

JOIN US FOR THE SUPPLY CHAIN



EVENT OF THE YEAR.



GS1 CONNECT DENVER

MAY
24-26
2027



“ The conference was extremely valuable—it brought together the right mix of industry leaders, solution providers, and regulatory experts. It was also a fantastic opportunity to network with peers and better understand how standards are shaping the future of food and non-food industries.”

– GS1 CONNECT ATTENDEE

Attending industry conferences is an invaluable opportunity for professional growth, networking, and staying ahead of emerging trends. We know that getting the green light from your manager can be a bit tricky. With the right rationale and a little bit of data to back you up, you'll show your manager that GS1 Connect® isn't just a fun trip—it's a smart investment that can bring fresh ideas and energy back to the team.

By investing in your development, your company can harness new ideas, foster innovation, and enhance team performance, ultimately leading to greater success in achieving organizational goals. Use this toolkit to help you make your case stronger.

This toolkit includes:

- General information about the event
- Testimonials from past attendees
- A sample approval request letter to use with your manager

We hope to see you in Denver May 24-26!

For more information, visit www.connect.gs1us.org

What is GS1 Connect 2027?

In today's high-stakes global market, supply chain leaders must balance risk, resilience, and innovation to stay ahead of the curve.

GS1 Connect 2027 is your opportunity to elevate your strategy, strengthen collaboration, and gain the momentum needed to move your business forward with confidence. Join a community of industry leaders working together to achieve supply chain excellence.

Explore the ideas and innovations reshaping the industry and gain the clarity you need to navigate what's next. From hands-on demos to unmissable networking opportunities and keynote presentations, GS1 Connect 2027 delivers the insights and connections to help you streamline operations, improve visibility, and reduce risk. Whether you're tackling today's challenges or preparing for what's ahead, this is your moment to optimize and evolve your strategy.

Every year,
about

50%

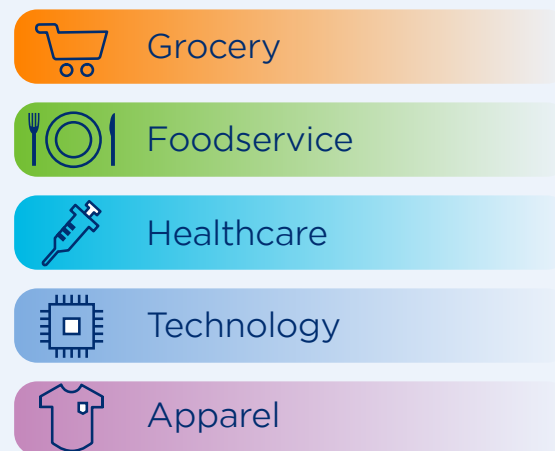


of participants are
attending the conference
for the first time!

Attendees are:



Industries represented include:



Core Areas of Focus for Our Agenda

While the details of the 2027 agenda are still taking shape, we are preparing a program centered around key industry priorities, such as:

AI & Automation

Practical applications of AI and opportunities to automate product data and operational processes

2D Barcodes & Sunrise 2027 Readiness

Guidance to support the industry transition to 2D barcodes, including implementation and partner enablement

Supply Chain Visibility

Strategies to achieve greater transparency and smarter decision-making across trading partners

Traceability & Regulatory Readiness

Standards-based approaches to meet evolving requirements

Data Quality & Product Data Excellence

Improving accuracy, governance, and synchronization as the foundation for digital commerce and AI

GS1 Standards Implementation

Practical, how-to content for applying standards in day-to-day business operations

Trading Partner Collaboration

Opportunities to engage directly with partners through structured discussions and shared use cases

Digital Transformation

Leveraging standards to drive e-commerce growth, efficiency, and cross-functional alignment



“ It was my first time attending, and although there’s a lot for me to learn, I left the conference feeling more confident in where I’m heading. I got to meet a couple of our trading partners and build our relationships.”

– GS1 CONNECT ATTENDEE

Hear From Past Attendees

“The conference is very informative and a great opportunity to meet with people that you conduct business with online, but rarely in person. Getting to connect with them in person builds those relationships and partnerships.

- **KDP - Keurig Dr Pepper**

“Great presentations, diverse learning tracks, many industry thought leaders to connect with.

- **iTradeNetwork**

“It delivered actionable insights that directly support the real-world challenges we face in traceability, data standards, and regulatory readiness—especially around FSMA 204. The sessions were practical, the networking was high value, and the opportunity to engage directly with solution providers, regulatory experts, and industry peers made it an incredibly productive experience.

- **AgTech Confidential**

“The conference offers unmatched opportunities to learn, network, and build a strong understanding of the industry and provides incredible value to those who work in this field.

- **Reynolds Consumer Products**

“This conference provides industry-specific expertise that we don't find anywhere else. I had one specific question answered that will drive policy at our warehouse operations.

- **HealthTrust**

“GS1 Connect is always a great conference for not only networking, but understanding where all parties' focus is around standards. Whether it is 2D Barcodes, GDSN, or FSMA 204 compliance and more, it is a great conference to align on these standards and ensure we are all not only supporting the standards, but also headed in the same direction together.

- **The Data Council + RIVIR**

“As someone new to GS1, I thought the opportunity to connect with and hear from others who have been through similar journeys was extremely valuable.

- **Casey's**

“GS1 Connect has been an absolute must-attend EVENT. The people attending are very open and honest in the discussions. The quality of the presentations is very high. It is my favorite conference of the year.

- **KNAPP AG**

Write a Letter to Your Manager

To: _____

From: _____

Re: Attendance at GS1 Connect 2027

Hi _____,

I am seeking your approval for my attendance at **GS1 Connect 2027** in Denver, Colorado, May 24-26, at the Gaylord Rockies Resort & Convention Center. GS1 Connect® is an annual conference where attendees share industry trends and best practices for supply chain visibility, e-commerce, and product data management. The conference also offers unique networking opportunities with leading brands, distributors, retailers, operators, technology providers, and GS1 US® experts to help implement GS1 Standards to address business challenges—not just for today, but in planning for the future.

After reviewing the conference details, I have highlighted below why I would like to attend, and I seek your approval for registering.

1 Getting Business Done

Fifty percent of attendees return year after year! As an attendee, I can meet with solution providers and industry leaders, collaborate with trading partners, and bring back actionable information that I can put to work when I return to the office.

3 Learning & Education

There are many different ways to collaborate and learn at GS1 Connect, from hands-on workshops and demonstrations to expert-led presentations and conversations. I will be able to customize my experience to gain the insights directly applicable to my work.

2 Keeping Up With Trends to Innovate for the Future

I will be taking the time to reset, reframe, and reevaluate our business strategies in an environment that encourages sharing, learning, and collaboration. Attendees learn about breakthrough solutions to shared industry challenges that no one organization can solve on its own. There are opportunities to talk to GS1 Standards experts and learn how emerging technology and business processes intersect with standards and the digital supply chain.

4 Networking

In addition to the robust educational content, GS1 Connect 2027 is expecting over 1,200 individuals. See the **400+ companies** who attended in 2026. I will gain new insights for my professional development from this diverse group of cross-industry peers and discover new tools and resources I can bring back to the organization.

5 One Trip, Many Touchpoints

While attending GS1 Connect 2027, I can also participate in soon-to-be announced co-located events, like discussion groups and solution provider user groups, to broaden my expertise and professional network.