



Get Ready for Runchella!

2022 RETAILER PLANNING GUIDE




Runchella

YOUR SCHEDULE

Your Runchella schedule is now available. To access, please download the [RIA Connect App](#), login with your RIA website credentials, and click "calendar" on the bottom left. The default tab when you log in is, in fact, your calendar of events. Scroll down to the event start date for Runchella and voila! All of the general sessions as well as those that you have been registered for are present, including day and time. Selecting any event will send you into the event details where you can see the room location, access a map, and view the number of session participants.

Selecting the participants will bring up a more detailed list of who's attending. Selecting an individual will take you to their contact profile and information. From here, you can sync the contact details to your mobile device, make a call or send an email right from the app.

Install from Apple Store »

Install from Google Play »

If you do not have a smartphone or would prefer to access your schedule on the website it will be available to view after May 12.

Remember: Use your RIA website login/password to login into the app. If you need to reset your password, you must do so by logging into the website, a reset is not available within the app. If you still need a login, please go to:

<https://runningindustry.org/register> and register with the SAME email you provided for Runchella.

CHICAGO - LOGISTIC DETAILS & MORE

The Westin Michigan Avenue - Chicago
909 Michigan Avenue
Chicago, Illinois 60611
312.943.7200

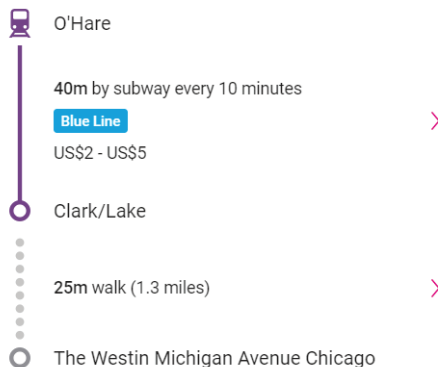
Location. Location. Location. The Westin Michigan Avenue Chicago is on the north end of the "Magnificent Mile", Chicago's premier commercial district, bustling with luxe shopping and vibrant restaurants. It is a 5-minute walk to Oak Street Beach and the iconic Lakefront Trail.

ARRIVING

Transportation from the airport to the Westin.

Taxi or Uber from O'hare: \$50-\$70, 25 minutes to 1 hour, depending on traffic

Blue Line from O'hare: Walk straight from baggage claim and follow signs to the subway. \$2-\$5 ticket. Get off at Clark/Lake and UBER or walk 25 min.



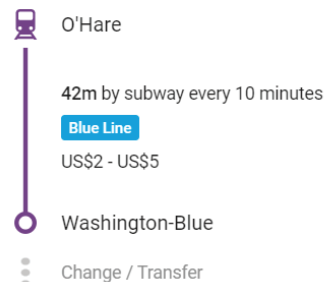
OR

Take Blue Line from O'hare and get off at Washington, then transfer to a local bus that drops you within 300 feet of the hotel.

Subway via Washington & State

1h

US\$2 - US\$8



Washington & State

11m by bus every 10 minutes

151 157

US\$2 - US\$3

Michigan & Chestnut

2m walk (580 feet)



Share. Connect. Amplify. | runningindustry.org/runchella

EVENT CHECK-IN

We recommend all attendees arrive and check-in at the hotel by 4 pm on Monday, May 16th. When you get there, please go to the second floor and follow the signage to registration. Registration will be open from 3-5 pm.

Help Desk

The help desk will be open Monday-Wednesday if you have questions about using the RIA Connect app, your schedule, finding meeting rooms, etc.

You may also email: membership@runningindustry.org.

Event Map

Reference your RIA Connect App for maps or they are included at the end of this document.



RESTAURANTS

There is a hotel restaurant and countless spots nearby. **HERE** are a few that the hotel recommends but dial-up Yelp or your favorite app to find more.

SESSION PREPARATION

MARKETING SESSION:

If you are registered for the marketing sessions you will be contacted by Upper Quadrant with further information on how to get the most out of each time block. If you have questions please contact [Lauren Edmondson](#).

BUYING SESSION:

If you are registered for the buyer session, you have been contacted to submit information to workshop a buy plan in the class. If you have questions or did not receive this email please contact [Justin Porter](#).

MASTERMIND SESSION:

If you are registered for this session, you have received an invitation to sign up for official RIA Mastermind groups which closed on 5/3. There will be additional opportunities to join a group starting this summer/fall so don't worry.

BRAND SESSIONS:

Each of the eight brand presentations you'll be attending on Tuesday and Wednesday afternoons are scheduled for one hour. Each of the five brand/associate presentations you'll be attending on Thursday morning are scheduled for 30 minutes.

You can expect to see line presentations from most brands, although a few of the large footwear brands are planning business reviews in lieu of product presentations.

[Tuesday & Wednesday Brand Presentations »](#)

[Thursday Brand Presentations »](#)



NOW FOR THE REALLY FUN STUFF!

MORNING GROUP RUNS –TUESDAY & WEDNESDAY

Time: 6:30 am

Location: Meet outside the Great Lakes Ballroom, 2nd floor to demo shoes and rally for the run.

Distance: 3-5 mile guided run.

ASICS will host the Tuesday run with shoe demos and a post-run stop at Stan's Donut Shop for breakfast. Stan's Donuts & Coffee, 535 N Michigan Ave, Chicago, IL 60611

Saucony will host the Wednesday fun with Guides and Ride shoe demos.



BEERS WITH BRANDS – TUESDAY

Time: 5:30-6:30 pm

Grab a beer outside the Great Lakes Ballroom, 2nd floor, and mingle with any and all of the attending brands (especially those that you don't have an official session with) for an hour after the show.

Sponsored by Currex



INDUSTRY PARTY - WEDNESDAY NIGHT

Time: 8:30-11:30 pm

Location: [AceBounce](#) a vibrant ping pong bar located in downtown on the Chicago Riverfront. 12 ping pong tables, 2 shuffleboard tables, 1 beer pong table and 2 main bars

Transportation: Complimentary shuttles will take attendees to and from the venue.

- 8:00p & 8:15p pick up at the Westin > AceBounce
- 11p and 11:45p pick up at AceBounce > Westin

Brooks will host the party for the third year running, but this year they have next-leveled it with a beer pong tournament!



SWAG/PRODUCT SEEDING

Swag and/or seeding product at Runchella will be allowed and several brands will be participating. Swag will be handed out at check-in and in various brand presentations. We encourage you to leave some space in your luggage for your goodies, and you may even consider bringing along an extra bag. Shipping is available via the Fed-ex office at the hotel, but unfortunately the RIA cannot cover the shipping expenses for you.

REBATE PROGRAM

We appreciate you attending all scheduled brand & associate presentations. To show that appreciation, we're introducing a cash rebate reward. Attend a total of 3 apparel/accessories presentations on Tuesday/Wednesday, and all five Thursday morning presentations, and we'll hand you a crisp Benjamin!

RUNCHELLA SCHEDULE

MONDAY, MAY 16

3:00 - 5:00pm: Event Check-In

5:00 - 7:00pm: Cocktail Hour, Opening Session & Panel Discussion

TUESDAY, MAY 17

6:30am: Group Run, sponsored by ASICS

7:00am - 8:15am: Networking Breakfast

8:30am - 12:00pm: Programming Sessions

- Buyers Workshop - What buyers need to know in today's market / Creating an effective buy plan
- Marketing Workshop Track - How to Evolve Your Digital Model
- Owners/GM Track - Top to Top Meetings - with Brand Execs

12:00pm - 1:00pm: Networking Lunch

1:00pm - 5:30pm: Brand Sessions - Brands presentation to Retail Attendees

5:30pm - 6:30pm: Beers with Brands - Retailers can visit brand booths without appointments. Courtesy of Currex

WEDNESDAY, MAY 18

6:30am: Group Run, sponsored by Saucony

7:00am - 8:15am: Networking Breakfast

8:30am - 12:00pm: Programming Sessions

- Mastermind Groups - Peer sharing sessions
- Owners/GM Track - Top to Top Meetings - with Brand Execs

12:00pm - 1:00pm: Networking Lunch

1:00pm - 5:30pm: Brand Sessions - Brands presentation to Retail Attendees

8:30pm - 11:30pm: Runchella Industry Party. Sponsored by Brooks

THURSDAY, MAY 19

6:30am: Group Run

7:00am - 8:15am: Networking Breakfast

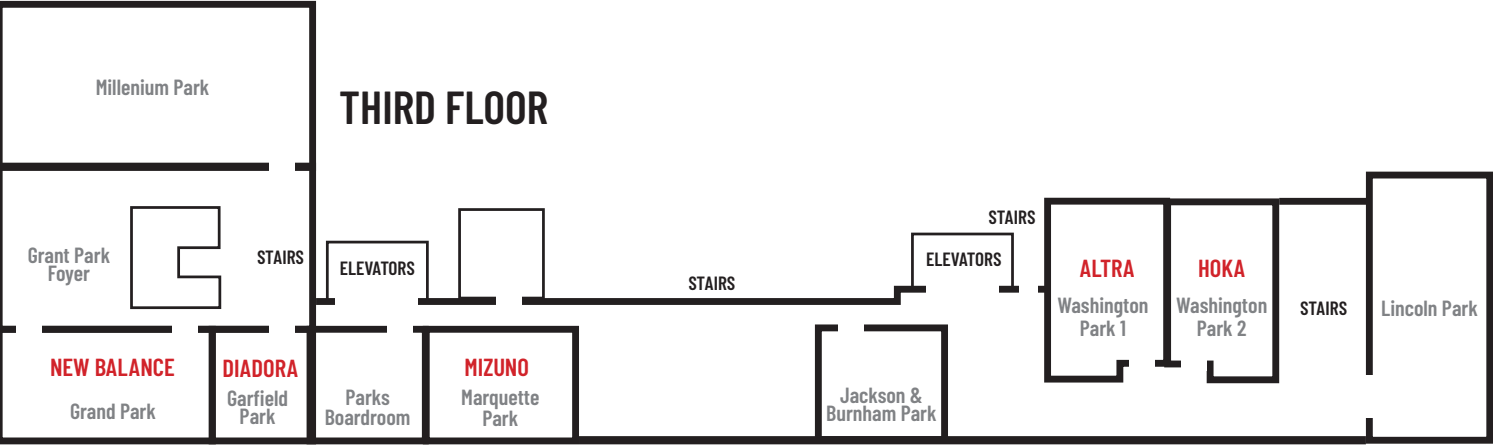
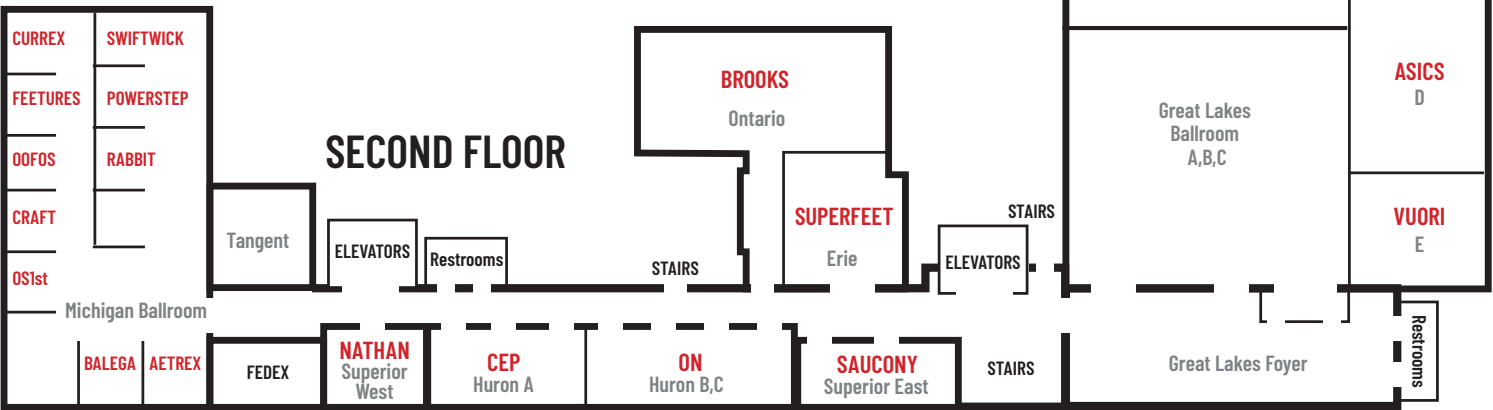
8:30am - 12:00pm: Emerging Brand and Associates Presentations

12:00pm: Runchella 2022 closes



NAVIGATING RUNCHELLA '22

Tuesday & Wednesday



Thursday

