

CALIFORNIA

CBIZ Consumer Products & Retail Symposium

Media & Speaker Sponsor



Thursday, April 16, 2026

WE'RE BACK! Please join us for an exciting and informative program as we discuss consumer behavior and retail trends. Come network with retailers, manufacturers and service providers specializing in consumer products including: electronics, toys, accessories, food & beverage, apparel, e-commerce and more!

E-Central Downtown
Los Angeles Hotel

4:00 p.m. – 7:30 p.m.

Tickets: \$50 each

Keynote Speaker



MARSHAL COHEN

Chief Retail Advisor, Circana

Marshal Cohen, chief industry advisor, retail, of Circana, is a nationally known expert on consumer behavior and the retail industry. He has followed retail trends for more than 30 years, at Circana (formerly NPD Group) and as the head of leading fashion and apparel manufacturers as well as major retailers. As part of his work at Circana, Marshal leads many top firms in long-range and strategic-planning sessions. He often utilizes motivational presentations to help launch corporate goals and kick-off meetings. Marshal is the author of two books, *Why Customers Do What They Do* (2006) and *Buy Me! How to Get Customers to Choose Your Products and Ignore the Rest* (2010).

Sponsorship Opportunities

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- Recognition from the podium during opening remarks
- 8 event tickets with reserved seating

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