



Take the Stage at RCC's 2019 STORE Conference! Speaking Sponsorship Opportunities

Do you have thought leadership, case studies, best practices, etc.
in the following retail business categories?

- (Brick & Mortar)** In-Store Tools & Technology, Store Design, Staff Training & Development, OMNI Channel Business Strategies & Impact on In-Store Operations, Customer Experience, Pop-Up Retail
- (Buy-Move-Sell)** Enterprise Resource Planning, Last Mile & Reverse Logistics, Online Purchasing & Sourcing Tools, Automated Pick & Pack, Hub & Spoke and Dynamic Supply Chain Models
- (Customer Engagement)** Personalization and Individualized Path to Purchase, Digital-Mobile and Local Brand Engagement Tactics, Artificial Intelligence, Virtual Reality and Augmented Reality
- (Data & Analytics)** Data Security, Consumer Privacy & Behaviour Tracking, In-Store & video Analytics, Machine Learning, Automated & Local Sourcing, Customer Valuation Theory

If so please check off the applicable box above and submit your proposal
by **no later than February 14, 2019**

Conference Date: May 28 – 29, 2019

Location: Toronto Congress Centre, Toronto, ON

About the Event:

Widely known as the biggest retail event in Canada, [STORE](#) is a two-day conference that attracts senior retail leaders from small, mid and large retailers. This conference is ideal for sponsors who want to get in front of retail executives to showcase their emerging technologies and solutions.

Audience: Over 2,000 delegates attend STORE from every operational level including C-suite, senior managers and independent retail owners. Fifty percent of attendees are mid and large retailers in operations, marketing, eCommerce and merchandising. Our attendees have enormous purchasing power and are looking to connect with sponsors to hear how their products and services can help their retail business.



1. Speaking Session Types and Pricing

**All content and speakers to be RCC approved. Limited speaking space available. Active membership with RCC is required in order to participate.*

• **Thought Leaderships Session – Main Stage - \$25,000**

Opportunity to develop, coordinate and deliver a 30- 35 minute speaking session in conjunction with a major retailer on the main stage with an audience of approximately 2,000 delegates. The objective of super sessions is to motivate the audience with innovative and inspirational thought leadership relevant to all conference attendees.

• **Thought Leadership Session – Concurrent Session \$20,000**

Develop, coordinate and deliver a 40 minute speaking session during a concurrent session time slot. This session offers more flexibility in topic choice.

• **Lunch & Learn - \$10,500**

Develop, coordinate and deliver a 20-minute vendor showcase during the Luncheon time period. This session offers more flexibility in topic choice.

• **Fast5 – \$8,500**

Develop, coordinate and deliver a 5-minute speaking session to be presented on main stage

2. Eligibility to Submit a Proposal

- Suppliers, e.g. agencies, consulting firms, public relations firms, not-for-profit associations, research groups, vendors and service providers to Canadian and international retailers.

3. Conference Session/Speaker Proposal Framework and Requirements

All proposals must contain the following information and structure to be evaluated by RCC's conference planning team:

- **Main Contact Details** - Provide full contact details on key contact within your organization to be overseeing the proposal (i.e. Name, Title, Address, Phone, Fax and E-Mail).
- **Description of Session Topic** - Outline the speaking opportunities of interest (as per the list above), and provide a clear and concise challenge affecting professionals in the retail industry. Highlight how this presentation will help retailers address and solve this challenge. Topic must focus on delivering knowledge, best practices, new ideas, and insights relevant to a retail audience. Topics focused on organizations' specific proprietary solutions without an examination of a broader relevance or applicability will not be accepted (the promotion of specific products or services is prohibited during sessions). **Please keep your session description as simple and as concise as possible.**
- **Significance of topic for attendees and the industry** - Describe why this topic is important to the retail industry and what the conference attendees will gain by attending this session. Please list **three key takeaways** for our conference delegates.
- **Speakers** – Present a list of all proposed speakers, along with a bio, photos and video clips (if available). Provide information on proposed speakers' experience with public speaking and content delivery. Special attention will be given to submissions that include subject matter experts with the proven ability to motivate and effectively deliver presentations.



- **References** - Include a minimum of two references per speaker that RCC may contact to verify presentation abilities, knowledge of given subject matter, etc.
- **Session Format** - Provide proposed delivery of content at the conference. Special attention and priority will be given to proposals that include innovative ways to deliver content and engage audiences to participate in a two-way information sharing experience. Typical formats include: keynote presentations containing Q & A time, panel discussions with a moderator, one-on-one interviews between a subject matter expert and an interviewer, workshop style delivery, two-way feedback and delivery, etc.
- **Delivery Tools** - Provide any details about the tools needed to deliver the proposed session, for example, PowerPoint presentations, Internet access, audio/video use, audience participation devices, etc. **NOTE: A PowerPoint presentation must be integrated into every presentation.**

4. Conference Session and Speaker Proposal Considerations

- Proposals will be selected based on topics and availability of speakers. Potential speakers must be available to meet and plan in advance. RCC will not work solely with intermediaries and/or assistants to plan conference sessions.
- Sessions can be scheduled at any time during the conference, and speakers must be available on any days of the show. Speakers will be notified of their program date and time at least 1 month prior to the conference date.

If your submission is accepted, you will be sent a sponsorship contract outlining the benefits of sponsorship to be signed off on and returned.

For questions, or to submit your proposal:

Contact Mary Markou, Director, Sponsorship & Partnerships at mmarkou@retailcouncil.org or 416-467-3755.



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