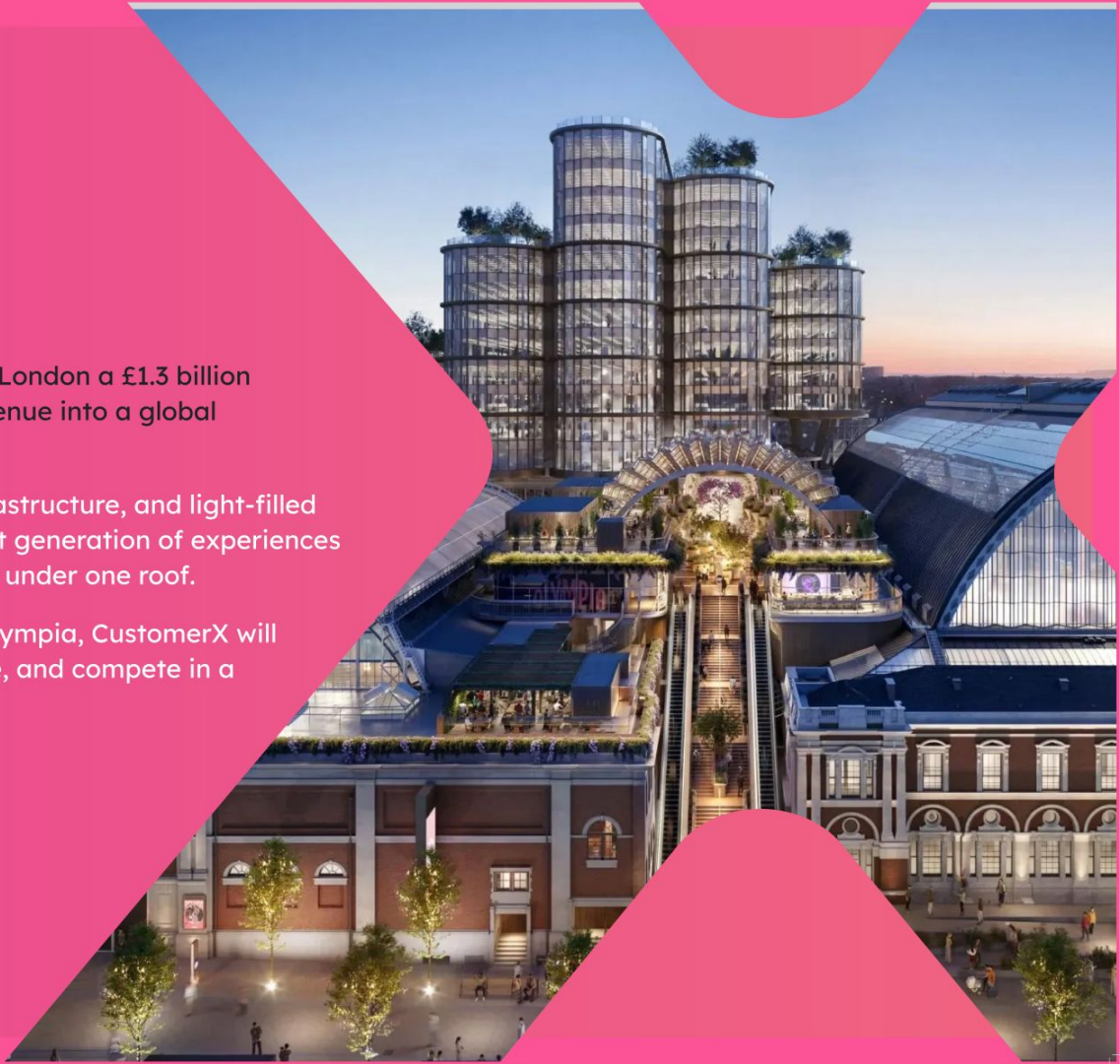
CustomerX2026

The venue

CustomerX 2026 takes place at the all-new Olympia London a £1.3 billion transformation turning the UK's most iconic event venue into a global destination for creativity, culture, and commerce.

With world-class architecture, immersive digital infrastructure, and light-filled exhibition halls; Olympia is purpose-built for the next generation of experiences blending inspiration, networking, and entertainment under one roof.

As one of the first major events hosted in the new Olympia, CustomerX will set the stage for how industries connect, collaborate, and compete in a redefined marketplace.



The Programme:

From cross-sector collisions on the **Supernova stage** to the tactical blueprints of the **Learning Labs** discover the operating system that defines the CustomerX experience



The Programme

Every session, interaction, and theatre is part of an editorial spine aimed at helping delegates understand the new world of commerce through three lenses...**Copy**, **Collaborate** and **Compete**



The Supernova theatre is about "Customer Contexts"

How, where, when and **why** customers aggregate or behave - and then how the world's leading businesses collaborate to get their discretionary spend.



Olympia ICC
800 seats



The Collaborative Ecosystem

Translate vision into commercial reality. This stage focuses on the **partnerships, operating models, and difficult trade-offs** required to turn ambitious customer experiences into tangible, differentiated growth.



Olympia ICC
400 seats



The Project Pipeline

Move from intent to practical action. Discover the **projects and initiatives** building new routes to growth, featuring honest takeaways from teams on what worked and how to adapt it.



Olympia West Hall
50 seats

The Programme

CustomerX2026

Executive BRIEFS



The Boardroom Perspective

An exclusive, closed-door space for senior leaders to engage in candid peer discussion. Explore the **high-level decisions, constraints, and cross-sector strategies** that define the future of commerce.



Olympia ICC
40 seats

Live Shopping STUDIO



The Real-Time Commerce Stage

Experience the pulse of real-time commerce. Watch brands and creators collapse the gap between discovery and purchase, demonstrating **how interactive, friction-light environments** turn instant **attention into immediate action**.



Olympia West Hall
60 seats

Learning LABS



Solving the big challenges in commerce delivery

Located in five themed hubs across the show floor, the Learning Labs are high-impact, vendor-led sessions focused on the the specific **tools, workflows, and data-driven processes** that make commercial change happen.



Olympia West Hall
30 seats

Podcast LIVE STAGE



Unscripted conversations with commerce trailblazers

Engage with sharp, fast-paced interviews and live recordings. This stage brings the CustomerX editorial voice to life, offering **cross-sector insights** and **actionable ideas** for both the room and the feed.



Olympia West Hall
30 seats

Partnering with CustomerX

Our event structure is designed to provide a high-impact foundation for every partner, ensuring you walk away with both visibility and tangible leads.

How it works

1

The Building Blocks

Your journey starts with one of our **Core Sponsorship Packages**, designed to cover the essentials of event ROI:

- **Premium Exhibition Stand:** A dedicated space in the heart of the action to showcase your brand and technology.
- **Guaranteed 1-to-1 Meetings:** Access to our curated networking platform to pre-schedule high-value meetings with key stakeholders.

2

Customise Your Impact

Once your core foundation is set, you can tailor your experience with a range of **Strategic Add-ons**:

- **Thought Leadership:** Secure a speaking slot or participate in expert panel discussions.
- **Brand Activations:** Create memorable experiences with custom installations or sponsored lounges.
- **Enhanced Networking:** Scale your reach with additional meeting credits and VIP lounge access.

SIX Ways CustomerX will Accelerate Your Pipeline

1

Guaranteed Meetings

We provide a precision-engineered approach to pipeline acceleration by curating high-stakes, 1:1 meetings with pre-qualified buyers who actually fit your Ideal Customer Profile (ICP).

This isn't just about a handshake; it's about guaranteed face time designed to drive deal velocity and deliver actionable attendee data straight to your team.

2

Activation Spaces

To maintain a sleek, premium aesthetic, all spaces feature organiser-built lightboxes and bespoke custom display stands...No more shell scheme :)

Located adjacent to networking hubs they are designed for genuine conversation rather than vanity footfall metrics. This unified, high-end design ensures your brand looks its best without the logistical headache of basic trade show booths.

3

Speaking Opportunities (with Strict Quality Controls)

We protect our audience's trust as fiercely as you protect your brand, which is why our Speaking Opportunities are built on real thought leadership, not sales pitches.

Every keynote must feature a real-world customer, ensuring your expertise is heard and your brand is respected as a primary industry authority.

4

Executive Roundtables

Our Executive Roundtables offer hands-on, opt-in sessions with clearly defined outcomes. These closed-door discussions allow for deep-dive engagement with senior leaders across all sectors.

With pre-registration lists shared in advance, you'll know exactly who is at the table, allowing for more intentional and impactful relationship building.

5

Digital, Content, and Lead Capture

Our lead generation strategy starts long before the doors open and continues well after they close. We build momentum through pre-event brand awareness in our newsletters and in-app placements.

Beyond the event, your brand stays front-and-centre through high-value assets like the CustomerX Report and featured podcast episodes, ensuring your ROI isn't just measured in days, but in months of sustained visibility.

6

Brand Awareness That Actually Gets Seen

We believe in scarcity over clutter. Our brand awareness placements are limited to high-impact, high-dwell environments...think bespoke barista stations, CustomerX Robots, and essential touchpoints like lanyards and charging stations.

By keeping inventory scarce, we ensure your logo isn't just one of many; it's a dominant part of the attendee experience in a way that is both premium and unavoidable.



CustomerX.net

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