



Do you want to speak at Retail Council of Canada's STORE2020 Conference?

Session Sponsorship Opportunities Now Available

Conference Date: May 26 -27, 2020

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.

All titles and descriptions will be finalized in a collaborative manner. The educational focus will be, but not limited to, the following topics/tracks:

- (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



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1. Conference Session Types and Pricing

The sponsorship speaker programming* consists of the following opportunities:

- **Thought Leaderships Session – Main Stage - \$25,000- LIMITED**
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 1,200 delegates. The objective of main stage sessions is to motivate the audience with innovative and inspirational thought leadership relevant to all conference attendees. Benefits of Main Stage Session on **p. 5** of [Sponsorship Package](#).
- **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. Benefits of Concurrent Session on **p. 6** of [Sponsorship Package](#).
- **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. Benefits on **p. 8** of Sponsorship Package.
- **Fast5 – \$8,500**
Develop, coordinate and deliver a 5-minute speaking session to be presented on main stage. Benefits included on **p. 10** of Sponsorship Package.

Sponsored Session Proposal Due: February 21st, 2020

1. Selection Criteria

Proposals submitted for the conference are reviewed for consideration based on the direction provided by the volunteer advisory committee.

- **Sponsors must be active members of RCC to submit a proposal**
- **Proposals with the intent to include a retail speaker or retail case study will be given priority over proposals delivered solely by industry partners**
- Opportunity available to suppliers, vendors and service providers to Canadian and international retailers
- Original material; content must be owned by the sponsor or presenter
- Speaking experience, presenter must have superior presentation skills
- Overall perceived quality of content, session must stimulate audience interest
- Timeliness of topic, clear take-aways and results-based
- Completeness of proposal packet
- Participant evaluations of speakers at previous RCC events, if applicable

2. Session Schedule and Size

We will ensure you have a confirmed time for your session at minimum one month prior to the conference. We will take into consideration any scheduling requests. Main stage sessions will have an expected audience of about 1,500 – 2,000 and concurrent sessions will have an expected audience of about 150-250 people.

3. Session Information

The Conference Program description will be based on the information you provide here. Please attach additional pages where needed.

1. Business / Organization: _____
2. Contact Person for planning content and logistics
Name:
Title:
Phone:
Email:
3. Session Subject Matter (please reference noted potential topics)
4. Have you conducted this or a similar presentation for other professional groups?
5. If yes, for whom and when (please include links to LinkedIn, Twitter, or Youtube if new to speaking at RCC?)
6. Intended Audience (function titles you expect to be interested in this topic):
7. As the presenter, what do you hope to achieve with this presentation:
8. In what way does this presentation contribute to the knowledge and/or skills of retail professionals?
List 2 - 5 points.
9. Session Format (keynote, panel, round table, interview, other):
10. Session title (to be agreed upon with RCC)
11. Session Description: 70 word maximum description that accurately reflects the content and learning objectives of your session. RCC will share the final version of the description.
13. How can you engage retailers in your session? Please note suggested retailers:

14. Level of Presentation / Learning Objectives: *Select only ONE.*

Advanced Intermediate Introductory Update

Advanced:

- Focuses on the development of in-depth knowledge, a variety of skills, or a broader range of applications. This level is for participants with significant exposure to the subjects. The focus should be on *“Can I use this in my organization?” “How do I implement it?” “How do I evaluate it?”* Key words in the learning objectives could include integrate, conceptualize, analyze, evaluate and implement.

Intermediate:

- Builds on a basic level program in order to relate fundamental principles or skills to practical situations and extend them to a broader range of applications. This level is for participants with some exposure to the subjects. The focus should be on *“How does it work?” “Benefits of using it”* and should include detailed examples. Some evaluation of alternative methods would be appropriate at this level. Key words in the learning objectives could include execute, perform, apply & accomplish.

Introductory:

- Covers fundamental principles and skills. This level is for participants with limited or no exposure to the subjects. The focus should be on *“What is it?” “How does it work?”* and *“Why do we use it?”* Key words in the learning objectives could include define, list, repeat and record.

Update:

- Provides a general review of new developments. This level is for participants with a background in the subjects who wish to be kept current. The focus and key words can be a combination of the intermediate and advanced levels.

Rules & Conditions

The conference provides a unique opportunity for open dialogue and creative exchange of ideas among the greater retail community. With this in mind, speakers and moderators must be cautious of using brand names or of specific product endorsements in their presentation. Under no circumstances is this platform to be used as a place for direct promotion of a product, service or monetary self-interest. In keeping with the conference goals, speakers are asked to focus on sharing ideas, lessons-learned, case studies, and best practices that have industry-wide application.

If selected, you agree to the above and the following conditions:

- 1) To work closely with RCC staff in advance of the conference and adhere to deadline dates
- 2) To work cooperatively to refine the presentation and integrate it with other presentations
- 3) To make no substantial changes in content, format, audio/visual needs, room set-up, identity or number of presenters without prior approval of conference organizers
- 4) To make no substitutions for another speaker to give your presentation without consultation
- 5) To design and provide high-quality handouts by the date requested
- 6) To recognize that a conference presentation is an opportunity to share information and is not a showcase for promotion of business, practice or product
- 7) To arrive at least 1 hour prior to your presentation

How to Submit Your Proposal

Sponsored Session Proposal Due: February 21st, 2020

Please send speaker proposals via e-mail to mmarkou@retailcouncil.org



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