



RETAIL COUNCIL OF CANADA

store2019

Sponsorship & Exhibitor Information Package

May 28th & 29th, 2019

The Toronto Congress Centre,
Mississauga, ON.

Join Canada's largest 2 day retail industry event!

STORE 2019 offers...

- Over 1,800 influential senior-level retail decision makers in attendance.
- More than 30 presentations, with over 70 industry leaders taking the stage
- Showcasing over 50 of the best retail service providers in our networking hall

STORE 2019's content streams include...

- Store Operations: In-store digital technology, staffing & loss prevention, operational impact of OMNI channel, customer experience & customer service.
- Supply Chain & Fulfillment: Inventory management, enterprise resource planning tools, digital purchasing & sourcing, fulfilment logistics.
- Digital & eCommerce: Digital brand strategies, mapping digital footprints, personalization tools, in-store analytics, in-store mobile & digital tools.
- Marketing: New social media tools & strategies, consumer behavior trends, mobile brand engagement, hyper local marketing, blended campaigns, maximizing blend & budget.
- Entrepreneurs (Shop/n™): Start-up success stories, social media 101 for small businesses, brand promotion in a world of digital clutter, quick & easy global expansion through e-commerce, local strategies to increase foot traffic.

STORE 2019 offers the unique opportunity to get in front of new customers and grow your market share, all while keeping your business top of mind with existing clients.

Please note: Active membership with Retail Council of Canada is required in order to participate as a sponsor/exhibitor at this event.

Attendee Breakdown



■ C-Suite/Founder- 11% ■ VPs, Executive 19%
■ Director 17% ■ Manager 33%
■ Account Exec/Bus Dev 9% ■ Other (students, consul.) 11%

What Delegates Said in 2018:

- “Seems to be getting better every year!!! Definitely coming back next year .. continue to bring speakers from abroad .. as we expand our mindset to become more "Global" it is very insightful to see how ahead or behind we are!”
- “I knew I was going based on past experience.”
- “The drive sales, not impressions session was the best one of the conference. Very useful information I can apply to my business.”
- “We were happy with the attendee presence and enjoyed our spot on the exhibitor floor.”



Presenting Sponsor

\$65,000

Brand Experience

- Opportunity to have a Sr. Executive give RCC scripted “Opening remarks”
- Premium exhibit space
- Opportunity to be exclusive lanyard supplier of **branded lanyards** for name badges (*NOTE: brand presence at STORE, Excellence in Retail Awards (ERA) & Canadian Grand Prix – Grocery Innovation Awards*)
- Multiple podium mentions: “Presented by _____”

Advertising

- Position a Sr. Executive as a thought leader in an interview with RCC CEO & President, Diane J. Brisebois, &/OR an RCC Board Member to be used in Social
- Media campaign &/or played on the main stage
- Full Page ad in STORE edition of *Canadian Retailer* w/600 word editorial
- Logo on event promo ad in other RCC event programs, as available
- Logo on event ad in trade magazines, as available

Event Material and Onsite Signage

- Logo on all marketing collateral
- Logo on 6 exterior parking lot light posts
- Significant presence in the event program
 - Full page ad
 - “Message from the Sponsor” page (RCC written/Sponsor approved)
 - Logo on bottom left of every page layout
 - Logo & website listed in sponsor directory
- Logo on all event signage
- Logo on bottom left of all slides on all stage presentations
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- 6 complimentary registrations to the full conference
- Complimentary VIP table of 8 to attend GRAND PRIX dinner
- Complimentary VIP table of 8 to attend ERA dinner



“Thought Leadership” Sponsor \$20,000

Brand Experience

- Opportunity to present an RCC approved, 45 minute “Thought Leadership Sponsor” during a Concurrent Session time slot (*Day 1 or Day 2*)

Advertising

- opportunity to submit branded thought leadership/whitepaper to be posted on our “Community Hubs” subpage on the RCC website
- Logo on sponsor “Thank You” page in STORE edition of *Canadian Retailer*

Event Material and Onsite Signage

- Logo on select marketing collateral (e-blasts, mailers, etc.)
- Presence in the event program
 - Full page ad
 - Logo & website listed in sponsor directory
- Logo on event signage
 - Thank You Signage
 - Showcase Signage
 - Logo beside Showcase timeslot in the program (on-line version also)
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- 4 complimentary registrations to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Mobile App Sponsor \$20,000

Brand Experience

- Opportunity to have presence on the Mobile App
- Logo/Ad on the opening screen
- Rotating Banner on the app home page
- Podium mentions: “Mobile App Sponsor _____”

Advertising

- Opportunity to include a banner ad in RCC’s e-newsletter for the 4 weeks prior to STORE
- 4 “tweets” from RCC regarding your participation 2 weeks prior to STORE
- ½ page ad in the STORE edition of *Canadian Retailer*
- Logo on sponsor “Thank You” page in STORE edition of *Canadian Retailer*

Event Material and Onsite Signage

- Logo on select marketing material (e-blasts, mailers, etc.)
- Logo recognition throughout mobile app
- Presence in the event program
 - Full page ad
 - Logo & website listed in sponsor directory
- Logo on event signage
 - Thank you signage
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- Four (4) complimentary registrations to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Super Session Sponsor

\$15,500

Brand Experience

- Opportunity to have a Sr. Executive participate in a 10 minute “Power Chat” with the speaker backstage prior to session
- Opportunity to have a Sr. Executive introduce the speaker
- Podium mentions: “Super Session Sponsor _____”

Advertising

- Opportunity to include a banner ad in RCC’s e-newsletter for the 4 weeks prior to STORE
- Three (3) “tweets” from RCC regarding your participation 2 weeks prior to STORE
- Logo on sponsor “Thank You” page in STORE edition of *Canadian Retailer*

Event Material and Onsite Signage

- Logo on select marketing material (e-blasts, mailers, etc.)
- Presence in the event program
 - ½ page ad
 - Logo & website listed in sponsor directory
- Logo on Event Signage
 - Thank you signage
 - Super session signage
 - Logo beside super session timeslot in the program
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- Four (4) complimentary registrations to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Re-charge Lounge

\$15,500

Lounge will provide delegates with a space to re-charge their body, mind and devices.

Brand Experience

- 20x20 space in the Networking Hall designed for delegates to relax and recharge mobile devices.

Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to STORE
- 3 "tweets" from RCC regarding your participation 2 weeks prior to STORE
- 3 push notifications each day from the mobile app to drive traffic
- Logo on sponsor "Thank You" page in STORE edition of *Canadian Retailer*

Event Material and Onsite Signage

- Logo on select collateral material (e-blasts, mailers, etc.)
- Presence in the Event Program
 - ½ Page Ad
 - Logo & website listed in sponsor directory
- Logo on Event Signage
 - Thank You Signage
 - Lounge Signage
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- 4 complimentary registrations to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Lunch n' Learn Sponsored Speaker \$10,500

Brand Experience

- Develop, coordinate and deliver a 20-minute speaking session during the lunch session time slot. *(NOTE: Content will require pre-approval by RCC)*

Advertising

- Opportunity to include a banner ad in RCC's e-newsletter for the 4 weeks prior to the Conference
- 2 "tweets" from RCC regarding your participation in the final week prior to the event

Event Material and Onsite Signage

- Presence in the Event Program
 - Phone number &/or website listed in sponsor directory
- Logo on Event Signage
 - Thank You signage
 - Lunch n' Learn session signage
 - Logo beside Lunch Session timeslot in the program
- Logo presence on main stage screen "Sponsor Loop"

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- 3 complimentary registrations to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Cocktail Reception \$10,000

Event Material and Onsite Signage

- Presence in the Event Program
 - ½ page Ad
 - Logo placed beside the Networking Reception timeslot in the program (printed and online versions)
 - Logo and website listed in the sponsor directory
- Logo on Signage
 - Sponsor “Thank You” Sign
 - “Reception” Sign & Tent Cards
- Presence on Main State Screen
 - Logo representation on the “Reception Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & Link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Two (2) Complimentary Registrations to the full conference

Brand Experience/ P.R.

- Podium mentions during Reception: “Reception generously sponsored by ___”



Fast5 'Thought Leadership' Sponsor \$8,500

Brand Experience/P.R.

- Opportunity to have a representative from your company present a FIVE minute presentation on the Main Stage regarding what your company has to offer

NOTE: this is not a sales pitch, but an opportunity to showcase your business, especially NEW solutions.

Event Material and On-site Signage

- Presence in the Event Program
 - ¼ page full colour ad
 - Logo & website listed in sponsor directory
- Logo on "Sponsor Thank You" Signage
- Logo Presence on main stage screens

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Two (2) Complimentary Conference Registrations



Concurrent Session Sponsor

\$6,500

Brand Experience/P.R.

- Opportunity to have a Sr. Executive introduce the Speaker
- Podium mentions: “Concurrent Session Sponsor _____”

Advertising

- Logo on sponsor “Thank You” page ad in STORE edition of *Canadian Retailer*

Event Material and Onsite Signage

- Presence in the event program
 - Phone number &/or website listed in sponsor directory
- Logo on event signage
 - Thank You signage
 - Concurrent Session signage
 - Logo beside Concurrent Session timeslot in the program (print and on-line)
- Logo presence on main stage screen “Sponsor Loop”

Online Presence

- Corporate logo & link to your website on event site (pre & post)

Networking Opportunity

- 1 complimentary registration to the full conference
- Opportunity to purchase additional conference passes at a reduced rate



Exhibitor Booth

Pricing

- 10 x 10 - \$5,750 + 2 full conference passes
- 10 x 20 - \$11,500 + 4 full conference passes
- 20 x 20 - \$16,000 + 8 full conference passes

Exhibitors receive:

- Booth space at a height of 8' and draping along the back and sides.

Event Material and On-site Signage

- Presence in the Event Program
- Your company name listed on the exhibitor guide, indicating booth location

Online Presence

- Your company name listed in the on-site program, indicating booth location

Networking Opportunity

- See above for number of Complimentary Registrations to the Full Conference (based on size of booth)
- Access to discounted rate for additional passes

(NOTE: Prior to the event, all exhibitors will be provided with an exhibitor manual kit containing show order forms for additional services and furnishing (i.e. electricity, internet, carpeting, furnishings.)

Exhibitor Opportunities:

Nikita Patel

Sponsorship Representative

416-467-3745

npatel@retailcouncil.org



Registration Sponsor

\$5,000

Event Material and Onsite Signage

- Presence in the Event Program
- Logo places beside the registration timeslot in the program (printed and online versions)
- Logo, phone number and/or website listed in sponsor directory
- Logo on Signage
- Sponsor “Thank You” sign
- Registration Signage

Presence on Main Stage

- Logo representation on the “Registration Sponsor” slide on Main Hall Stage

Online Presence

- Corporate logo & link to your website from the RCC event page (pre and post event)
- Logo recognition on the online registration and fax forms

Networking Opportunity

- Two (2) complimentary passes to the entire conference
- Opportunity to purchase additional passes at a discounted rate



Breakfast Sponsor

\$5,000

Event Material and Onsite Signage

- Logo on select collateral material including email promotions
- Presence in the Event Program including Half Page Ad, Logo & website listed in sponsor directory and Logo
- placed beside the Breakfast Sponsor timeslot in the program (printed & on-line versions)
- Logo on Signage
 - Thank You Signage
 - “Breakfast Sponsor” Sign & Tent Cards
- Presence on main stage screen
 - Logo presence on main stage screen as “Breakfast Sponsor ”

Online Presence

- Corporate logo & link to your website from the RCC STORE page (pre & post event)

Networking Opportunity

- Three (3) Complimentary Registrations to the Full Conference
- Access to discounted rate for additional passes



Refreshment Sponsor (Morning & Afternoon Break) \$5,000ea

Event Material and Onsite Signage

- Logo places beside the Morning Refreshment Break timeslot in the program (printed and online versions)
- Refreshment Break Sign & Tent Cards
 - Logo on Sponsorship page
 - Logo on “Sponsor Thank You” Signage
 - Logo Presence on main stage screens

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre & post event)

Networking Opportunity

- Two (2) complimentary conference registration will be provided for use by representatives of your organization
- Opportunity to purchase additional passes at a discounted rate



Lunch Sponsor \$5,000

Event Material and Onsite Signage

- Presence in the Event Program
 - ¼ page ad
 - Logo placed beside the lunch timeslot in the program (printed and online versions)

Logo on Signage

- Sponsor “Thank You” Sign”
- “Lunch” Sign & Tent Cards

Presence on main stage screen

- Logo representation on the “lunch sponsor” slide on main hall stage

Online Presence

- Corporate logo & link to your website from the RCC Event page (pre-post event)

Networking Opportunity

- Two (2) complimentary registrations to the full conference

Brand Experience/P.R.

- Podium mentions during Lunch: “Lunch generously sponsored by _____”



Additional Sponsorship Opportunities

Consider getting your brand in front of RCC's Award Gala attendees:

Excellence in Retail Awards (ERA) May 29th (following the conference)

The Excellence in Retailing Awards recognizes the Canadian retail industry's top achievers in a variety of categories. The submissions come from a wide range of retailers and highlight new and creative innovations in areas ranging from technology to corporate social responsibility, to marketing and communications.

- *Canadian Hall of Fame Award - \$15,500*
- *Awards (10 different categories to choose from) - \$10,000*

For more information, please contact:

Sponsorship opportunities:

Mary Markou

Director,

Sponsorship & Partnerships

416-467-3755

mmarkou@retailcouncil.org

Exhibitor Opportunities:

Nikita Patel

Sponsorship Representative

416-467-3745

npatel@retailcouncil.org

Please note: Active membership with Retail Council of Canada is required in order to participate as a sponsor/exhibitor at this event.