

MarketingSherpa and MECLABS Institute Partner with Internet Retailer Conference and Exhibition 2015

Will Host E-commerce Experts in Media Center; Offer Real-Time Website and Email Evaluations at Marketing Lab

JACKSONVILLE, Fla., and CHICAGO, May 27, 2015 /[PRNewswire](#)/ -- MarketingSherpa will again be joining forces with the Internet Retailer Conference and Exhibition (IRCE), the world's largest e-commerce event, for the second year in a row to host the show's Media Center, where leading e-commerce executives will share digital marketing insights on-camera.

Scheduled for June 2-5, 2015 at McCormick Place West in Chicago, IRCE brings together the largest grouping of experts across all areas of selling online for companies of all sizes – ranging from up-and-coming startups to long-established retail chains. The conference is a one-stop shop for e-commerce business needs with expansive programming and presentations, matched by the very latest products and services from more than 600 solution providers in the exhibit hall. Top executives from Target Corp., 1-800-Flowers.com, reddit and Forrester Research will be making the keynote presentations this year to an anticipated 9,500 attendees.

New to IRCE this year is the MECLABS Institute Marketing Lab, hosted by the MECLABS Institute, parent organization of MarketingSherpa and one of the world's foremost research centers for understanding the factors that influence human choice. The Marketing Lab at IRCE will offer actionable ideas to attendee companies for optimizing conversion in their email, pay per click (PPC), landing pages and e-commerce stores. These hands-on labs are one way MECLABS Institute researchers share discoveries based on the 20,000 sales and marketing paths they've experimented on to show what really works in e-commerce.

"We are very excited about our expanded partnership with MECLABS Institute/MarketingSherpa at this year's IRCE," said Craig Dooley, senior vice president and group show director, IRCE & Emerald Expositions. "Last year's MarketingSherpa Media Center delivered incredibly insightful and candid conversations with not only attendees, but also e-commerce leaders from some of the top companies in the world. This year, our attendees have the added benefit of receiving complimentary walk-up marketing consultations, in which they can get hands-on, on-the-spot solutions for issues they are experiencing with their current campaigns. Our partnership with MECLABS Institute/MarketingSherpa brings a great resource and opportunity to our attendees, and is 'big win' for everyone involved."

"IRCE is an extraordinary gathering of the best companies and the best minds in e-commerce industry. Last year at IRCE, we conducted exclusive interviews with more than 30 e-commerce and digital marketing managers and executives," said Daniel Burstein, director of editorial content for MarketingSherpa. "In this unique partnership with IRCE and MarketingSherpa, the Media Center became an excellent venue for experts to share and exchange their insights and digital strategies along with their views of where e-commerce is heading. The line-up for this year's interview schedule is filling-up fast so we encourage the brand-side marketers who will be attending IRCE to contact us and tell us their story."

The MarketingSherpa Media Center and the MECLABS Institute Marketing Lab will be located right next to each other in the main corridor on the exhibition floor of McCormick West. Please contact Kayla Wainwright at k.wainwright@marketingsherpa.com if you are interested in being interviewed at the MarketingSherpa Media Center. Video interviews from the Media Center will be available at www.marketingsherpa.com/irce 2015 following the conference.

About IRCE

IRCE, a division of Emerald Expositions, delivers high-value and industry-leading conferences & exhibitions, including IRCE, the world's largest e-commerce event, and a series of targeted partner events throughout the year. Emerald Expositions is a leading operator of large business-to-business trade shows in the United States, producing more than 85 trade shows and conference events per year, across numerous markets, including general merchandise; sports; hospitality and retail design; jewelry, luxury, and antiques; e-commerce; photography; decorated apparel; building; healthcare; and military. Visit www.irce.com for more information.

About MarketingSherpa

Based in Jacksonville, Florida, MarketingSherpa – a subsidiary of MECLABS Institute – is a research firm specializing in tracking what works in all aspects of marketing (and what does not). The research is published for the entire MarketingSherpa community to benefit from. MarketingSherpa is not an agency, consultancy or other vendor seeking your business.

About MECLABS Institute

Founded in 1997 and based in Jacksonville, Florida, MECLABS Institute is the world's largest research institute dedicated to discovering how people make choices. MECLABS Institute has two publishing subsidiaries – MarketingExperiments and MarketingSherpa – which conduct experiments and provide insights to the marketing community. MarketingSherpa specializes in tracking what works – and what doesn't – in all aspects of marketing, and hosts the annual MarketingSherpa Summit.

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