

Why Participate in The Industry Group – Audience Demographics Example

Executive Overview

The Industry Group ecosystem reaches a highly targeted audience of enterprise decision-makers, retail technology leaders, kiosk deployers, QSR operators, digital transformation executives, and self-service solution providers across North America, Europe, and Asia.

Based on current audience/export analysis, the combined database includes approximately:

- **9,000+ industry contacts**
- **4,100+ unique companies**
- Strong concentration of:
 - Enterprise retail
 - QSR
 - hospitality
 - payments
 - kiosks
 - digital signage
 - automation
 - IT infrastructure
 - customer experience leadership

Seniority & Job Titles

The audience skews heavily toward executive and director-level leadership.

Top titles represented include:

- Chief Information Officer (CIO)
- Chief Technology Officer (CTO)
- Chief Information Security Officer (CISO)

- Chief Digital Officer
- CEO / President / Owner
- VP Operations
- VP Information Technology
- Director of Operations
- Merchandising Executives
- Marketing Managers
- Enterprise Technology Directors

This is not a general consumer audience – it is primarily composed of professionals directly involved in:

- technology purchasing
 - operational modernization
 - customer experience
 - automation strategy
 - self-service deployment
 - retail transformation
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Major Enterprise Brands Represented

Examples of companies appearing within the audience data include:

- Walmart
- Amazon
- Target
- Marriott International
- Wingstop
- The Home Depot
- Dollar General
- Starbucks
- Nike
- Nordstrom

- Reliance Retail

The database includes both operators and solution providers, creating a valuable mix of buyers, specifiers, integrators, manufacturers, and ecosystem partners.

Vertical Market Breakdown

Primary Verticals

- Grocery & Retail
- QSR & Restaurants
- Hospitality & Travel
- Convenience Retail
- Entertainment & Attractions
- Department Stores
- Specialty Retail
- Warehouse/Club Retail

Strong Focus Areas

- Self-service kiosks
 - Digital signage
 - POS modernization
 - AI in customer engagement
 - Retail automation
 - Accessibility & ADA
 - Edge AI
 - Payments & identity
 - Interactive experiences
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Geographic Reach

Audience coverage includes:

- United States
- Canada
- United Kingdom
- Europe
- China
- Taiwan
- South Korea
- India
- Southeast Asia

This creates a strong international reach for companies looking to build visibility in:

- North American deployment markets
 - APAC manufacturing ecosystems
 - Global retail technology channels
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Why This Matters for Sponsors & Participants

Participation in The Industry Group provides exposure to:

- Enterprise technology buyers
- Retail modernization leaders
- CIO/CTO-level decision makers
- Self-service deployment teams
- QSR innovation groups
- Payments and CX strategists
- Accessibility and compliance stakeholders

Unlike broad consumer media, the audience is highly specialized and aligned to:

- kiosks

- self-service
- AI-enabled retail
- digital transformation
- operational automation