WIN BIG AT THE SUPPLY CHAIN



EVENT OF THE YEAR.

GS1 US

GS1 CONNECT LAS VEGAS

JUNE 9-11 2026



> "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 Las Vegas June 9-11!
For more information, visit www.gs1connect.org

What is GS1 Connect 2026?

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

GS1 Connect 2026 is your chance to sharpen your strategy, double down on collaboration, and stack the odds in your favor so you can make bold moves with confidence. Join us at the table where smart decisions lead to big wins.

Go all in on knowledge—don't just play the game, master it. Discover the bold ideas and innovations reshaping supply chains and stack the odds for success in your favor. From hands-on demos to Trading Partner Roundtables and keynote presentations, GS1 Connect 2026 offers the tools and connections to help you streamline operations, boost visibility, and cut risk. Whether you're solving challenges or exploring new technologies, this is your moment to deal yourself a winning hand.

Every year, about 50% of participants are attending the conference **for the first time!**

Attendees are:

- Directors
- Managers
- Analysts
- C-Suite Executives

Industries represented include:

- Grocery
- Foodservice
- Healthcare
- Technology
- Apparel



Explore the Agenda Details

The 2026 agenda will include different types of content and many ways to learn and network, including:

Trading Partner Roundtables
Informal 20-minute sessions will facilitate collaborative discussions among trading partners on the use of standards-based best practices.

Topic Tours
A GS1 US® expert will guide you through a brief presentation and demonstration on specific topics important to you and your business.

"How to Do Business With..." Sessions
Get the inside scoop on what you need to do to successfully partner with industry leaders from top companies.

Track Sessions
Members of the Community Advisory Board representing a cross-section of GS1 Standards users help identify topics and speakers of the highest interest to our communities. Whether it's supply chain efficiencies, master data management best practices, or business process improvements with the use of GS1 Standards, the supply and demand sides of the business will be at the table—and the podium—to share actionable insights.

Keynote and Cross-Industry Presentations
Keynote and cross-industry presentations highlight innovative solutions to supply chain visibility challenges from diverse industries and show how companies tackle these often surprisingly common challenges. These sessions showcase successful strategies and best practices that transcend industry boundaries. Attendees will hear various perspectives on pressing industry issues and gain valuable knowledge from seasoned professionals.



"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

Direct Access to Customers and Trading Partners

Every year, some of the world's largest and most innovative brands, retailers, and manufacturers from many industries attend GS1 Connect. In 2025,
we hosted more than 1,100 attendees from 400+ different companies.

View the companies in attendance ▸



Showcase Your Expertise After the Event

Earn a Credly badge to display on your LinkedIn or other social media accounts—simply by attending GS1 Connect! Following the event, you'll receive an email with instructions on how to claim
your GS1 Connect Advocate badge.

A Credly badge is an online credential that signifies a person's accomplishments, such as completing a training program, attending an event, or obtaining a certification. These digital badges can be easily shared across various online platforms—including social media, resumes, and digital portfolios—and are a modern tool for recognizing and validating skills, making them an important asset for anyone looking to enhance their professional profile.

Make the Most of Your Experience

Schedule meetings
Before the event, you will receive access to the GS1 Connect mobile app, where you can connect with attendees, speakers, and exhibitors.

Ask questions
Get your questions answered in real time by industry experts with sessions offering Q&A.

Access helpful resources
After the event, you will have access to the session presentations and relevant resources to reference and share with your colleagues.

Continue the conversation
As an attendee, you will have contact information for exhibitors, speakers, and fellow attendees so your networking can continue long after you depart Las Vegas.

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 2026

Hi _____,

I am seeking your approval for my attendance at **GS1 Connect 2026** in Las Vegas, Nevada, June 9-11, at The Cosmopolitan. 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! I will be able to meet with our trading partners and industry peers all in one place to conduct business. As an attendees, I can meet with solution providers and participate in **Trading Partner Roundtables** and "How to Do Business With ..." sessions that provide actionable information that I can put to work when I return to the office.

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.

3 Learning & Education

There are many different types of education available, including industry-specific tracks, cross-industry presentations, keynote speakers, topic tours, and roundtable discussions, enabling me to customize my experience.

4 Networking

In addition to the robust educational content, GS1 Connect 2026 is expecting over 1,200 individuals. See the **400+ companies** who attended in 2025. 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

Before attending GS1 Connect 2026, I can participate in _____ or GS1 US University to _____.

Cost vs. Value

It's true that there is a cost to attend. This year, GS1 Connect is offered at $2,025. The value of being able to conduct ___ meetings on-site with _____, _____, and _____ will help offset the costs. Plus, I will bring back learnings and best practices that directly translate into improvements in productivity and outcomes.

*I will receive **15% off** my ticket if I register by **December 31, 2025!***
*Visit the **GS1 Connect website** for more details on special pricing offers and discounts for groups and GS1 US Initiative Members.*

Attendance Expenses	
Registration (Register by December 31, 2025, and save 15%)	
GS1 US University (Register by December 31, 2025, and save 15%)	
Airfare	
The Cosmopolitan Las Vegas (X nights @ $285 + tax/fees	
Meals (most are included in the conference fees)	
Mileage/Taxi	
Total	

Debrief Plan

I'd like to work with you to develop a plan to share learnings with relevant parties within our organization after the conclusion of the conference. By relaying the key takeaways and resources from the sessions and speaker presentations, I can provide value to the team as well as other departments within the enterprise that could benefit from the information.

Sincerely,

_____