

APEX 2025

Asset Protection Executive Xchange



Jim Morris
Famous "Rookie" and
former MLB player



Gretchen Wilson
Grammy Award winner



Alexander Acosta
Former United States
Secretary of Labor

About APEX

Asset Protection Executive Xchange (APEX) is an exclusive conference powered by TalkLP, bringing together top executives and decision-makers across the asset protection industry to collaborate, exchange ideas, and solve their biggest challenges.

This in-person event is by invitation only, ensuring powerful networking opportunities and thought-provoking discussions with industry leaders. There are no press allowed, and audio / video recording is strictly prohibited. This creates a safe atmosphere where attendees can share challenges and solutions with their executive peers.

Who attends?

The conference draws more than 260 attendees. It has steadily grown each year and we anticipate our largest conference yet in 2025. The breakdown of attendees is maintained at a 1:1 ratio or better, hosting 130 asset protection & safety executives and 130 solutions providers to support them.

APEX attendees are asset protection executives from the grocery, retail, c-store and restaurant industries. Companies attending in the past include: Kroger, Safeway, Dollar Tree/Family Dollar, Meijer, McDonald's, WKS Restaurant Group, Cracker Barrel, Academy Sports, RaceTrac, Dollar General, REI, Hibbett Sports, IKEA, Bloomingdales, Macy's, TJX Companies, GAP, H&M, Tractor Supply, American Eagle and others.

Keynote Speakers

APEX has a history of featuring influential speakers and performers such as former CIA operative John Franchi, Hall of Fame running back Emmitt Smith, America's most famous spy catcher Eric O'Neill, singer/songwriter John Rich and retail scholar and analyst Greg Buzek.

2024 Keynote speakers and performers included: former United States Secretary of Labor Alexander Acosta, the famous "Rookie" and former MLB player Jim Morris, Ryan Long, former CSO of McDonald's, and Grammy Award winner, Gretchen Wilson!

September 21-24, 2025 • Nashville, TN

