

RCCSTORE

Canada's biggest retail event of the year

September 13-16, 2021

Do you have a retail story to share?

Sponsorable Speaking Opportunities Now Available!

(Proposals due May 14, 2021)

RCC's STORE, Canada's largest retail conference, is back with a four day virtual event September 13-16, 2021.

This conference is ideal for vendors and suppliers who are looking to speak in front of Canada's leading retail executives representing independent, small, mid, and large sized retailers and brands. If you have thought leadership, research, or a retail case study to share you will want to secure your session at STORE.

Retail Council of Canada represents over 45,000 store fronts across Canada and advocates on behalf of retail to all three levels of government nationwide. RCC's retail membership is comprised of 21% apparel retailers, 11% food and drug retailers, 12% general merchants, 12% home and home improvement retailers, 22% specialty retailers and more.

STORE Audience Profile

RCC's STORE is the most influential Canadian retail conference for retail decision makers representing Canadian and global brands who are specialized in marketing, operations, human resources, eCommerce and more. STORE traditionally attracts over 1,200 participants from start-ups to the most established retail brands, as well as brands representing consumer packaged goods and the supplier community.

Traditionally the STORE conference audience is comprised of:

- 12% C-Suite/Presidents and Founders
- 36% Director to VP
- 25% Managers and Senior Managers

SPONSORED SPEAKING OPPORTUNITIES

Thought Leadership Session – Concurrent Session \$12,500 (15 opportunities)

Develop, coordinate and deliver a 40-45 minute speaking session during a concurrent session time slot. This session offers flexibility in topic choice.

Other speaking opportunities include:

- **Thought Leadership Session – Main Stage - \$20,000 - SOLD OUT**
Opportunity to develop 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.

- **Fast5 Session \$7,500 (limited opportunities)**
Opportunity for a senior executive to deliver a 5 minute presentation about their company and a new initiative relevant to the audience on the mainstage.
- **Main Stage Introductions - \$5,500 (3 opportunities)**
Opportunity for companies to gain exposure and speak briefly about their organization while introducing a main stage session.



STORE CONFERENCE SCHEDULE

Monday Sept. 13	Tuesday Sept. 14	Wednesday Sept. 15	Thursday Sept. 16
Welcoming Remarks 2:00 pm – 2:30 pm	Main Stage Sessions Main Stage Intro's Available 11:00 am – 12:00 pm		
	Concurrent Sessions 9 Opportunities Available 12:00 pm – 12:45 pm		
Opening Session 2:30 pm – 3:30 pm	Networking Break 12:45 – 1:15		
	Concurrent Sessions 6 Opportunities Available 1:15 pm - 2:00 pm		
	Main Stage Sessions Main Stage Intro's Available 2:00 pm – 3:00 pm ET		

PRESENTATION LOGISTICS FOR CONCURRENT BREAKOUT SESSIONS

RCC will work with the presenters to pre-record the session to be aired simulive during the STORE conference.

Your session will air simulive during the event at your assigned time. The recording will be available for 30 days post event for those who have purchased access. RCC will schedule your session recording with consideration for the content you are presenting.

SPONSOR BENEFITS

Thought Leadership Session – Concurrent Session **\$12,500 (15 opportunities)**

Develop and deliver a 40-45 minute thought leadership session during a concurrent session time slot. This session offers flexibility in topic choice.

Brand Exposure:

- 40 minute thought leadership engagement in front of 150-200 retail decision makers.

Advertising:

- Logo on all relevant communications material.
- Recognition on select email marketing targeted to potential attendees.
- One social media post to highlight the specific session on RCC's LinkedIn, Twitter, and Facebook platforms.
- Opportunity to post company's related thought leadership/case study/whitepapers, etc. on RCC Website in the appropriate Community Hubs.

Online Presence:

- Logo on event website with link to company website.
- Logo beside session timeslot in the on-line event program.
- Virtual lobby signage (thank you to sponsors).
- Link to sponsor presentation included in post event thank you email.
- Recorded presentation is available to attendees on the platform for 30 days post-event.
- Ten complimentary passes to the full conference (valued at \$4,240).

Testimonials from sponsored speakers and STORE audience members

"Thank you again and congratulations on an amazing event at STORE 2019. You all did a fantastic job."

- 2019 STORE Sponsor

"[The] employee-centric presentation with Daria [from Deloitte] was one of my favourites of the conference." - RCC STORE Attendee

"The drive sales, not impressions session was the best one of the conference. Very useful information I can apply to my business." - RCC STORE Attendee

For details on sponsor benefits for mainstage sessions, mainstage introductions and fast five sponsor highlights please visit our website.

CALL FOR CONTENT

In general, we are looking for presenters who can speak to the following topics

Retail Marketing	<ul style="list-style-type: none">• Marketing for small retail• Social selling• Creating community and loyalty	<ul style="list-style-type: none">• Strengthening essential neighbourhood retail• Grocery marketing
Brick & Mortar	<ul style="list-style-type: none">• New role for brick and mortar• Frictionless retail	<ul style="list-style-type: none">• Brick & Mortar vs. eCommerce
Loss Prevention	<ul style="list-style-type: none">• De-escalation & violence in retail	<ul style="list-style-type: none">• Payment security
Human Resources	<ul style="list-style-type: none">• Future of work• Mental health• Human resources for small retail	<ul style="list-style-type: none">• Health and safety• Diversity, equity & inclusion (DEI)
Digital Retail and eCommerce	<ul style="list-style-type: none">• eCommerce for small and mid sized retail• eCommerce disruption	<ul style="list-style-type: none">• Strengthening the brand experience online
Supply Chain & Last Mile	<ul style="list-style-type: none">• Sustainability of the supply chain• Big retail vision for supply chain post pandemic	<ul style="list-style-type: none">• Supply chain technology• Automation and AI
Grocery & Food in Retail	<ul style="list-style-type: none">• Changing consumer needs and priorities• Experiential marketing in a pandemic	<ul style="list-style-type: none">• Flyers and digital marketing
Innovation and Future of Retail	<ul style="list-style-type: none">• Research with Canadian data• Trends that will reshape the apparel industry	<ul style="list-style-type: none">• Changing consumer psychology• Marketplace disruptors

SELECTION CRITERIA

Proposals submitted for the conference are reviewed by the retail advisory committee.

- **Sponsors must be active members of RCC.**
- **Proposals with the intent to include a retail speaker(s) or a retail case study will be given priority.**
- Sponsors are expected to invite appropriate speakers for the STORE audience; retail executives or subject matter experts. Speakers are subject to RCC approval.
- Presenter must have superior presentation skills.
- Content with the presentation must be owned by the sponsor or presenter.
- The session must provide clear take-aways for the audience.

Session Information Required – Submit a Proposal Form

Please complete the proposal form provided at the end of the document.

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

Details requested in your proposals

- Contact information
- Session proposal with key messages and points of differentiation
- Session format
- Speaker information
- Value of your session for retailers right now

Important Dates – subject to change

- May 14, 2021 - Submission due date for equal consideration
- Upon Receipt - Proposal review & content meeting with proposed sponsor
- May 26, 2021 - Concurrent session sponsorship confirmation
- June 11 - Sponsor to confirm speakers/panel
- July 26-30 - Speaker/panel prep meetings
- August 9-13 - Sessions will be recorded aproximityly

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 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:

- To work closely with RCC staff in advance of the conference and adhere to deadline dates.
- To work cooperatively to refine the presentation and integrate it with other presentations.
- To make no substantial changes in content, format, audio/visual needs, identity or number of presenters without prior approval of conference organizers.
- To make no substitutions for another speaker to give your presentation without consultation.
- To design and provide high-quality handouts by the date requested.
- To adhere to the logistical requirements as laid out by RCC staff.

Please send speaker proposals or questions to

Nikita Patel, Senior Coordinator, Member and Sponsor Relations

npatel@retailcouncil.org

416-467-3745

REFER A COLLEAGUE!

Know a qualified colleague who has a great retail story? Please forward this document and invite them to submit their presentation for considerations!

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Sponsored Concurrent Session Proposal Form

(Proposals due May 14, 2021)

SESSION INFORMATION

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

Company	
Primary Contact	
Name	
Phone	
Email	
Secondary Contact	
Name	
Phone	
Email	
Session Proposal	
Tell us what you will speak to, including key messages, three areas of learning and the point of differentiation in content compared to other sessions on this same topic (see call for content on page 4).	
Session Format	
Tell us the desired format of your session. For example: Keynote, panel, roundtable, interview	

Proposed Speakers

Tell us about your speakers Provide full name, title and company. Share a short bio, reference links, or other details about the speakers' experience.

Speaker 1

Speaker 2

Speaker 3

Why is your content valuable to retailers?

Other important information