

Agenda

3rd FEBRUARY

16:00 – 21:00

Booth Setup in Expo Hall

19:00 – 22:00

Dinner By the Organizer
Exclusively for Sponsors, Speakers & Volunteers



Sponsored by

Agenda

4th FEBRUARY

08:00 – 17:00

Registration Desk Open

10:00 – 17:00

Expo Hall Open

Hall B

11:00 – 12:30

WORKSHOP Hall I

Future-Proofing Your Magento Store: Mastering Modern Search for AI-Driven Visibility

Brent Peterson
CEO, Content Cucumber



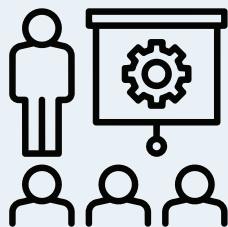
David “Psy” Deppner
CEO, Psyberware, Inc.



Isaac Morey
Chief Editor, Content Cucumber



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12:30 – 14:00

Lunch Open to All Attendees
Meet, Greet & Eat

Hall G



LangShop



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ParcelTrackr



*All times in EST



Agenda

4th FEBRUARY

14:30 – 14:45	OPENING NOTE Hall E Welcome Note Ravi Mittal President, Rave Digital & CEO, Aheadworks	rave + aheadworks D I G I T A L + A RAVE DIGITAL COMPANY
14:45 – 15:00	OPENING NOTE Hall E Adobe Commerce & Magento Open Source Update Ritesh Somani Principal Product Manager, Adobe	Adobe
15:00 – 15:15	OPENING NOTE Hall E Magento Association Greeting Noah Oken-Berg CEO, Above The Fray	ABOVE THE FRAY
15:15 – 16:15	KEYNOTE Hall E Layer 0: For the Next 100 Years, Your Tech Stack Begins With Narrative Chirag Nijjer Brand Historian & Customer-Centricity Expert	Chirag Speaks
16:15 – 18:30	Exhibit Happy Hour Hall B	Sponsored by dotcomweavers
19:00 – 21:00	Abiaka – Wood Fire Grill Wood-Fired Gourmet Dinner	Sponsored by magebit Invite-only Ancillary Event
19:30 – 21:30	Cipresso – Italian Fine Dining Authentic Italian Gourmet Cuisine	rave + aheadworks D I G I T A L + A RAVE DIGITAL COMPANY Sponsored by Invite-only Ancillary Event

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Agenda

4th FEBRUARY

20:00 – 22:00

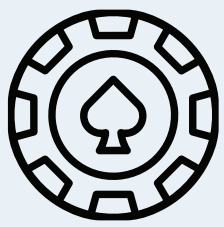
Davidoff of Geneva
Cigar & Cognac Lounge

Sponsored by
improntus. >jetrails_ Invite-only Ancillary Event



22:00 – 00:00

Casino Events (Poker and Blackjack)



Agenda

5th FEBRUARY

07:00 – 17:00

Doors Open: Registration

08:00 – 09:30

Breakfast & Networking
Meet, Greet & Eat

Hall G

Sponsored by
ABOVE THE FRAY



09:30 – 17:00

Expo Hall Open

Hall B

09:30 – 10:00

TECHNICAL Hall C
How ProxySQL Unlocks Database Scalability for Magento
Pradip Shah
Co-Founder, luroConnect
luroConnect
Managed Hosting Platform

BUSINESS Hall E
Driving B2B Growth with Real-Time Pricing, Payments & Automation on Magento
Julien Anquetil
Software Development Manager, Henry Schein
HENRY SCHEIN®

*All times in EST



Agenda

5th FEBRUARY

10:00 – 10:30	TECHNICAL Hall C The Problem Isn't Magento. It's How We Use It. Marek Kubacak Founder, Hashira Consulting 	BUSINESS Hall E How Agentic Commerce Solves the Online Trust Gap Nauris Mikelsons Head of Development Department, Magebit 	
10:30 – 11:00	TECHNICAL Hall C What's Under the Roof? A Technical Decision Framework for Choosing the Right eCommerce Architecture Oleksandr Kravchuk Magento Department Manager, vConnect 	BUSINESS Hall E Building B2B Commerce That's Ready for What's Next Bill Arvidson IT Director, Abbott Rubber Co.  Amit Bhaiya CEO/Co-Founder, DotcomWeavers 	
11:00 – 11:45	Morning Break Hall G		Sponsored by  
11:45 – 12:15	TECHNICAL Hall C Herding Stores in Yellowstone: A Ranch-Hand Worthy Multi-Brand Launch Erik Hanson Senior Software Development Architect, Lippert Automotive 	BUSINESS Hall E AI at Your Service: Smarter, Faster, Leaner eCommerce Sergej Derzap CEO & CPO, Amasty  Aenik Shah CEO & Co-Founder, Wizzy AI 	

*All times in EST



Agenda

5th FEBRUARY

12:15 – 12:45

TECHNICAL Hall C

Beyond the AI’s Hype: How We Are Actually Making Our Digital Operations Smarter

Chris Collier

Director of Digital Operations, Wave Electronics



Nicanor Gioffre

Managing Partner, Improntus



BUSINESS Hall E

Menu-Driven Commerce: How AI Is Redefining Digital Food Procurement

Steven Singer

Chief Information Officer, Julius Silvert



12:45 – 14:00

Lunch Open to All Attendees
Meet, Greet & Eat

Hall G

Sponsored by
PayFabric



14:00 – 14:30

TECHNICAL Hall C

Built by the Community: How We Build and Improve Magento Open Source Docs

Danny Verkade

CTO, Cream



BUSINESS Hall E

Community Over Competition: Why the Magento Ecosystem Still Matters

Maier Bianchi

Founder & CEO, Bemeir



14:30 – 15:00

TECHNICAL Hall C

Supercharging B2B Commerce: The Inside Story of L.H. Dottie’s Performance Rebuild

Jennifer Goaneh

Director of Marketing, L.H. Dottie Company



Sander Mangel

VP of Technical Solutions, Above The Fray



BUSINESS Hall E

Beyond Meticulous Slop: Human Strategy in the Age of Generative AI

Shawn Basey

CMO, Developers Alliance



*All times in EST



Agenda

5th FEBRUARY

15:00 – 15:30

TECHNICAL

Hall C

Adobe Commerce Extensibility:
Building Flexible, Out-of-Process
Customizations

Hitarth Pattani

Senior Technical Consultant,
Content and Commerce, Adobe

Adobe

BUSINESS

Hall E

Speed for Humans. Structure for Machines.
A Journey From Luma to Hyvä and Beyond.

Amy Hughes

Chief Sales, Marketing &
E-Commerce Leader, ClearBags

ClearBags
packaging with purpose

Kuba Zwolinski

CXO, IronPlane

IronPlane

15:30 – 16:00

Evening Break

Hall G

Sponsored by
snowdog



16:00 – 16:30

TECHNICAL

Hall C

Inside AI Accelerator: From Churn
Recovery to Smart Inventory – Live
Showcase

Liana Staskevica

Product Owner of AI Initiatives, Scandiweb

scandiweb

BUSINESS

Hall E

Store Localization: From Global Expansion
to Local Connection

Inna Kleimionychева

Head of PMO, Aheadworks

aheadworks.
A RAVE DIGITAL COMPANY

Diana Komandenko

Head of Customer Support,
Aheadworks

aheadworks.
A RAVE DIGITAL COMPANY

16:30 – 17:00

TECHNICAL

Hall C

Guardrailing AI for Magento:
Safe Copilot Coding Without
Breaking Production

Angel Marquez

Co-Founder & CTO, Quality Clouds

QualityClouds

BUSINESS

Hall E

From Endless Aisle to My Aisle: The Future
of Product Customization

Ollie Hunt

Founder, Builda IO

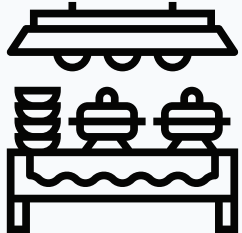
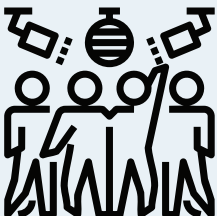
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*All times in EST



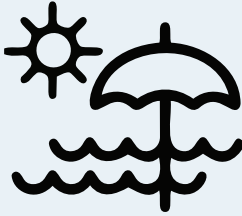
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5th FEBRUARY

17:00 – 17:30	Closing Note Chirag Nijjer Brand Historian & Customer –Centricity Expert <i>Chirag</i> Speaks	Hall E	Ravi Mittal President, Rave Digital & CEO, Aheadworks rave + aheadworks. D I G I T A L A RAVE DIGITAL COMPANY
19:00 – 22:30	Closing Party Dinner in the Ballroom	Hall A	
22:30 – 02:00	After Party (ENTICE NIGHTCLUB) The Fun Continues	ABOVE THE FRAY  LangShop	Sponsored by  ParcelTrackr 

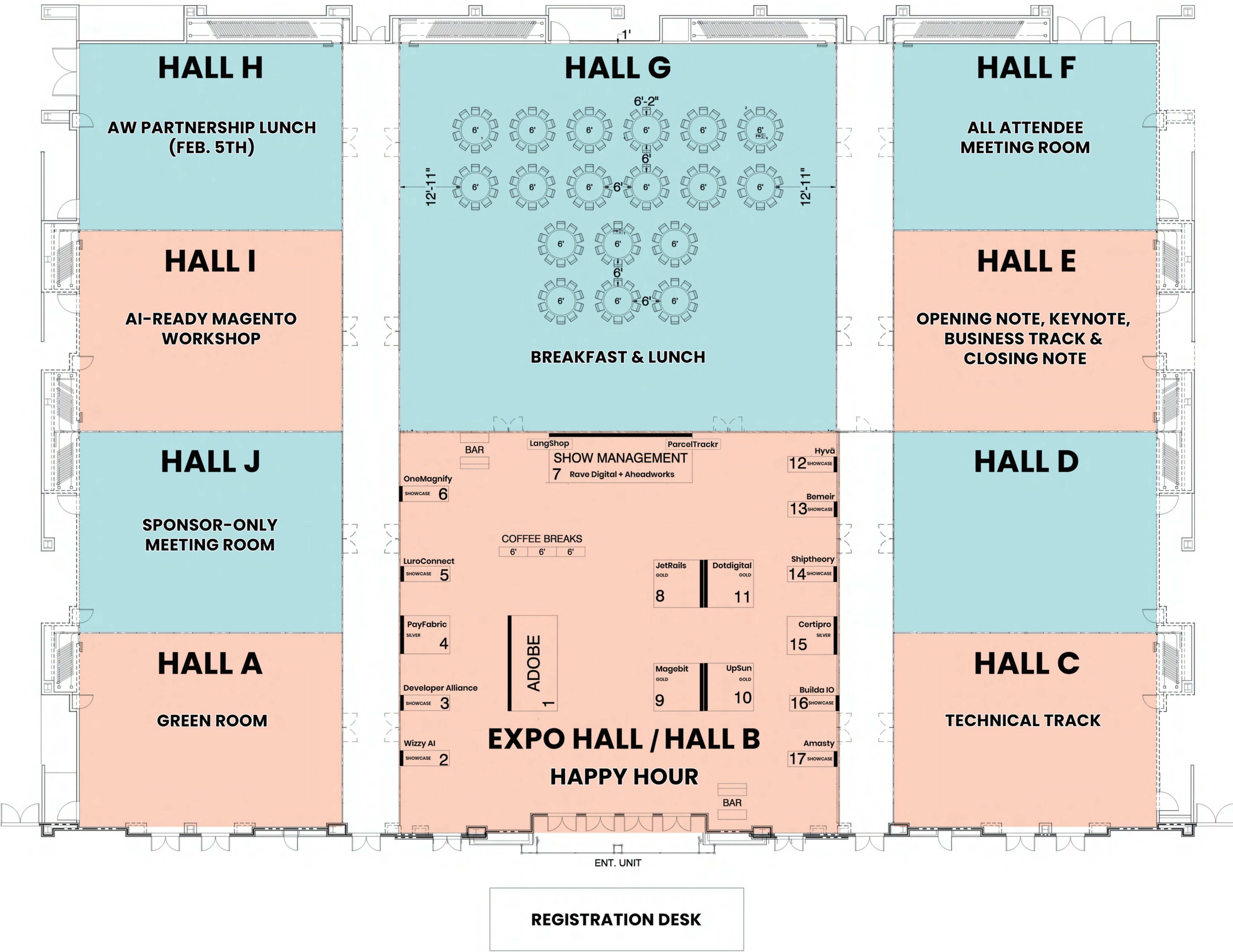
Agenda

6th FEBRUARY

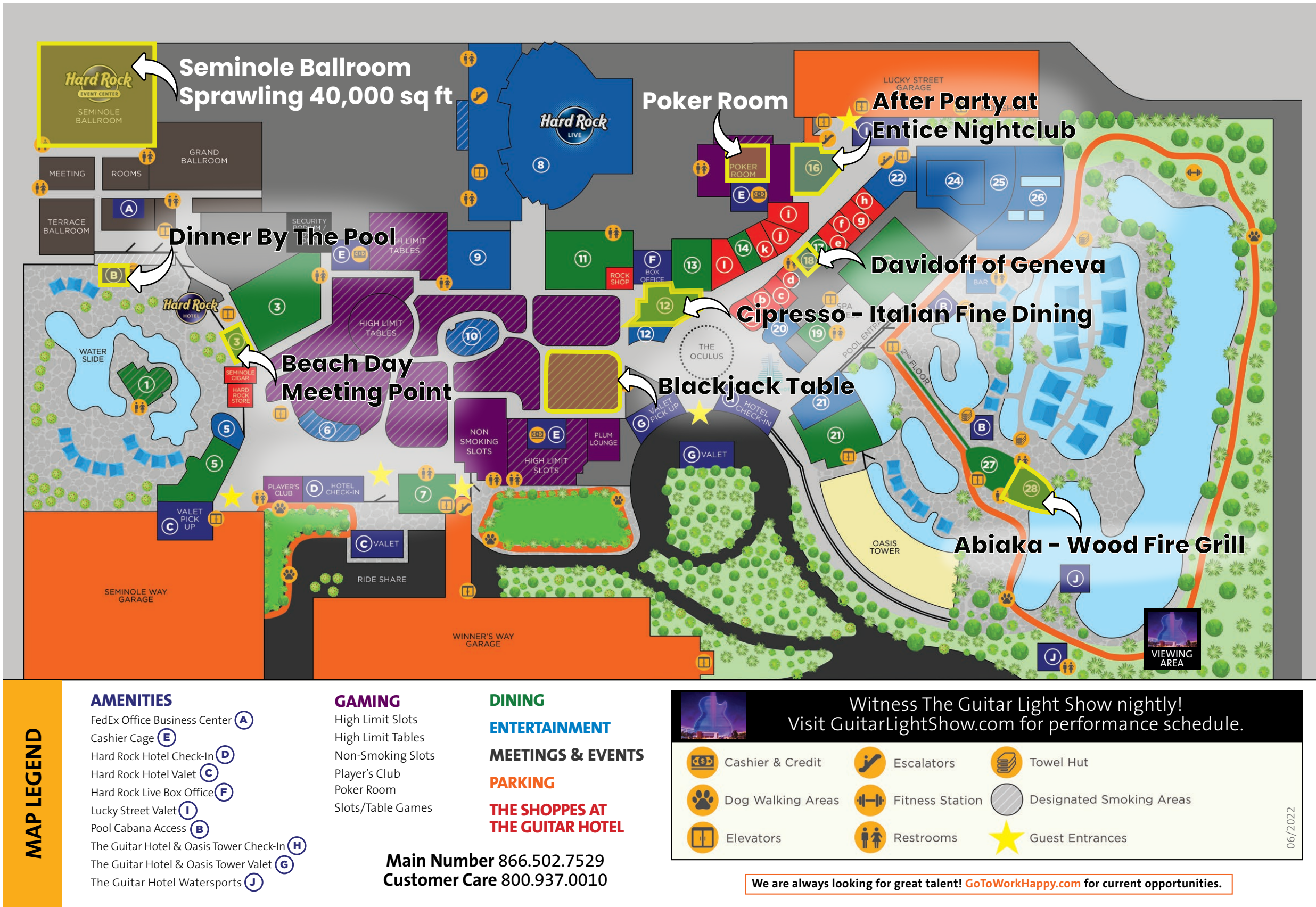
12:00 – 16:30	Beach Day	
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*All times in EST

Floor Plan



Property Map



DINING (Cont...)

- THE BOL** (7) (L) (D)
Offering delectable Vietnamese & Chinese cuisine
- THE FOOD COURT** (3) (B) (L) (D)
Features Egg (all-day breakfast), Healthy (salads & vegan), Sirico's (pizza & Italian), Lucille's (hot dogs), Asian Palace & Shake N' Burger
- THE SHOPS AT THE GUITAR HOTEL**
- HARD ROCK STORE** (9)
Look & feel like a rock star; open 24 hours
- HUBLOT** (4)
NEW! The Art of Fusion - Luxury Swiss timepieces combining tradition and innovation
- INMOTION** (C)
Electronics retailer presenting the most cutting-edge gadgets
- JOCALE** (1)
Locally inspired, on-trend gifts & products
- KRISTALS** (B)
Gemstone-infused luxury skincare & cosmetics
- LAVISH EYEWEAR** (C)
Functional & fashionable eyewear featuring luxury brands
- LUX** (1)
Women's apparel & accessories for the fashionista in you!
- MACEOO** (1)
Luxury menswear
- PSYCHO BUNNY** (B)
Sophisticated men's & boy's apparel that stands apart from the crowd
- SPLASH** (9)
A specialty boutique with looks for poolside to a night out... Splash has it all!
- WENTWORTH GALLERY** (K)
Where rock & art meet
- WESTON JEWELERS** (1)
Serving South Florida for 20 years with fine jewelry & timepieces

ENTERTAINMENT

- CENTER BAR** (10)
Elevated bar serving drinks, live entertainment, video poker & TV's airing sports
- CIPRESSO BAR** (12)
Extensive wine list with focus on Italian varietals & creative cocktails
- COUNCIL OAK BAR & LOUNGE** (21)
Specialty libations & live entertainment
- DAER DAYCLUB** (26)
Boasting resort-style pools with private cabanas, DJ booth, daybeds & a bar
- DAER NIGHTCLUB** (25)
Hot spot with world-class DJs, state-of-the-art audiovisuals & bottle service
- DAVIDOFF CIGAR LOUNGE** (18)
Premium cigars & accessories with speakeasy bar
- ENTICE ULTRA LOUNGE** (16)
High energy dance club with three bars
- HARD ROCK LIVE** (8)
State-of-the-art theater-style entertainment venue with multiple bars & VIP seating
- HARD ROCK SPORTS BAR** (9)
NEW! All the sports action with live gaming and classic sports bar fare
- KURO BAR & LOUNGE** (5)
Handcrafted cocktails using fresh ingredients in modern recipes
- L BAR** (6)
Intimate lounge & cocktail bar offering handcrafted cocktails & live entertainment
- OCULUS BAR** (20)
Classic wine bar with a focus on craft beers, curated wines & signature cocktails
- PLA SPORTS BAR** (22)
Next-level sports bar featuring sports & game simulators & delicious food & drinks
- ROOFTOP LIVE** (24)
Vibrant rooftop bar featuring cocktails, live music & dramatic views overlooking the Guitar Hotel lagoon
- rock & spa**
& SALON
Located on 3rd floor of The Guitar Hotel
RESERVATIONS 954.797.5888

PROPERTY DIRECTORY

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THE GUITAR HOTEL HOLLYWOOD, FL

DINING

- B BREAKFAST L LUNCH D DINNER**
- ABIKA** (25) (D)
American wood-fired grill restaurant showcasing culinary techniques of solid fuel grilling inspired by South Florida's unique bold flavors
- AUBI & RAMSA** (17)
"Adult" ice cream made with top quality ingredients & infused with premium spirits (21+)
- BAE KOREAN GRILL** (13) (D)
An authentic Korean barbecue experience featuring Shinpo grill tables & chef-prepared dishes
- BEACH CLUB BAR & GRILL** (27) (L)
Poolside dining offering classic American favorites with a tropical twist
- CIPRESSO** (12) (D)
Italian-American fare with a menu of time-honored classics based on old world traditions
- CONSTANT GRIND** (19) (B) (L) (D)
Artisanal coffee shop with baked goods, sandwiches, salads, chocolates & gelato made in-house daily
- COUNCIL OAK STEAKS & SEAFOOD** (21) (D)
Classic-American steakhouse offering USDA prime cuts of beef, raw bar, delectable seafood & award-winning wines of 400+ labels
- HARD ROCK CAFE** (11) (L) (D)
American diner-inspired cuisine wrapped in a unique musical experience
- KURO** (5) (D)
Award-winning, new-style Japanese restaurant using both locally sourced & imported ingredients
- MARKY'S CAVIAR LOUNGE** (14) (D)
Full-service restaurant & bar serving French cuisine, caviar service & modern American influences in a chic & intimate dining room
- POOL BAR & GRILL** (1) (L)
Poolside dining offering classic American favorites with a tropical twist
- RISE KITCHEN & DELI** (23) (B) (L) (D)
24-hour contemporary American diner/deli serving all-day breakfast, hearty salads, burgers & sandwiches & deli offerings