



Overview:

Amplify Add to Cart is a curated product discovery activation inside [Amplify Events](#). Part pop-up shop, part content pod, and part social engine, it helps our attendee brands get discovered from inside the room through live content, attendee engagement, and social sharing.

Goal:

To help participating brands get discovered, shared, and talked about by founders, operators, and brand builders attending Amplify Events.

Why Participate

Participating brands will receive:

- placement inside a curated activation at our events
- extra visibility through attendee-generated content
- product exposure to founders, operators, and brand builders in the room
- amplify curated content tied directly to product discovery and founder favorites (we'll also be interviewing founders about their favorite finds and sharing those moments live on social!)

How the Activation Works

Step 1

Attendees enter **Amplify Add to Cart**.

Step 2

They grab a basket and browse featured founder products displayed on the shelves.

Step 3

They choose **3 favorite products** to bring home.

Step 4

They place their favorites to the photo/video station, snap a photo, and share their picks using prompts like:

- **Founder Favorite**
- **Wish I Thought of This**
- **Most Likely to Be My Next Obsession**

How to Participate

It's easy to unlock instant shares on the biggest founder channels in CPG, DTC & Retail.

Send **5–15 units** to Amplify HQ. The more you send, the more opportunities founders have to discover, choose, and share your product.

The more you send, the more opportunities you'll have for founders in the room to discover your brand, choose it as a favorite, and share it on social.

FOR NYC-AREA EVENTS SHIP TO:

Amplify HQ
Attn: Amanda Naqvi
35 Nutmeg Drive
Suite 300
Trumbull, CT 06611

LA-AREA EVENTS SHIP TO:

Extra Space Storage
ATTN Hamza Naqvi, Amplify HQ
6401 Oak Canyon
Irvine, CA 92618

FAQs

What if there are extras left over?

If there's product left at the end of the day, you have two options: take it home with you or leave it with us and we'll include it in a future activation. Amplify Add to Cart is planned as a traveling activation in our ongoing roster of events..

Can I send multiple SKUs?

Yes. Just make sure to bring a few samples for each SKU so it looks great on the shelves.

Am I guaranteed exposure?

We'll feature your product in the activation and create the opportunity for discovery and sharing, but we can't guarantee a specific number of picks, posts, or impressions. Products that are visually strong, easy to understand, and send more units will naturally have more chances to be picked up and shared.

Is Amplify buying my product? Are attendees paying for the product?

No — Amplify is not purchasing a product, and attendees are not buying it onsite. This is a brand visibility and discovery activation designed to get products into the hands of founders and operators in a more content-driven way.